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Development opportunities for digital marketing in post Covid-19 period in Vietnam

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Abstract

This study aims to present development opportunities in the field of digital marketing in Vietnam in the post-Covid-19 era. This is a very new topic, which is of much interest to many people and up to this point there seems to be no article mentioned or related to this topic. For this research paper, we have selected a number of articles related to the field of digital marketing to collect data to analyze, predict the situation and be able to make the correct conclusions. For this study. The results of the Covid-19 epidemic have a huge impact on all of us and almost every sector and business is affected. However, during the Covid-19 and post-Covid-19

period, every business wanted to return to its previous form, wanting to know its customers about their products. And so digital marketing has become the choice of most businesses while other fields such as tourism and services have slumped or stood still, the digital marketing has the opportunity to grow strongly. From comments on development opportunities of this field, the research also gives some recommendations that can help businesses in the field of digital marketing can refer and give directions for businesses in this post-Covid-19 period.

Keywords: Opportunities, Digital Marketing, post-covid-19 era

1. Introduction

In the era of the whole world entering the era of technology 4.0, everything is being gradually replaced by machines, technology and strongly developing, it is impossible not to mention the Internet. In Vietnam, according to We are social, we know that the internet penetration rate is 64 million people, it accounts for about 67% of the population. Moreover, after making statistics, the number of users of mobile devices accounts for 73% of the population (about 70.03 million people). Vietnam is also a country with a high rate of use of social networking platforms with 50 million people currently using 52%.

In Vietnam, on average, users spend 6 hours and 52 minutes per day to access the Internet. In it, they spend 2 hours and 37 minutes using social media, 2 hours 43 minutes for watching streams or online videos, and 1 hour 21 minutes for listening to music online. From a practical point of view, it is easy to see the strong possession of the Internet for users and also can see that traditional forms of marketing are slowly losing their effectiveness. Instead, Digital Marketing (Digital Marketing) becomes the inevitable approach to customers of every business. Companies that need marketing are mushrooming nowadays, especially media companies. At the time when technology 4.0, consumers begin to adjust their habits to online consumption, it is required that businesses will also have many strategies to respond to this behavior correctly. Therefore, business owners will take the initiative to reach customers through online tools. Therefore, those companies need to have a team that specializes in contacting customers, having innovations to sell products. Digital Marketing industry has been meeting the above requirements of companies. Digital Marketing appeared and developed very quickly thanks to its low cost, reaching the right potential customers and being able to interact strongly with customers. Digital Marketing is a new solution, which can be considered as the "powerful arm" of many businesses to bring brands and products to a large number of users, thereby increasing sales.

And one of the remarkable things that affects people, all nations, affects both society and the economy, is the Covid-19 pandemic. Most of the entry fields are also affected significantly, but contrary to other fields, Digital Marketing has become the "Best choice" of most businesses thanks to its characteristics. Digital Marketing helps businesses achieve efficiency and improve business results better, with clear targeting, specific leads, conversion and revenue generation. That is what a business is always aiming for.

Thereby, it can be seen that Digital Marketing plays a very important role in the development of businesses. Realizing the potential and importance of Digital Marketing in the current era, the group decided to choose the topic "development opportunities for digital marketing in the post-Covid-19 era in Vietnam".

The research objectives include analyzing the impact of the Covid-19 crisis on Digital Marketing activities in Vietnam, thereby analyzing the development opportunities of Digital Marketing in the post-Covid-19 era. At the same time, the research paper is also based on development opportunities to propose solutions to help businesses in the field of Digital Marketing thrive in this post-Covid-19 period. Topic layout includes: Introduction, Theoretical basis of the research problem, Research methods, Research results, Discussion, Conclusions and recommendations.

2. Theoretical framework

2.1 Digital Marketing

Concept of Digital Marketing

"Digital Marketing is a form of branding, product promotion to increase product and brand awareness, stimulate buying behavior based on internet platform or Digital devices" ^[1]. As defined by Asia Digital Marketing Association, Digital Marketing is the strategy of using Internet tools as a means for marketing activities and exchanging information. With all existing digital media channels, businesses will implement Digital Marketing to build, develop and promote brands and products online ^[2]. In addition, Wikipedia also defines the concept of Digital Marketing in a simple way: Digital Marketing is the marketing of all services and products using digital technology, mostly online, via the Internet. In addition, it includes mobile phones, display advertisements and other digital media.

