



Received: 26-08-2023
Accepted: 06-10-2023

International Journal of Advanced Multidisciplinary Research and Studies

ISSN: 2583-049X

Using Social Networks in Marketing Activities at Businesses in Vietnam

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Abstract

The study was conducted to evaluate the impact of social networks on marketing activities of enterprise in Vietnam recently. The data in the article was collected by the research team from Were are social's marketing report in January 2021, 2022, 2023 and used qualitative research methods to analyze secondary data and evaluate the current situation. Using social networks in marketing activities of enterprise in Vietnam through the forms of Facebook, Zalo,

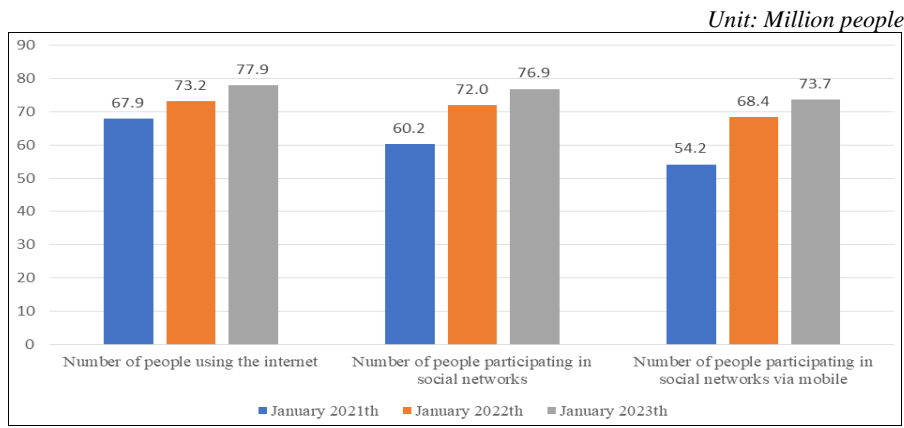
Instagram, YouTube, etc. Research results show that marketing via social networks is highly interactive, optimizing costs. Advertising fees, spread information quickly, increase brand recognition, and locate customers. On that basis, the article proposes solutions to promote and improve the effectiveness of using social networks in marketing activities at enterprises in Vietnam in the coming time.

Keywords: Enterprise, Marketing Activities, Social Networks

1. Introduction

Currently, when the internet has become an indispensable part of the daily life of a large number of people in Vietnam as well as the world, the use of electronic marketing tools has become a trend of enterprise. Enterprises in marketing activities. Electronic marketing includes all activities to satisfy customer needs and wants through the internet and electronic media (Joel. R, 2000). Among them, marketing through social networks must be mentioned. Marketing via social networks can be understood as the use of social network channels to build activities, interactions, and convey messages to meet branding and communication goals (Tracy. P & Tulen. L).

Enterprises in Vietnam are mainly small and medium-sized enterprises, accounting for a large proportion of the total number of enterprises in Vietnam. The main customers of enterprises are individual customers. The budget for promotional activities is not much, so enterprises need to make effective use of different advertising channels, including marketing through social networking sites. With the characteristics of high interactivity, widespread coverage, and low cost, social networks have become a useful tool for enterprises in all areas of the enterprises. However, whether enterprises have been able to promote the effectiveness of social networks or not, let's analyze the current situation of using social networks by enterprises in Vietnam in marketing activities.



Source: We are social January 2021, 2022, 2023

Fig 1: Number of internet and social network users in Vietnam

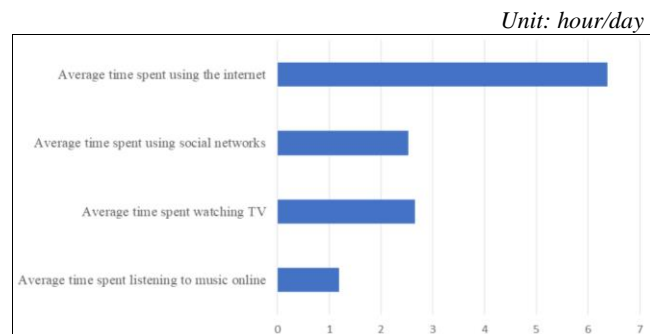
2. Current Status of Using Social Networks in Marketing Activities at Enterprises

2.1 Number of Internet and Social Network users Classification of Public Non-Enterprise Units

The chart shows that the number of people using the internet, participating in social networks and participating in social networks via mobile all tend to increase over the years from 2021 to 2023. According to statistics from we are social, By January 2023, Vietnam has 77.9 million internet users (accounting for 79.1% of the total population), an increase of 6.4% compared to 2022 and an increase of 14.7% compared to 2021, in of these, there are 76.9 million social network users (accounting for more than 98% of internet users), and most of them use social networks via mobile (accounting for more than 90% over the years). We can see that the number of people using social networks and mobile social networks in Vietnam is very large, almost all internet users participate in using social networks. This is considered a huge potential for enterprises to exploit in marketing activities.

