



**Developing an inbound marketing plan for a Vietnamese real-estate company: DavidDuc Co.**

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## Abstract

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The thesis is written as an inbound marketing plan to help the commissioner DavidDuc Co. to improve their marketing activities. The commissioner company is in the real-estate and serviced-apartment leasing industry. They only implement traditional marketing strategies as well as spend small budgets on advertising through real-estate agencies. Therefore, they see no gain in customer generation.

The thesis includes inbound marketing theories that act as a foundation for the writer to build the inbound marketing plan for the commissioner. Some key factors of inbound marketing such as: content marketing, email marketing, Social media are mentioned in this part.

A full-staged inbound marketing plan was brought in to introduce how to implement inbound marketing when the company has full resources. From that master plan, the inbound marketing plan for the commissioner was created. It includes analysis of the company's current performances on website, SEO, blogging and Facebook activities as well as gives out recommendations for new sales channels, such as: YouTube and Email marketing.

The thesis also comprises of project assessment and reflection part. In which the student looks back and concludes what is the outcome of the whole project, who it helped and how to improve from mistakes during the thesis-making process.

**Keywords** inbound marketing, content strategy, email marketing, social media, website, blogging

## Table of contents

1	Introduction .....	1
1.1	Project Objective.....	1
1.2	Inbound Marketing Methodology .....	2
1.3	Project Benefits .....	2
1.4	Key Concepts .....	3
1.5	Commission Company .....	3
2	Inbound Marketing Theories as Foundation of the Marketing Plan .....	5
2.1	Inbound Marketing .....	5
2.1.1	Why Inbound Marketing?.....	5
2.1.2	Inbound Marketing Tools .....	8
2.2	Content Marketing .....	8
2.3	Email Marketing .....	9
2.3.1	Email marketing strategy.....	10
2.3.2	A/B Testing .....	13
2.3.3	Email marketing tracking .....	13
2.4	Social Media .....	15
2.4.1	Facebook.....	15
2.4.2	YouTube .....	17
2.4.3	Blogging .....	18
2.4.4	Search Engine Optimization (SEO).....	19
3	Inbound Marketing Plan .....	21
3.1	Full-stage Inbound Marketing Plan .....	21
3.2	Current Marketing Situation of DavidDuc .....	24
3.2.1	DavidDuc's Website.....	24
3.2.2	DavidDuc's Blogging.....	25
3.2.3	DavidDuc's Facebook .....	26
3.2.4	DavidDuc on digital accommodation platforms.....	26
3.3	The Inbound Marketing Plan for the Commissioner .....	27
4	Project Reflection .....	32
5	Project Assessment.....	33
5.1	Product Assessment .....	33
5.2	Project Assessment .....	33
5.3	Learning Outcome .....	33
	Appendix 1. The company interviews.....	39
	Appendix 2. The product.....	41

# 1 Introduction

The thesis is written as a project for a B2C commissioner (DavidDuc Company) with the aim of developing an inbound marketing plan. The plan acts as a new method for the company to do their marketing and from that increase sales and revenues in their residential leasing services. Inbound marketing has not only emerged in B2B but also in B2C companies due to the need from customers: establishing a personal relationship with the company. As inbound marketing enables companies to keep contact with customers by providing valuable content and trustful company image, it is beneficial for companies to research and implement this approach. The introduction introduces project topic and objectives, key concepts, and the thesis benefits. The commissioning company are also brought in as a key stakeholder of the project.

## 1.1 Project Objective

The commission company (DavidDuc) is in real-estate and serviced-apartment leasing industry. They only implement traditional marketing strategies (advertising and website) as well as spend only a small budget on advertising through real-estate agencies. Therefore, they gain almost no presence online. The company also faces a problem of having a smaller number of customers than what they expected.

The project objective is to apply inbound marketing tactics to come up with a plan that helps commissioner gain more customers. The company is not familiar with inbound marketing; therefore, the plan should include how important inbound marketing is to the commission company, how to partly implement it with limited resources, and key measurements guideline. It should be useful for the commissioner to apply and measure the effectiveness of the marketing plan.

**Part 1. Research theoretical framework concepts from trusted sources** (e-book, online publication). The writer must find main theoretical framework themes for the project.

**Part 2. Research on the commission company's information.** It is crucial to have full information of the company business, the industry that they are in, how they are doing their marketing, what channels and methods they use to gain customers and what improvement they expect from marketing activities (this information can be achieved by interviewing the CEO of the company).

**Part 3. Build an inbound marketing plan so that the commissioner can implement and measure the effectiveness of the project.** From the previous research, the student will develop an inbound marketing plan for DavidDuc Co. This includes defining the target

customers, customer journey, funnel analysis, implementation of inbound marketing tools such as content marketing, email marketing and social media.

**Part 4. Evaluate project outcome and project management.** The overall project outcome is evaluated by the commissioner. There also will be evaluation for each project tasks done by the student.