Components in Digital Marketing

Digital Marketing is divided into two main areas: Digital Online Marketing and Digital Offline Marketing" ^[3]. Digital Online Marketing: Search Engine Optimization, Content Marketing, Social Media Marketing, Pay Per Click (PPC), Affiliate Marketing, Native Advertising, Marketing Automation, Email Marketing, Online PR, Inbound Marketing, Sponsored Content. Digital Offline Marketing: Enhanced offline marketing, Radio marketing, Television marketing, Phone marketing.

2.2 Role of digital marketing

Digital Marketing provides fair competition for all businesses

Digital Marketing offers fair competition opportunities for all types of businesses, advertising their brands on the online environment. No longer like before, when only big multinational companies can grasp and apply Digital Marketing in business. Currently, the role of Digital Marketing for small and medium enterprises is very important. Because it helps businesses achieve efficiency and improve business results. Small and medium businesses or new businesses have a great advantage when advertising on the online environment. The most obvious advantage is the ability to connect with customers automatically without using traditional calling methods.

Costs for digital marketing advertising are more economical than the traditional way

Businesses when advertising with Digital Marketing dominate the capital spent on advertising compared to the traditional way. "According to the latest Gartner ad spend

report, it shows that businesses save about 40% when advertising online. The report also shows that 28% of the businesses tested will switch from spending the usual way to advertising Digital Marketing ^[5].

Digital Marketing aims to achieve and transform

One of Digital Marketing's roles is to promote the brand and market it through the media, converting the target audience into buyers. Digital Marketing plays an important role in branding and targeting converting into leads. Businesses are now only interested in measuring sales, subscribers, leads, and transactions.

Revenue guarantee

Aside from better conversions through effective Digital Marketing advertising, the key role in ensuring sales is crucial. It brings great interest to businesses and people. With clear targeting, specific leads, convert and generate revenue. That is what small and medium businesses use Digital Marketing system; has an advantage in improving business results by 3.3 times. Online marketing opens the door, reaching better and stronger goals in your business.

Digital Marketing is aimed at mobile users

With the rise of smartphones, mobile marketing is the most commonly used method to distribute data and information to users. In the current 4.0 era, computer users are gradually switching to mobile. Therefore, we must constantly improve the interface and speed. According to E-Marketer's report, 80% of users shop by phone compared to PC and PC. That is why, approaching customers by phone is being interested today.

The role of Digital Marketing with the prospect of improving business efficiency

Effective use of Digital Marketing strategy will attract a large number of customers. It offers an immediate customer's call to action (CTA) opportunity. There are many strategies that help us move from calling customers to buying action. A call to action tells us what they usually do when they visit your website. They can read the blog post, download something, subscribe or make a purchase. Digital Marketing provides us all solutions, for us to choose and find our own solutions to reach out and make them make purchasing decisions.

2.3 Impact of Covid-19 crisis on digital marketing activities in Vietnam

Almost the entire Vietnamese market is suffering from negative impacts. Spending on packaged food, education, personal care and healthcare industries decreased slightly by 4% to 16% compared to the same period last year. On the contrary, online shopping and home delivery have shown impressive increases of 20% and 12%, respectively. To keep up with this trend, many new services have been tested and put into operation faster than ever in response to the needs of users under the pressure of epidemic diseases. Translation COVID-19 has caused many difficulties but also motivated a number of businesses to develop and make efforts to accelerate the digital transformation process.

During the time the social quarantine order was issued, the need to connect, work and study online caused the download of video communication apps to increase significantly. Meanwhile, social networks continue to be favored as consumers gradually spend more time online than before, especially for strong video format platforms such as TikTok, Youtube, Facebook. At the same time, mobile gaming is also starting to become the leading entertainment activity in the

context of isolation, and more and more high-quality free games are being released. Therefore, the Game applications will naturally occupy the "prime" positions in the list of top applications.

Digital marketing is the only marketing channel that is even more powerful during the epidemic. When people are limited to the streets and gather in crowded places, more time spent on internet devices is an opportunity for brands to convey their message and increase brand coverage.

People are very interested in the COVID-19 translation, and the fastest channel to update information is the Internet. TV news programs have a certain time frame). The number of active users increased, making the internet an ideal location for advertisers.

Some brands have started running ads with messages that catch the season's trend and, especially, their sales are still earning as usual. In addition, influencer marketing is also mentioned as an online advertising form that brands cannot miss. Because customers spend more internet surfing time, brands focus on social media.

In Vietnam, Covid-19 translation, despite being controlled and entering the post-Covid-19 stage, almost companies recognized the importance of Digital marketing and began to promote the development of digital marketing activities. effective. Recruitment of digital marketing personnel also shows that e-commerce is having a big advantage in the current situation.