2.2 Time Spent using the Internet and Social Networks

According to 2023 internet statistics in Vietnam, users spend a lot of time during the day participating in activities on the internet. The proportion of people using the internet every day is 94%, the number of people using the internet at least once a week is 6%. 6 hours 23 minutes is the average daily time spent using the internet, of which, users spend an average of 2 hours 32 minutes on social networking activities, 2 hours 39 minutes on watching online videos, 1 hour 11 minutes for music listening activities [3]. It can be seen that Internet users in our country do not separate from Internet-related activities for more than a week.

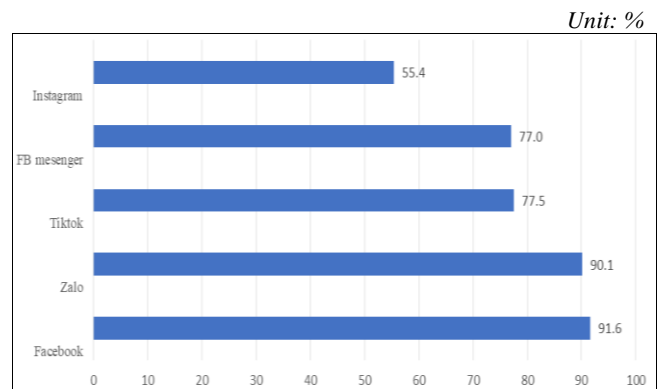


Source: We are social January 2023

Fig 2: Frequency of internet users in Vietnam in 2023

2.3 Popular Social Networking Platforms

The year 2023 will be a big difference compared to previous years when Facebook has taken the lead in the list of the most active social networking sites in our country (in previous years YouTube has always been the leading website). According to statistics from Google, Vietnam is in the top 5 countries that use Facebook the most in the world, ahead of countries with developed technology such as Japan, Korea, Taiwan, etc. See, Facebook is becoming a content marketing trend in the future.

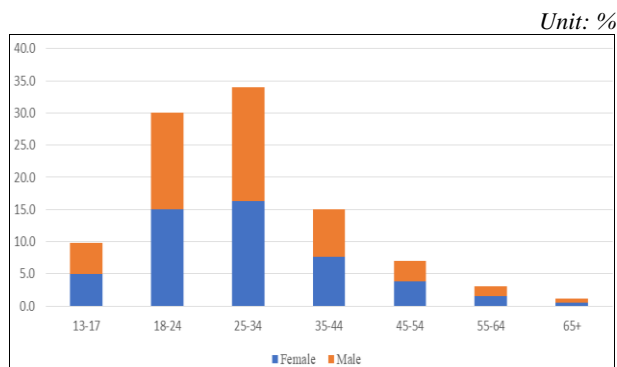


Source: We are social January 2023

Fig 3: Vietnamese social network platforms in 2023

2.4 Ages using Social Networks

According to January 2023 statistics, up to 35% of social network users are aged 18-34, a young, dynamic and technology-loving age group. This group of people has the following characteristics: Economic and consumer independence, likes to express their "self", when choosing products they often prefer goods with personality and uniqueness.



Source: We are social January 2023

Fig 4: Age of participation in social networks in Vietnam in 2023

2.5 Marketing via Social Networks

Social network marketing is a marketing tool implemented with the purpose of increasing traffic and attracting user attention through social networks (Marketingland, 2016) [4]. Due to the characteristics of social networks, marketing via social networks has a number of outstanding advantages compared to traditional forms of marketing:

High Interactivity

Through social networks such as Facebook, Zalo... Businesses quickly access feedback from customers through discussions, survey customer opinions by quick interviews, and share problems with customers, or answer their difficult questions. Increase the connection between enterprises and customers, creating trust for customers.

Optimize Advertising Costs

Compared with traditional media, using social networks Facebook, YouTube... enterprises only need to spend a small fee (running ads...), or even no fee when posting images and articles. About their enterprises as well as their products and services, enterprises can still reach millions of customers who are following that enterprises's social networks. At the same time, article content can be easily changed and upgraded to advertising articles without any additional costs. Thus, with not much cost, enterprises can still achieve positive results in promoting their image, brand, products and services.