## 1.2 Inbound Marketing Methodology

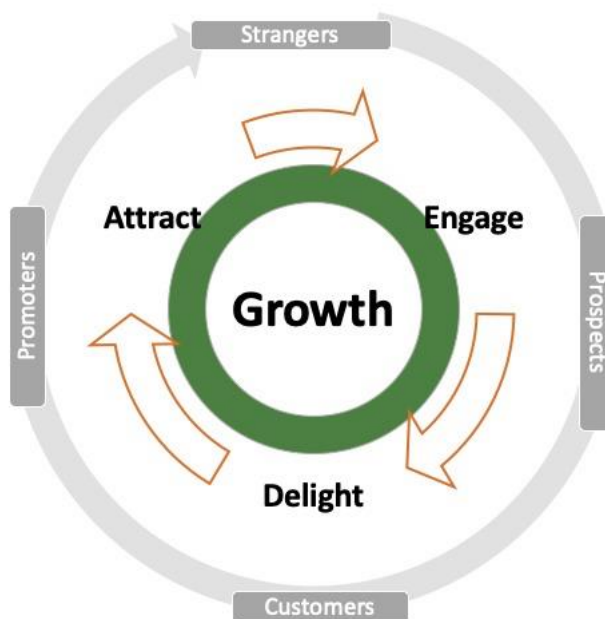


Figure 1. Inbound Marketing Methodology (Adapted from HubSpot 2021)

Inbound Methodology in Marketing is to grow business by allowing people to reach their goals at any stage in their journey with the company's service. The main value of this methodology is to build meaningful, lasting relationships with customers. (HubSpot 2021.) According to HubSpot (2021), the methodology includes 3 steps: To Attract, Engage and Delight customers. Since the thesis objective is to apply inbound marketing to gain more customers for the company, it will only focus on Attract and Engage stages.

## 1.3 Project Benefits

The outcome of this project is beneficial to thesis writer and the commissioner. Firstly, thesis writer benefits from researching into company background, insight of the market situation, and inbound marketing themes. All the information helps the writer achieve deeper knowledge in apartment-leasing industry, how it operates as well as how to apply marketing tactics following the conditions of the commissioning company. Secondly, the

commissioner can benefit from the marketing plan that the thesis writer proposes after interviewing and researching the company and marketing theories.

#### 1.4 Key Concepts

**Inbound Marketing** is a marketing strategy that applies various pull marketing methods: content marketing, search engine optimization (SEO), social media, etc. to attract customers by developing relationships with them (Marketo 2021).

**Content Marketing** is the management of many types of material, such as text, rich media, audio, and video, across various print and digital platforms. Content can be posted on various web presence formats, such as publisher sites, social media, and assessment sites, for each purpose. Content marketing's goal is to educate and involve customers to achieve business results for the organization. (Chaffey 2015.)

**Email Marketing** is a technique for introducing product and service offerings, as well as educating audiences about the value of the items and the brand, keeping them engaged to create additional sales (Mail Chimp 2021).

**Blogging** is inexpensive and allows users to actively write blog entries on their own website at their own editorial calendar. Blogging is the third most popular content marketing method. It is a good way to create instructional information. It introduces new audiences to the company through engaging content and establishes its position as an industry leader. (Miller 2015.)

#### 1.5 Commission Company

DavidDuc Co., Ltd is a Vietnamese real-estate and serviced-apartment company. The CEO has experienced in this field since 1992 and established the company in 2003 (Duc October 2021). The company main services are residential leasing services and furniture services. Besides, they also cooperate with several partners: healthy tea provider and laundry service. DavidDuc has over 50 buildings and villas, in which there are 5 buildings that the CEO owns, the rest are rented in long-term and renovated by the company.

Table 1. DavidDuc Co's services and customers

Customers	Foreigners, high earners
Channels	Word-of-mouth, booking.com, housing agencies, website.
Cities	Hanoi

Services	Housing and add-on services: furniture, security, housekeeping
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The company main member is Mr. Vu Tien Duc. Other members of the company are admins and staff. He operates and partners with housing agencies by himself. This is an advantage but also a disadvantage for the company since the process of making decision can be quick, but it lack consulting from other management levels. However, he is confident with his experience in the business, and he only need support from HR and accountants and business development staff during peak season.

DavidDuc has gained its name on the market for a long time. Not only being one of the first company that offers apartment renting, but it also provides furniture, housekeeping, security, dining, and taxi services. Besides, the company usually gets free advertising from word-of-mouth, ex-tenants who recommend their friends to experience its services.

