



Digital Marketing Plan for VF Academy

HUYEN PHAM (541695) & ANH VU (728515)

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Executive Summary

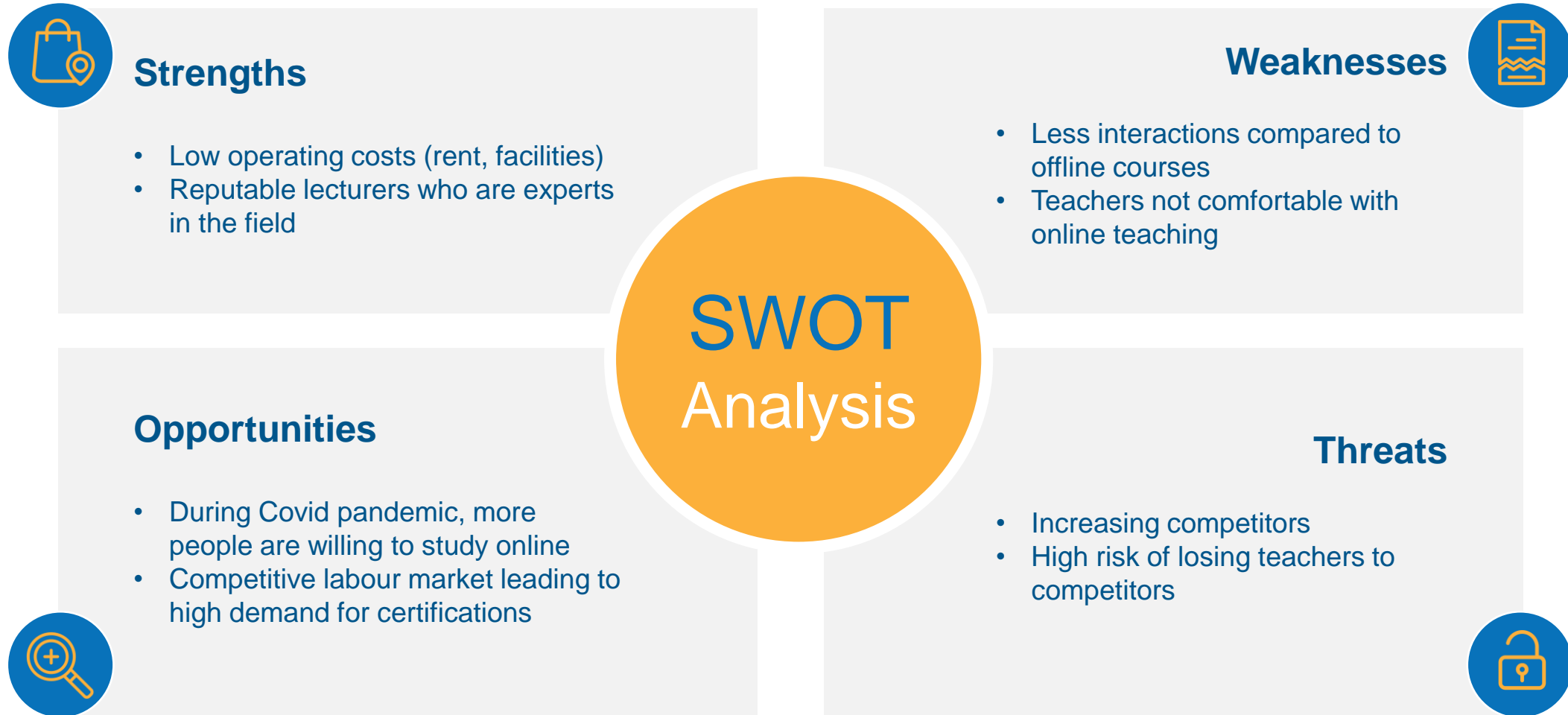
- Digital Marketing plan for a Start-up company in Vietnam, which currently has 0 digital marketing presence
- Main objectives are to build company's brand reputation and acquire customers for the first 4 courses
- Strategy is using a mix of online channels to create an integrated online customer journey from awareness to conversion.
- Facebook & Youtube are the main channels because they are the most popular channels among students and young people in Vietnam, which are our target audience.