3. Methodology

Research methods are used such as statistical methods, synthesis, comparison, and literature review.

Statistical method, data collection of digital marketing activities, the development of digital marketing before Covid-19 translation compared to the outbreak period to give the most relevant results for the research.

Data collection is a very important stage in the research process. However, collecting data is often time consuming, effortless and costly. Therefore, it is necessary to clearly define the appropriate data collection methods, as a basis for planning data collection in a scientific way in order to achieve the highest efficiency of this critical period. Using research method to exploit secondary sources of information, based on inheriting researches available on digital marketing activities and other related documents. Information sources collected from newspapers, magazines and Internet sources, etc.

Analysis method and theoretical synthesis, analysis studies different documents and theories by analyzing them into parts to better understand the object. Summary is the link on each side, a piece of information has been analyzed to create a new complete and deep theoretical system of the object.

From the research methods give results for the process of researching, concluding and giving solutions and recommendations for Vietnamese enterprises in the post-Covid-19 era.

4. Research result

4.1 Growth opportunities for digital marketing in the post-Covid-19 era in Vietnam

In the era of technology 4.0, the Internet became very popular and developed strongly. At the same time, people are becoming more and more busy with the workflow so it becomes a luxury to spend some time going to different stores to buy essentials. Grasping that, the form of marketing that businesses are aiming for has gradually changed from direct to online.

Following a message of the season is the investment in the channel that is taking over the most waves today is digital.

An epidemic broke out in Vietnam and during a time of social gap. In order to comply with the government's call for people to limit going out, spend more time at home online, this is the time when digital marketing comes into play. Some digital marketing tools are very developed and effective such as: Social Media, Online Banner, SEM- advertising on search engines, SEO and content marketing.

New digital services are born to deal with epidemics in the long run. In the era of Digital Marketing to the throne, digital tools have since gained a high position, occupying important positions in the communication work of many brands, especially Social Media tools. During this time, social networks are considered as effective communication channels to the public, as more and more users receive information from posts on Facebook, TikTok, Instagram or Lotus.

Gradually getting used to online shopping during the home isolation, online content traffic continued to grow in recent years is an opportunity for Digital marketing to thrive after Covid-19. When the signs of traffic, retail, and tourism are not so good, the winners are clearly online consumer players. Online consumption includes online training, online games, livestream, remote work, online sales.

The shifts in shopping behavior for e-commerce. When an epidemic breaks out and people are advised to refrain from leaving their homes, past shopping behaviors will have to change. E-commerce is the optimal and safe choice for everyone. Variety of products and short delivery times are the outstanding advantages of this type of shopping.

In the post-Covid-19 era, every business wanted to grow again quickly, but at this time it is difficult for customers to recognize and care about their products. And this is when every company needs Digital Marketing, so we can partly confirm that this is a great opportunity for the field of Digital Marketing to thrive.

4.2 Development opportunities for businesses applying digital marketing in production and business activities

When the Internet is popular, develops and becomes an indispensable demand in modern life, Digital Marketing service was born as an inevitable, considered a new and popular "communication" channel. It's only because the time has been around for more than 20 years, but the influence of Digital Marketing has been pervasive, soon becoming one of the information channels to easily and important customers. Enterprises have quickly learned and applied, but many are still quite confused, passive in accessing and learning this new information channel in order to keep up with the times, take advantage of opportunities to rise in the market. From the development of the Digital field during the past time, we can see that this method has brought great development opportunities to businesses.

Along with the development of communication, the spread of the internet has been bringing many opportunities, opening up new spaces with more creativity and approaches to customers. One-way advertising and communication activities have become outdated, making it easy for listeners to get bored and ignore the messages it brings. Catching up with the new trend of the market as well as customer psychology, many businesses have developed interactive marketing campaigns on the internet - Digital Marketing. The power of interaction enables businesses and customers to connect with each other, thereby creating connection and brand loyalty.

With Digital Marketing, managers will have accurate information about the number of people who have viewed the website in real time. With Google Analytics, Marketer can

track statistics and information about his marketing website. It will tell you about: Number of people visiting your website, their geographic location, gender, age and interests of visitors, how much time users spend on your website, source traffic from various gadgets, website bounce rate, how traffic has changed over time.

By showing a breakdown of all of this traffic information, business owners will know which marketing channels to prioritize. Real-time data analysis gives managers a better understanding of the effectiveness of marketing tactics. With access to this information, the person in charge can also optimize his or her marketing budget by investing in effective marketing campaigns.