Before the pandemic, the company had faced struggles related to its competitors. The main competitors of DavidDuc are large investors with mega size projects and the followers who follow the company's business model. (Duc October 2021.) With more than 10 companies follow the exact business model of DavidDuc, the company experiences difficulties in making its services be recognized. Covid-19 damaged the serviced-apartment business since its target customers are foreigners and high-earners. Covid-19 is the reason that foreigners need to cut their spending's, and housing is apparently a part of living cost. Moreover, many foreign investors left the market, therefore, many foreign staff also returned the key. As a reason, the company witnessed a downfall in revenue and number of customers. Meanwhile, DavidDuc must still pay for apartment and villas maintenance costs. With hundred of apartments are without rentees, and the company also needs to pay for more than a hundred of employees, DavidDuc is facing severe side of difficulties. During Covid-19, the CEO managed to reduce rent and increase the quality higher, so customers feel like staying with DavidDuc is not a waste of money. This is a quick move compared to their bigger competitors because they need more time to established policies to alleviate the situation. This keeps its tenants from moving to another housing service providers. DavidDuc wants to keep its service standby during Covid-19 and come back in 2022 with more recognition, and new ideas to attract customers. Although the company does not have a marketing department, it is open to new marketing ideas that show enhancement in business.

## 2 Inbound Marketing Theories as Foundation of the Marketing Plan

This chapter will describe theoretical frameworks that is applied in creating inbound marketing plan for the commissioner. The definition of inbound marketing and how it is different from traditional marketing, how it benefits businesses as well as its strategies and tools to apply to attract and engage customers will be presented.

### 2.1 Inbound Marketing

**Inbound Marketing** is a marketing strategy that applies various pull marketing methods: content marketing, search engine optimization (SEO), social media, etc. to attract customers by developing relationships with them (Marketo 2021). While outbound marketing disturbs audiences with contents that are created for mass media, which is not always relevant to the audiences, inbound marketing forms connection that audiences are looking for and solves problems they already have.

According to Miller (2015), inbound marketing is a comprehensive strategy for attracting and converting customers. It draws in visitors and converts them into leads, then customers, and finally supporters. Inbound marketing is a widely used conversion strategy, with 93 percent of businesses reporting an increase in lead generation.

Inbound marketing attracts potential customers by creating interaction to them. The potential customer in inbound marketing is someone who shows interests to the products (as they searched for them online). The interaction can be established by value and solution provided from companies. Therefore, pulling attraction is the main tactic of inbound marketing. From bonding with customers, inbound marketing stimulates conversion. It does not always mean that the potential customers will purchase the product right away, but inbound marketing can promote customers to interact with the company (by likes, reviews, downloads, shares actions, etc.) (Miller 2015.)

#### 2.1.1 Why Inbound Marketing?

With the development of Internet, customers gain more benefits from taking control in deciding what, where and when to collect information. They also decide what to comment, what brands to engage with. Reactions from customers affects the business development and brand image even if it is negative or positive. Traditional marketing (outbound marketing) uses mass media as the method to communicate with a specific group of customers. Being advertised by numerous channels: email spam, telemarketing, advertisement, customer is distracted, and it makes the communication between target customers and brand more difficult. The problem with traditional marketing methods is that

they have become less efficient at spreading the information as their target customers are finding ways to avoid interruptions. (Halligan & Shah 2014, 3.)

Traditional marketing	Inbound marketing
Product-centric	Customer-centric
"Push" messaging	"Pull" messaging
Interruptive	Attractive
One-way communication	Two-way conversation
Transactional	Relationship-based
Defined start and finish	Ongoing loop
Linear	Multi-faceted
Static	Dynamic
Brand power	Consumer power

Figure 2. Traditional Marketing vs. Inbound Marketing (Adapted from Miller 2015)

According to Backlinko.com (2021), in Ad Blocker Usage and Demographic Statistics for 2021, 42.7 percent of internet users (16-64 years old) globally use ad blocking software at least once a month. Adblock, a blocking extension provider, is said to have over 65 million users. Excessive numbers of adverts (22.3 percent), irrelevance of ad messages (22.3 percent), and intrusive factor are the most popular reasons for using ad blockers internationally (19.9 percent).