Company Introduction: VF Academy

- A start-up company, located in Hanoi, Vietnam
- Product offerings: online training courses for CFA charter, FRM, and other professional certifications
- Fees: 6.000.000 - 10.000.000 VND per course per student. Maximum 50 students per course.
- Competitors: MOOC, other online training providers
- Market: Vietnam
- Target customers: sophomore and senior students, and young professionals



Situation Analysis



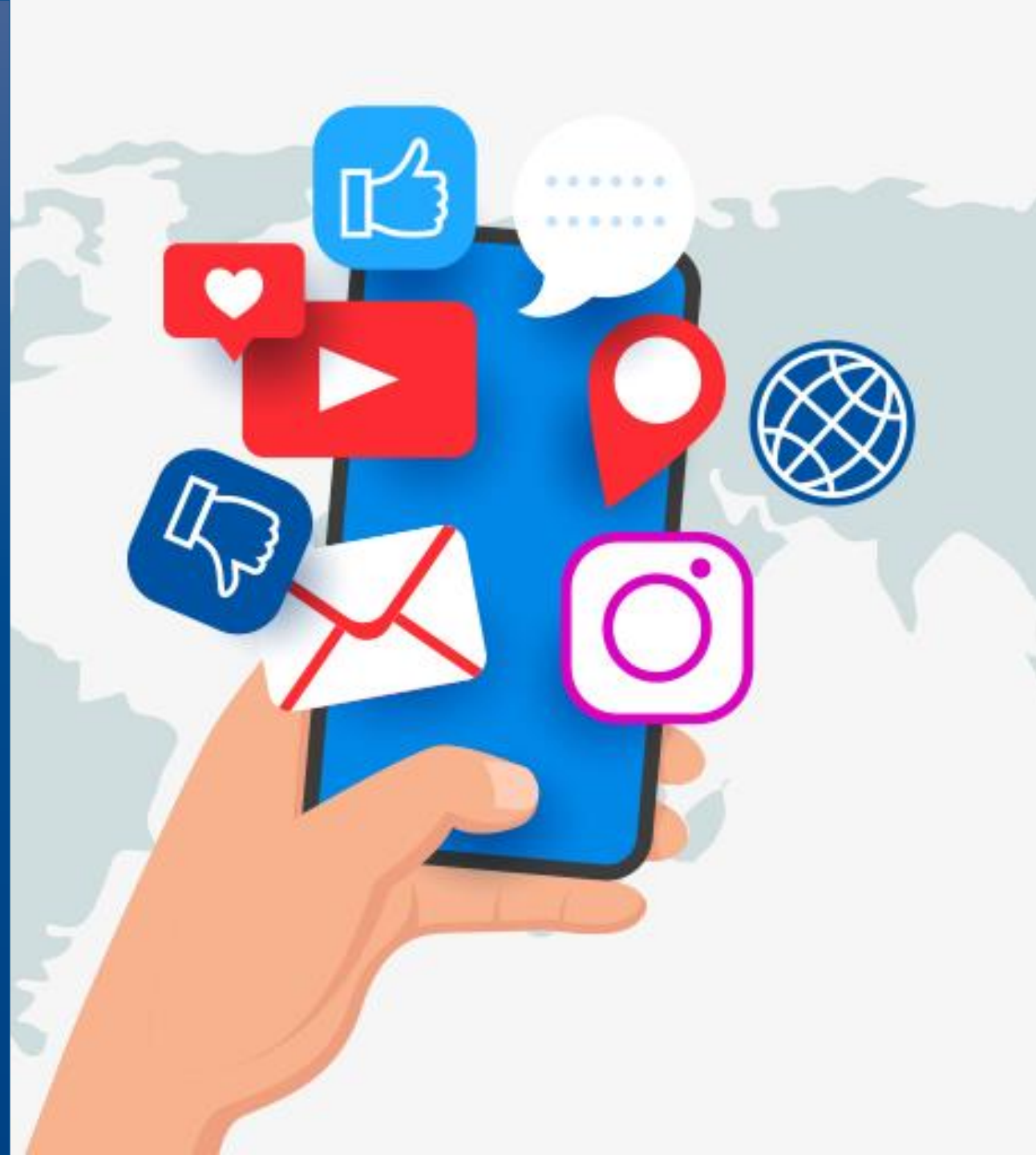
Objectives and strategy

- Brand awareness and reputation
 - Reach 10K followers on the Facebook fanpage within two months
 - Build a Facebook group of 5K members
 - Reach 5K followers on Youtube channel
 - Attract 500 people to attend our online workshops
 - Website traffic: 15K unique website visitors in the first two months
 - Get 5 testimonials on company website
- Increase Sales:
 - Acquire 50 students each class for four courses within 2 months
- Strategy: using a mix of online channels to create an integrated online customer journey from awareness to conversion.