Ability to Spread Information Quickly

Through the sharing feature, information posted on social networks often spreads very quickly from one person to another. According to statistics from procon.org (2015), social networks are a method of spreading information, news faster than any other media today. Taking advantage of this feature, enterprises can use it to introduce information about new products and services, or unique and useful features of existing services, or promotional campaigns, or promote images on social networks. If this information has enough traction, it will spread to most online communities quickly.

Increase Brand Recognition and Establish Relationships with Target Customers

Through virality and high interactivity between businesses and users, social networks help enterprises easily promote their brands and attract the attention of potential customers while establishing close relationships. Established with customer files on social networks.

Locating Customers

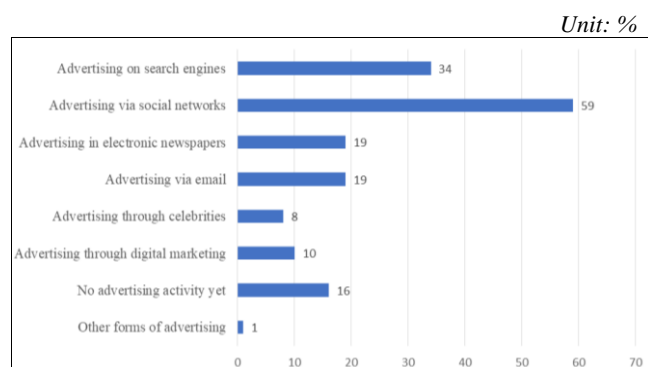
Locating customers through electronic marketing tools has become easy today, some social networking platforms such as Facebook, Zalo... provide tools to manage pages and statistics on the number of people who like the page, people who frequently visit the site, even gender, age, interests,... can all be adjusted. Customer positioning not only helps enterprises make long-term business plans but also helps enterprises increase sales.

Social networks have transformed the internet from a source of information into a platform with great influence and spread in society. With the strong development of global social networks, enterprises of any size, in any industry, need to consider social network marketing as a mandatory component of their marketing strategy.

Thus, marketing via social networks is no longer a trend, but a real trend that small and medium-sized enterprises need to exploit to develop their enterprises activities.

2.6 The Situation of Implementing Marketing via Social Networks in Enterprises

For many years in a row, Facebook has always led as the most trusted enterprise channel to support website advertising on mobile applications in enterprises (January 2023, the percentage of enterprises using social networks in advertising activities) reported up to 59%, an increase of 12% compared to 2022) (E-commerce Association, 2023).

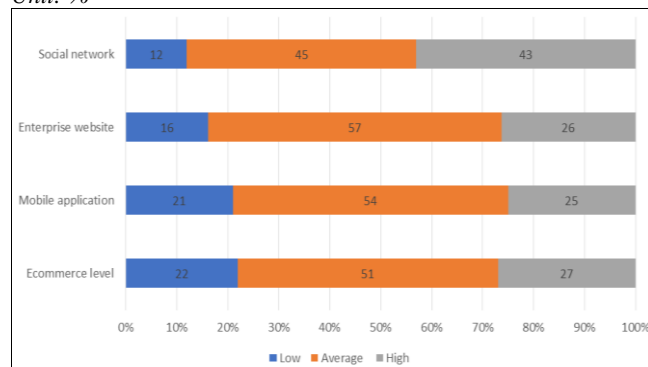


Source: Vietnam e-commerce index report, 2023

Fig 5: Forms of website advertising on mobile applications of enterprises in 2023

In online promotion activities, social networks and search engines are still platforms that enterprises consider highly effective tools, 59% and 34% respectively.

Evaluating advertising results through online forms



Source: Vietnam e-commerce index report, 2023

Fig 6: Evaluating advertising results through online forms

2.7 Business Mechanism in using Social Networks for Marketing Activities

In general, over the past four years, the trend of online advertising through two platforms, social networks and search engines, has been growing strongly through old convenient means, especially online advertising. Social network user satisfaction rating rate has been posted and there is no sign of return. Although it is possible to find the potential to develop marketing activities through social networks, Vietnamese enterprises have not taken full advantage of the capabilities of social networks, so the cost of using social network advertising activities is still low. High. Enterprises have not really invested in content and images for articles posted on Facebook. Enterprises building their brands on social networks are still not effective: they do not post regularly, the article content is sketchy and does not attract customers' attention, and the images displayed on social networks are not yet effective professionally, videos are not invested in content to convey messages to customers. Enterprises do not know how to flexibly apply electronic marketing methods to maximize communication effectiveness via social networks: have not taken advantage of social networks to increase traffic to the enterprises' website and have not taken advantage of the website to promote the enterprises' social networks as well as other security websites to increase the number of followers for the enterprise, social networking sites. The staff specializing in e-marketing is not strong, mainly from outside sources, leading to dependence on companies specializing in e-marketing: hiring to run ads, hiring content writers, etc. In short, the use of business social networks in Vietnam is popular but still not really effective. Enterprises need to address the limitations to maximize the effectiveness of social communication network.