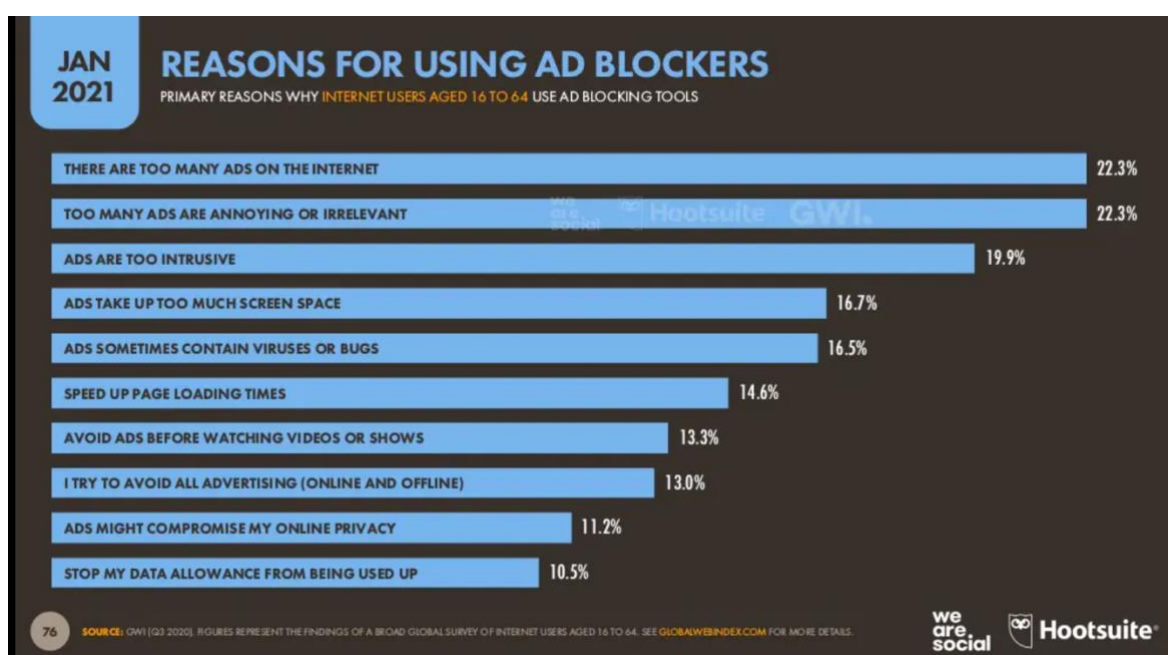


Figure 3. Reasons for blocking ads online (in percentage) (Hootsuite 2021)

Further, traditional marketing is becoming less relevant to specific customers because it focuses on product-centric and delivers information to customers by interrupting them (Miller 2015). Opposite to traditional marketing, inbound marketing builds relationship with the right customers. According to HubSpot (2021), Inbound marketing strategies attract, engage, and delight relevant customers online by:

- **Attract Strategies:** attract the right audiences with valuable content and advises from the company as a leader in the field.
- **Engaging Strategies:** provides valuable solutions and information that alleviate or solve the audience pain points. As a trusted advisor and offer solutions, the audiences will highly likely choose the product from that company.
- **Delighting Strategies:** support customers to help them find achievement with their purchase.

Due to the scope of the thesis, only Attract Strategies and Engage Strategies are analysed to help commissioner find more customers.

#### *Attract Strategies*

To attract audiences in inbound marketing, the company should develop valuable content that is linked with customer personas. By developing and publishing content in various forms: blog posts, social media, value offerings (give solutions to solve their pain points, information about promotions and discounts, how-to-use guides), the company can reach more audiences. The next level of creating and publishing content is to optimize it with an SEO strategy. SEO (Search Engine Optimization) is to focus on the industry's keywords that are relevant to the products, solutions and how it helps customers. (HubSpot 2021.)

#### *Engage Strategies*

To engage with customers and build a long-term relationship with them once they are interested in the product, the company must focus on engagement strategies. One of the engagement strategies is to provide value to the suitable customers by paying attention to inbound sales calls. The sales representatives must have knowledge to be a solution provider rather than a product seller. Once the potential customers can see the value offered, they can settle for a win-win agreement with the company. (HubSpot 2021.) By creating relationship with the right customers, Inbound marketing helps measure marketing effectiveness with business ROI, allow earlier access to customer journey, increase customer engagement with brands.

## 2.1.2 Inbound Marketing Tools

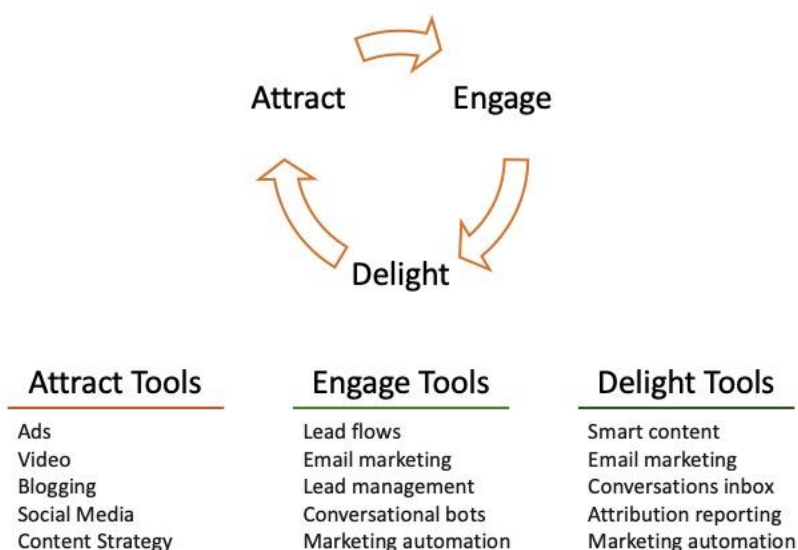


Figure 4. Inbound marketing tools (Reproduced from HubSpot 2021)

In attract and engage stages, there are tools that help companies attract the right customers at the right time with related content. In this thesis, there are some tools that match the commissioner's budget and resources. They are blogging, social media, content strategy, and email marketing.

## 2.2 Content Marketing

Customers are heavily spammed by thousands of irrelevant adverts for things that they are not interested through digital media is the action of traditional marketing, also known as interruption marketing. Marketing communication that interrupts clients' activity is called interruption marketing. (Chaffey 2015, 36.)