Tactics

CHANNELS AND PLAN



Create Awareness

1. FACEBOOK



■ Fanpage:

- Objective: Raise awareness and build reputation
- Contents: Course information (syllabus, schedule, teacher, fees and discount), Update exam information, articles to build the brand image of the teachers, short videos intro to CFA, tips and tricks for tests, testimonials and grades from ex-students, financial knowledge articles, career counselling, share posts from other channels.
- Cost: no additional cost
- KPI: 5-10 posts per day. Reach 10K followers within two months

■ Group:

- Objective: Create a community to prepare for the exam together
- Contents: exam information, tips and tricks for tests, Exam Q&A, advice sharing and discussions among members
- Cost: no additional cost
- KPI: 5-10 posts per day, Reach 5K members within two months

■ Ads through popular Facebook channels and groups

Create Awareness

2. OTHER CHANNELS

Youtube

- Why: gain trust from leads
- Contents: short videos intro to CFA, tips and tricks for tests, testimonials from ex-students
- Cost: we will use only internal marketing resources to produce videos, hence no additional cost
- KPI: number of followers on channel, and number of views on videos

Influencers:

- Why: increase our reach and reputation
- How: reach out to some well-known Youtubers, popular university Lecturers to find cooperation opportunities.

Online Workshops

- Why: high level of interactions, personal touch, close to conversion

Online trial lessons

- The last step before conversion

Build Reputation



Website & Facebook Reviews, Testimonials

- Encourage students to write reviews on Website and Facebook page
- Select a few students to write testimonials on our website, and make 2 testimonial videos to be linked on Youtube channel, Facebook, and website



Articles to build brand image of the trainers

- Write subject knowledge articles with tips from the trainers



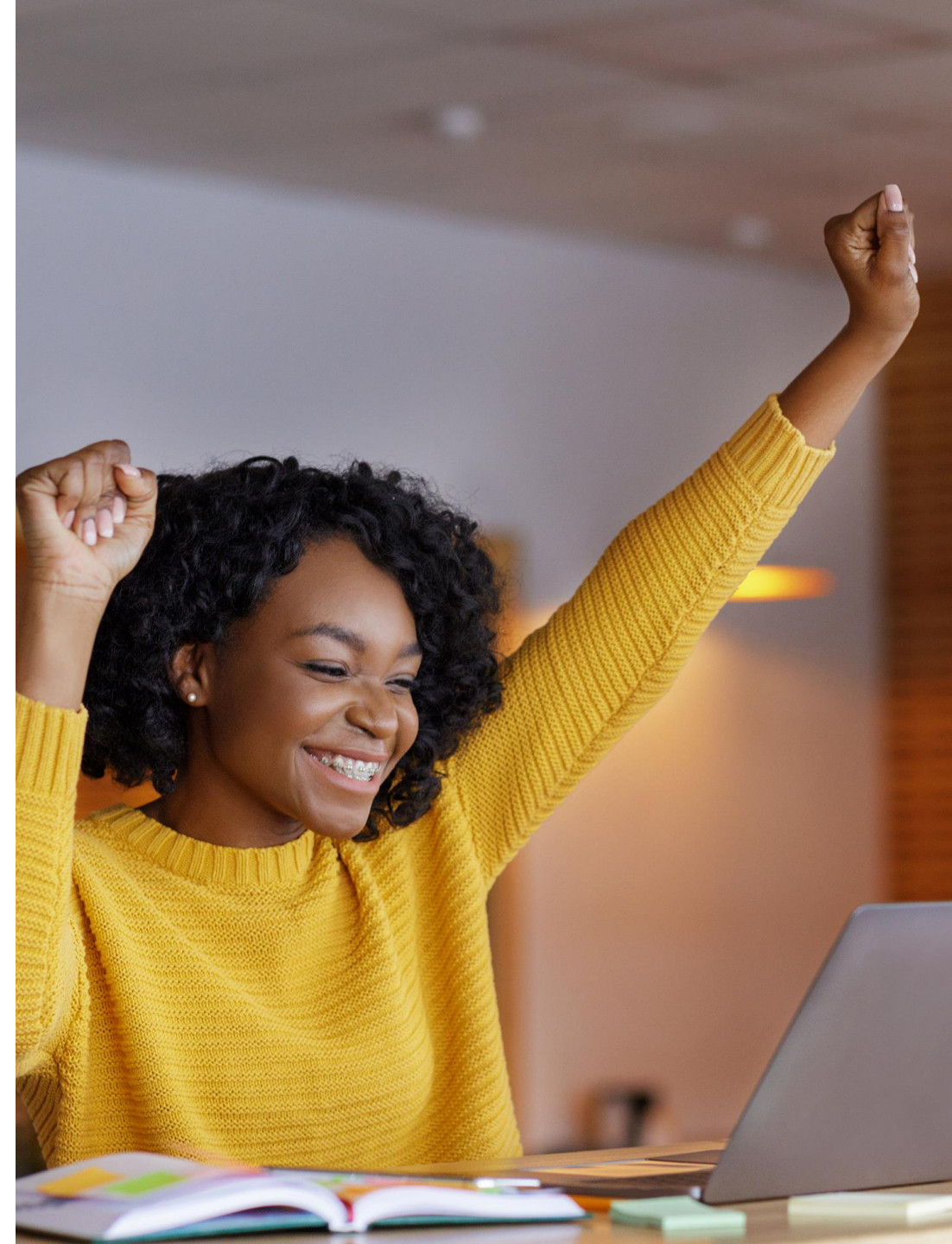
Cooperation with other brands & channels