Through Digital Marketing, businesses can measure exactly how many people have viewed their marketing content. A business can then collect the contact details of the downloaders using the form.

With Digital Marketing, marketers can build awareness or nurture users about the products and services of the business. Then there are steps for better brand relationships and marketing strategies to motivate customers to use your services / products. In addition, it also created a large number of potential customers and helped the revenue of the business increase day by day.

5. Discussion

The results of research on opportunities for Digital marketing in the post-Covid-19 period by statistical methods, synthesis, comparison, document review, data collection. The team has analyzed the opportunities for Digital marketing specifically, making strategies and capturing opportunities in the current context will help Digital marketing grow further. Therefore, businesses in this field need to take advantage of opportunities and offer solutions to attract businesses to invest in them, as well as take full advantage of opportunities to promote further development in the future. Post-Covid-19. This result can be a reference point for digital marketing in Vietnam in the post-Covid-19 era, through which they can be used to research projects that better complement their corporate strategy.

Through the process of finding articles that are relevant documents to serve for this research, we find that the research topic on digital marketing opportunities in post-Covid-19 Vietnam needs to be expanded more about the research scale, conduct new real surveys to assess the opportunities and challenges, and solutions in a more complete and accurate way.

6. Conclusion and solutions

6.1 Conclusion

Digital marketing has been considered a trend of the world for many years when it has become one of the guiding principles in the communication activities of most businesses. Digital helps brands cover more and closer to customers through internet networks connected with the globe.

Digital marketing has many development opportunities for the current economy in Vietnam. As activities are gradually shifting to online forms, traditional marketing activities are also gradually streamlined, giving way to new online marketing trends. Enterprises need to build a sustainable development direction for the new normal period by understanding the new psychology of customers, bringing useful messages on the outstanding basis of digital marketing, from which New points in the approach and building campaigns that bring real value to customers.

A change in digital marketing strategy is one of the good and

quick ways to help businesses overcome the epidemic crisis of Covid-19, to progress to remarkable growth when normal times really return.

The study has introduced the theoretical basis of digital marketing and digital marketing activities to contribute to creating a knowledge base for those who are interested in this issue.

The current situation and the business performance of the business, opportunities for digital marketing to develop in the current Vietnamese market, so that readers can have a specific view and correct judgment. At the same time, the study also proposes a number of solutions to help Vietnamese businesses have directions and develop in the post-Covid-19 era with digital.

However, due to time constraints as well as lack of practical experience and adherence to digital marketing, research has not gone into more depth and detail on digital marketing opportunities, only focusing on collecting sources of information from newspapers and magazines related to the topic. But it is hoped that the solutions proposed in this research will partly contribute to Vietnamese enterprises having new directions and strategies for development in the post-Covid-19 era.

6.2 Solutions

Determine which ad channel is having the highest conversion rate, even though it's not highly scalable. For businesses that have always had optimal innovation, this is an advantage in the current context. They always know which activities and marketing channels bring the highest conversion rates. For businesses with website-based marketing, fanpage, and regular use of Google, Facebook is the main advertising tool should deploy:

Optimize all the content, messages on the website, fanpage and advertising templates. Optimal content at this stage should be towards empathy and providing valuable information to users, limiting the reliance on Covid-19 for conditional promotions. At the same time businesses not only need to change the message of marketing, but also need to change the message for the sales team. In addition to selling, sales consultants also need to have an attentive and considerate attitude to their customers.

Optimizing the entire user experience on the website or other media channels. Because this is the time to save each customer one by one. Logical content, speed, image, CTA, colors, utility, customer support ... maybe during the growth phase you do not have time to look back to optimize little by little, this is also an opportunity to focus resources to optimize previous activities, to do better than what has been done.

Content creation and development is never redundant in digital marketing at all stages. Creating valuable and relevant content during this stage not only has an impact on improving conversion rates, increasing sales, but also on effective branding.

Some long-term marketing campaigns like SEO need to be carefully considered. If SEO is in the final stage and the results are gradually bringing to the business, this is the period to increase the focus on resources to hit. The results achieved can partly improve the revenue while creating the basis for growth in the post-Covid-19 period.

Creation of new elements to overcome difficulties. After stopping irrelevant activities, increase activities that still generate input, and reduce activities with a low impact factor. Now is the time for businesses to look for risks.

Digital transformation for marketing, sales, administration, human resources, finance, accounting ... is a must to adapt and do it boldly. In the traditional fields, employees are too

familiar with the traditional way of working and barriers appear. For a successful and fast digital transformation, the company leader and the department leader must be the ones who decide.

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