Permission marketing, on the other hand, is a method of establishing long-term client relationships by requesting permission to interact and share rewards. There are two types of content to share: useful knowledge and entertaining materials. A B2C company can provide a newsletter, special offers, or a link to good content on their website.

Content is crucial to properly engage customers in permission marketing. Customers are encouraged to participate, share the material on websites and social media, and become more engaged with the company's products or services by distributing exceptional content.

"Content marketing is the management of text, rich media, audio and video content aimed at engaging customers and prospects to meet business goals published through print and digital media including web and mobile platforms which is repurposed and syndicated to

different forms of web presence such as publisher sites, blogs social media and comparison sites” (Chaffey 2015, 36).

### *Content Marketing Strategy*

According to Gunelius (2011), to form a content marketing strategy, there are five tasks that need to be executed.

*Firstly, it is important to comprehend the market and the company’s competitors.*

Researching competitors makes it easier to position the company as an outstanding brand as well as to fulfil customer’s need better than other competitors. The company can search on social media, Google and on the website to find out what marketing tactics that competitors are following.

*The second task of creating an effective content marketing is to identify the audiences.*

To produce high quality and useful content, the company must determine the target customer group. In the identifying process, behavioural targeting is applied more than demographic targeting because customers like to communicate online more than expose their locations.

*The third task is to define goals and choose the suitable content forms to execute.*

Because the benefits of content marketing are to build brand image and customer relationship, content marketing is considered as a long-term strategy. Choosing suitable content marketing helps increase the brand’s online awareness and improve customer relationship.

*The fourth task is to form a content hub.* Charlesworth (2017) defines content hub as a marketing tactic to generate revenues. By creating and publishing suitable and valuable content to attract and engage a defined target audience group.

*The final task is to fulfil the content hub with valuable content.* A company’s content hub must truthfully reflect the value of the brand and the brand image.

## **2.3 Email Marketing**

Even though email marketing used to be infamous for its heavily disturbing and irrelevant spam, it is useful when the company use email marketing to deliver meaningful and valuable to customers. The content delivered in emails must help in solving customer’s struggles or educating and motivate them to take action. Email marketing is one of the most affordable marketing methods to promote products and service. With available email

marketing's softwares (such as: MailChimp, VerticalResponse, etc.), the company can gain 24/7 access, multiple email marketing tools with a very low cost. (Gunelius 2018, 16.)

*Email marketing is effective.* Nowadays, people prefer to sign up and contact with brands via email more than interacting with them on social networks, such as Facebook. (Gunelius 2018, 16.) Brands who use email marketing are highly likely to get increases in sales, conversion rate and web traffic. According to Marketer Email Tracker 2020 report, for £1 spend on email marketing, the average return that a company can get is £35,41.

*Email marketing can be customized and personalized.* To attract customers, the customized design should be implemented to brand image. Moreover, personalized email has been proved to increase the open rate and click through rate. With email automation software, company can easily customize emails by adding details such as: recipient name, gender, date of birth and their preferences.

*Email marketing is measurable.*

With the appearance of email automation tools, the company can collect customer behavior data (people who opened the mail, people who clicked on the link that the company embedded in the email, etc.). From those data, the company can experiment how to improve the content, time of delivery and the entire email campaign.

*Email marketing helps build trust:* Email marketing is how a company influence customers about its brand image. Email marketing explains how the product helps solving the problem that customers are facing. Overtime, customers will gain more trust in the company and its product.

### **2.3.1 Email marketing strategy**

Based on the five-stage conceptualization of consumer decision-making process, the first stage of customer decides to purchase or using something is when they recognize the need (Hanna & Richard C 2015, 54). After understanding that there is a need for a certain product or service, the consumer will search for information about it internally and externally. Internal searching is when a person collects the memory of an existing product. External information searching is to search for reviews from the Internet sources (websites, blogs, or other media sources) and from trusted sources such as friends and family. (Hanna & Richard C 2015, 55.)

Therefore, conducting information search about the product is the second stage of the consumer-decision process. The next stage is when consumers has ended their research about the product. They will choose several products that can serve the same purpose

then evaluate those alternatives. In this step, the consumer put all the alternatives on comparison based on their values and preferences. When the evaluation of choices ends, consumers will move to purchasing stage. Finally, the consumers evaluate their experiences with the product after purchasing.