- For example, Student news in Hanoi; Career pages, English online courses, Study Abroad pages

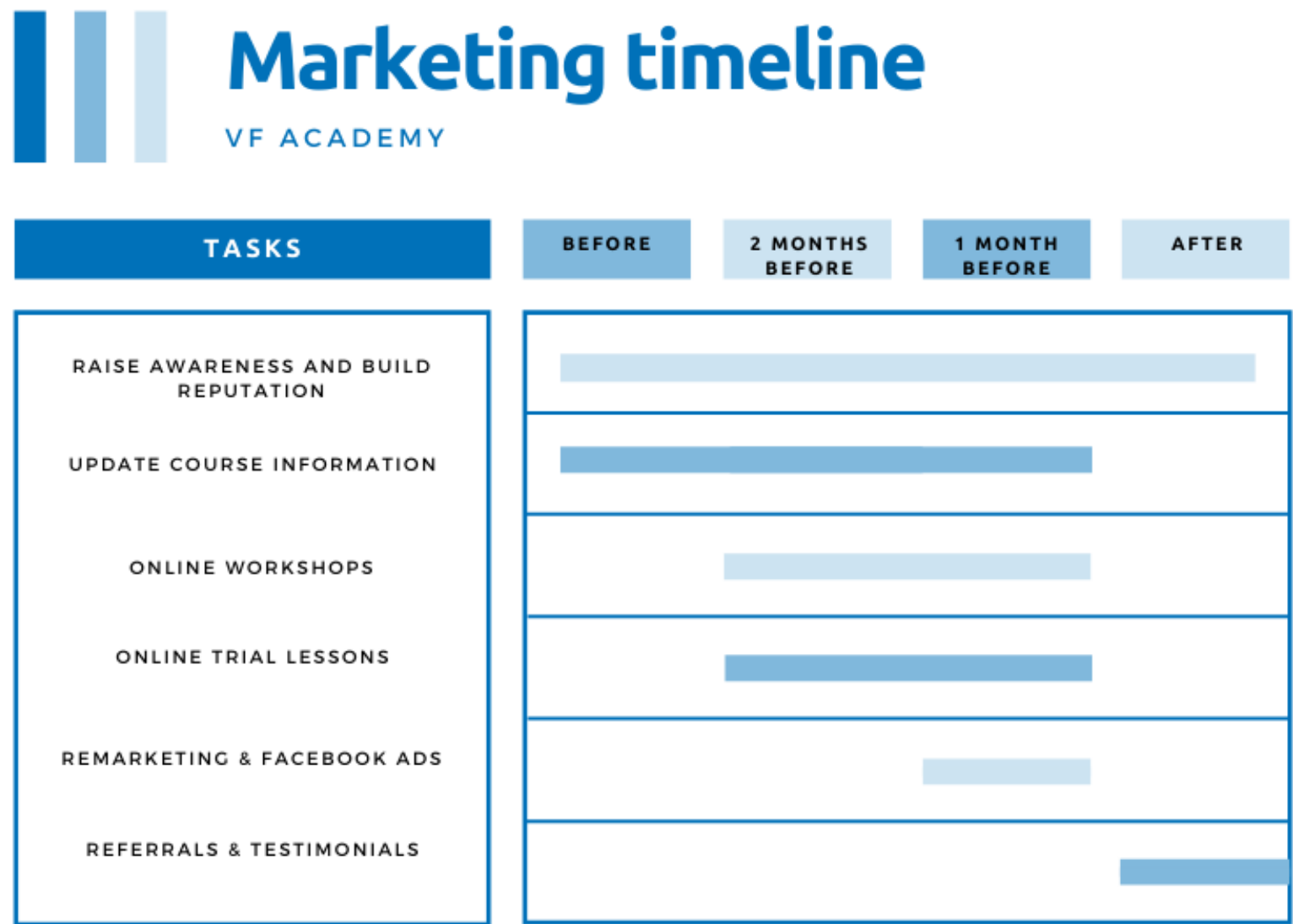


Increase Conversion

- Regular channels:
 - Web shop
 - Facebook chat with a sales personnel
- One month before courses start:
 - Remarketing - Auto messaging
 - Mass messages to everyone who has contacted our Facebook page with questions before
 - Budget: 5.000.000 VND buy one time
 - Facebook Ads
 - Max: 10.000.000 VND



Recommendations and timeline



In order to minimize costs, we will use paid channels only about 1 month before courses start, if targets have not been achieved through other channels

Thank you for your attention!

Huyen & Anh