3. Solutions to Improve the Efficiency of Marketing Activities through Social Networks

It can be seen that Marketing via social networks has many advantages that help enterprises develop their brands, in addition to helping businesses grasp customer needs, creating a bond between enterprises and customers client. From there, helping enterprises increase profits and revenue, marketing via social networks is considered an effective and ideal economical tool. However, to take advantage of the power of social network marketing, enterprises need to focus on the following solutions:

3.1 Build an Effective Electronic Database Platform, Flexibly Apply Interactive Methods and Tools, and Optimize Advertising Costs

Enterprises should focus on building one or two social networking channels that are most visited by customers, integrating them into their own enterprise website, and registering usage rights associated with their brand. Using social networks to drive traffic to the website and vice versa will bring great efficiency for promotion, more traffic to the website will help the enterprise's website naturally get the top position in the search list of the enterprise's customers (combined with website SEO techniques), the chance of customers finding the business on the Google search engine will be higher, creating opportunities for enterprises to sell better and increase product and service revenue. Enterprises need to effectively use social media marketing

tools, using different interactive tools such as questions, surveys, polls, videos, mini games, etc. to increase engagement with customers. customers, increasing the number of people interacting with the enterprise. In addition, from that connection, enterprises will understand the psychology and needs of customers, stimulate new ideas for new products, and help enterprises develop further in their product chain.

3.2 Plan each Social Media Advertising Campaign

To have an effective advertising campaign, each enterprise needs to build its own advertising plan for each campaign. Through tools such as google analytics, or facebook analytics, analyze customers: psychology, age, geographical location, target customer culture, competitor analysis,... from there, create an appropriate marketing plan. Suitable for each customer of the enterprise, giving appropriate budget. Evaluate the effectiveness of each advertising campaign through parameters such as conversion rate, interactions, video views, traffic. Then analyze and learn from experience to adjust the advertising campaign for your needs. Suitable, optimizing costs for enterprises.

3.3 Invest in Creating Content for Articles, Images, and Videos Posted on Social Networks

In the online environment, customers know the enterprise through Promotional images on online tools such as websites, social networks,... or in other words, websites or social networks are the face of the enterprise itself. Thus, images in the online environment are extremely important. Enterprises need to invest in building an image for their enterprise: professional, containing the business's brand logo, having links to the enterprise's websites, etc. There is nothing worse than visiting a enterprise's Facebook page. without a cover photo or website content that hasn't been updated in days. A social networking site that attracts customer attention needs to regularly post, increasing interaction between customers and enterprises. In addition, the article content needs to be carefully prepared to attract customers. To do that, enterprises need to plan article topics posted daily, weekly, monthly, and rich article content that can be combined according to "trend" to attract customers.

In addition to investing in images and articles for the website, enterprises should focus on investing in creating videos about their products and services to help customers have the most realistic experiences about those products and services. According to statistics, customers often decide to purchase after watching video reviews of products and services. Investing in building quality videos in terms of content and images will boost customers' purchasing motivation as well as convey the enterprise's promotional message to customers, improving the effectiveness of the communication campaign.

Above are some solutions that enterprises can use to effectively use social networks for business communication activities. In addition, businesses need to focus on training their staff to ensure electronic marketing tools. For enterprises that do not have personnel in the field of electronic marketing, they can choose employees who are quick with technology to learn more knowledge about digital marketing. This will help enterprises be proactive in online advertising activities as well as save on outsourcing costs.

4. Conclusion

From the outstanding advantages that social networks bring to enterprise marketing activities in Vietnam, enterprises need to reevaluate their strategies to take timely and appropriate actions. How to fully exploit social networking tools in enterprise marketing activities, low cost but high efficiency is always the concern of any enterprise. To be successful in a dynamic marketing environment like the social network environment, enterprises are required to build systematic and systematic social network marketing strategies.

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