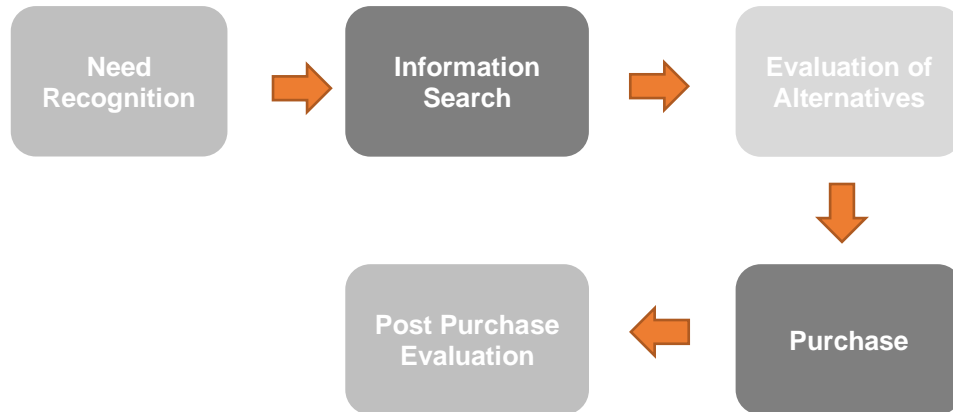


Figure 5: Consumer decision model (Adapted from Hanna, Swain & Smith 2015, 54)

Besides, there is a model that can be aligned with consumer decision model to let marketers know what to communicate with customers, it is called the hierarchy of effects model. It includes five stages: create awareness about the product or service, notify the market about the company's products and services, create customers' wish to buy, urge trial and purchase, build loyalty.

When consumers are at need recognition stage, the company should create awareness, so consumer realize their unexpected needs. The company also needs to notify the market about how their product and services work so consumer can conduct information search easily. This notification can be made under digital forms (blogs, websites, etc.) When the product is recognized on the market, the marketer must create desire to obtain it. The marketers should inform customers about the product' advantages and quality, how it is suitable to the customers compared to other alternatives when customers are at alternatives evaluation stage. Once customers have wish to experience the company's products or services, the marketing communication should concentrate in encouraging trials and purchases. After a customer decides to buy or use the product, it is crucial to keep building brand image by sending out useful information about the products. This update can help nurturing customer's loyalty.

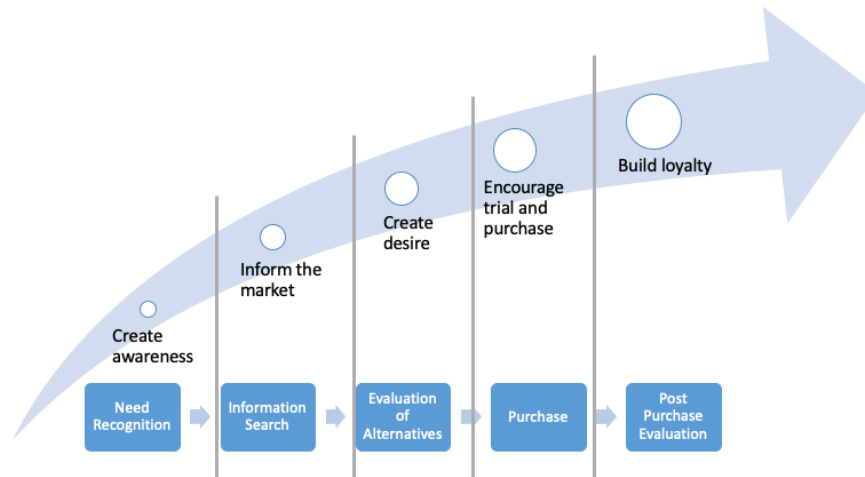


Figure 6: The consumer decision process and the hierarchy of effects model (Reproduced from Hanna, Swain & Smith 2015, 58)

There are two different email strategies that can be applied in the email marketing: automated emails and push emails. While automated emails are conditional custom-made mails that being sent after one specific event happened by collecting data of customer behavior and response to it, push emails are sent in large quantities with the purpose of introducing new products and services to generate revenues. (Hanna, Swain & Smith 2015, 59.)

An example of automated emails is when a customer needs to buy something on the Internet, he/she will go to one specific website, choose the goods in the basket, and let it be without making any process further. Using automated emails, the company will send an email to remind the customer to complete the goods purchase process or send a list of similar products to the customer's mailbox. The company identifies consumer-decision making process and aims to guiding the process by automated emails. (Hanna, Swain & Smith 2015, 64.) With push emails, the company can increase customer engagement by giving out useful content such as blog links or whitepapers to generate traffic to the website.

The company can build and update its customer email list by giving out free and valuable document or content to collect customer's emails. By offering free downloads of relevant infographics, tutorials, whitepapers about the relevant industry that the company is in, the company can get customers to fill in their emails. (Gunelius 2018, 69.) The tool that helps collect email addresses from website is called an opt-in form.

*Opt-in form* is developed by defining the benefit of customers when they give out emails. Marketers must involve the benefit that audiences will get when filling in the opt-in form.

The offer must be described in details values audiences can achieve because customers will not give out their email addresses for a general offer. An example of a specific and valuable message is: “You will get 01 infographic about 10 historical destinations that you must visit”, and the example of an ineffective message is: “You will get information about travelling”.

### 2.3.2 A/B Testing

A/B testing is a popular way for determining why certain features in email affect client behavior. The email comes in two versions: version A and version B. Marketers will send version A to one group of recipients while sending version B to another group. One aspect is expected to be different between the two versions. Subject lines, calls to action, and the substance of two emails are all popular differentiators. The marketer then compares the open rate, click-through rate, and conversion rate of recipients' interest. If a version with better metrics is found, it will be sent to the rest of the email list. (MailChimp 2021.)

Marketers should pay attention to how A/B Testing is implemented:

- *They want to test all of the variables at once.* However, this can be difficult to determine which factors influence the result. It's vital to keep in mind that an A/B test only looks at one thing at a time. (Hanna, Swain &Smith, 2015, 87.)
- *The recipients from two groups must have similar profiles.* This can be accomplished by selecting recipients for both groups unintentionally.
- *Email campaign frequency:* Organizations with 21-200 employees that send 16-30 campaigns per month have a click rate that is more than 2X higher than companies that send two or fewer campaigns per month (HubSpot 2021).

### 2.3.3 Email marketing tracking

Delivery rate, bounce rate, click-to-open-rate, and open rates are among the main indicators of email marketing, according to Hanna (2015). If the organization uses marketing automation software, it will be much easier to list down these indicators.

*Bounce rate* is known as the percentage of email addresses that did not receive a message because it was returned by a receiver mail server. Soft bounces and hard bounces are the two types of bounces. (Webopedia) Soft bounces occur when an email is acknowledged by the recipient's email server, but it is still returned to the sender. When an address is invalid or an email is not received by the recipient server, a hard bounce happens. Therefore, if there are too many hard bounces, the list might not be qualified.

*Number of Emails Delivered:* Emails that successfully reach a target email account are counted as delivered. Many factors influence email delivery rates, including the reputation of the sending server, the content of the email, and the receivers. (MailChimp 2021.)

*The click-through rate (CTR):* displays number of individuals opened an email and clicked on a link within it. Depending on the types of links, this can be a good or bad sign. If it is the unsubscribe link, then it is a bad signal. As a result, the CTR must be monitored on a regular basis.

*Click-to-Open Rate (CTO):* The number of opened mails divided by the number of click-throughs is known as the click-to-open rate (CTO). This metric is used to determine whether the subject line and text are in sync. When a large percentage of people open the email but do not click on the link, there must be a disconnection between the subject and the offers. (Maropost 2016) According to Marketo, CTO rates range from 11 to 15 percent across industries, with top performers having CTO rates of 16 to 20 percent.

*Open Rate:* The number of receivers that opened (or viewed) the email is referred to as the open rate (Marketo 2013). Top performers had much higher open rates than ordinary organizations, according to the Marketo Benchmark on Email Performance. With average companies has open rate from 10-15% while top performers' rate is between 16-20%. It demonstrates the importance of trust and quality targeting in email open rates.

*Unsubscribe and Complaint Rates:* A normal unsubscribe rate should be less than 2%. When a recipient clicks in the spam button or drags the email into their trash folder, it referred to as a spam report. (HubSpot 2021.)

*Integrating email with social media:* While email is a direct communication tool that privately targets individuals with offers, social media is a broadcast communication platform that openly distributes news and material to consumers. Email outnumbered Facebook (the largest social platform with 2.2 billion users) and LinkedIn with more than 4 billion email addresses (322 million users). (Hanna, Swain & Smith 2015, 103.) Even though social media and email cannot be united, social media can help companies create an email list. A corporation can provide valuable material if it has a strong social media channel with a significant number of followers.

## **2.4 Social Media**

According to Charlesworth (2017), social media is defined as an umbrella expression encompassing the numerous social network and community sites that are composed of user-generated content. Users of social media used to get bombarded with messages without asking for them in traditional marketing. Impulsive messages are frequently seen as spam, and their poor ineffectiveness comparison to solicited messages in pull marketing tactics is undeniable. (Christian, Lisa & Bernd, 2015). Nowadays, people not only use social media to reach the information that has been pushed to them, but also use it actively to interact and establish relationship with people. The interaction can be categorized into types: Link and content sharing, publicly profile update, comment on posts, or photos. (Charlesworth 2017, 5.)

Therefore, build and maintain a social media strategy to effectively interacting with potential customers as well as to promote content and organic SEO for brand image enhancement is essential for a B2C business. But there are also challenges that companies must face with while doing social media marketing: not having enough human and financial resources (26%), lacking a formal strategy (24%), and the urge to building a community of followers and influencers (24%). (Clutch and Smart Insights 2017.)

Similarly, the commissioner is a B2C company that is new to inbound marketing approach, has tight budget and lack of resources, the social media should be limit to essential platforms that are widely used. Facebook and YouTube have been chosen by 96% of 344 social media marketers to be the most popular platform for B2C companies to work on. (Clutch and Smart Insights 2017.)

### **2.4.1 Facebook**

Facebook is the largest social network in the world, with around 2.89 billion monthly active members as of the second quarter of 2021 (Statista 2021). Facebook combines updated status with gaming applications. The status updates grant users the ability to rapidly scan their friends' activities and events, and the social gaming applications create an addictive environment that encourages users to spend more time on the site and communicate with other people. (PR Scott, JM Jacka & PR Scott, 2011.)

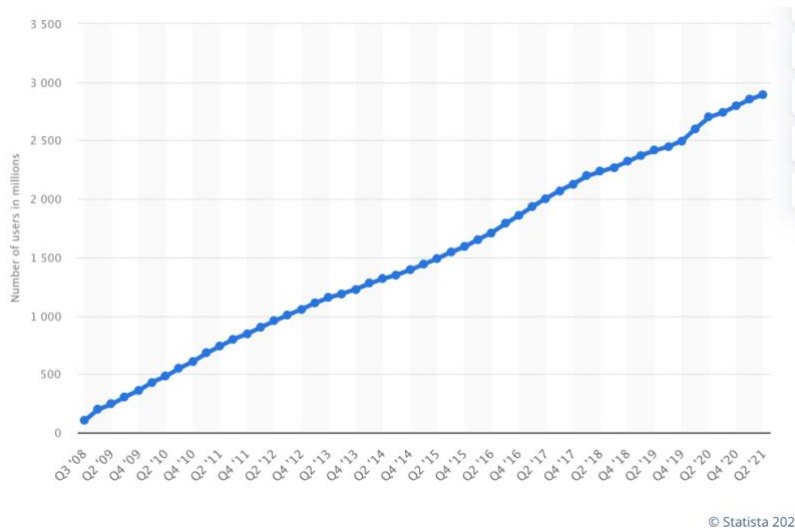


Figure 7: Number of Facebook users (in millions) (Statista 2021)

At the beginning of July 2021, it was found that 12,5% percent of females and 18,5% male users between the ages of 25 and 34 years formed the biggest demographic group on the social media platform (Statista 2021).

Facebook, as the most popular social media site, provides a comprehensive platform for businesses to develop their brand image, disseminate information, advertise products and services, collect feedback, and build networks with potential clients. To engage customers on Facebook, the company must develop a welcoming, professional, and relevant Facebook page with relevant content. Visual elements should be present in the materials (videos, photos, or infographics).

According to Carter (2011), there are certain basic metrics that should be tracked when operating a Facebook page: Impressions, feedback rate, monthly active users, new likes, and post views. These metrics are used to identify the rate fluctuation and the behaviors of customers so the company can improve on their future Facebook posts and activities:

- *Impressions* expresses how many times users has had the post being displayed to them.
- *Feedback rate* is calculated by dividing the total number of likes and comments by the total number of impressions.
- *Monthly Active Users* refers to the number of Facebook users who have interacted with the company's page content. In addition, this metric displays a percentage trend when compared to the previous period.
- *New Likes* is the number of people who've liked the company's Page in one specific time.

- *Post Views* refers to the number of posts appears on News Feeds and get watched.

### 2.4.2 YouTube

By starting a collection of attractive and beneficial short videos for customers, the company has applied a decent method to educate people (Halligan & Shah 2014, 85). According to Lifewire (2020), YouTube is a video platform that is used by:

- *Video creators*: People who create YouTube channels and generate content to upload it on their channels.
- *Video viewers*: People who search, watch videos, react to videos, and follow to YouTube channels.

YouTube is the second largest social network worldwide with 2,291 active million users monthly (Statistic, 2021). YouTube is a highly integrated platform because a company can drive people on social media and website platforms to their YouTube channel and from the channel back to website and social media platforms. First step in including YouTube as an integrated platform in an Inbound Marketing Plan is to create the channel. Next, the company must produce valuable content with high quality cameras that attract people to watch and share. (Halligan and Shah 2014, 109.)

According to Ciampa (2020), to measure YouTube effectiveness on distributing content, there are some overall metrics that must be taken into consideration.

- *Main graph*: Data on views, watch time, and subscribers during a particular time are shown in this section.
- *Top videos*: A compilation of most popular videos over a period, sorted by watch time.
- *Real-time*: Shows video views and the most popular videos from the previous 48 hours.
- *Latest Videos*: Displays an embedded video of the most recent videos that the company has published, as well as the number of views, average view duration, and time spent watching them.

Ciampa (2020) suggests that, to start a YouTube channel, four factors should be taken into consideration:

- *Clear and short titles*: The titles should be about the product or service or content that the video covers so that people can effectively find or trace back those videos.
- *Extraordinary thumbnails*: Audiences are likely to pay attention and watch the videos that has exceptional thumbnails.

- *Metadata fulfillment:* Metadata means title, tags, and description of videos. If a company put accurate metadata, viewers can easily discover their videos when searching. Therefore, a company should plan to upload description of the video and keywords that describe the subject of the video to enhance the video performance.
- *Contact info must be added:* To support customers in gaining more information about the company, business information like email address, social media sites must be added to the video and the description field.

### 2.4.3 Blogging

According to HubSpot (2021), blogging is a popular and affordable approach. Marketers who consider blogging as a main approach in content marketing received 13X more ROI than companies that did not in 2019.

Blogging is highly popular because it contains meaningful content that pull attraction to the website. A blog is a page on a company's website that specialized in publishing educational content about the product and expertise of the companies in the field. Blog is a tool to connect people with the company's products and through that, companies can achieve inbound marketing goals. (Miller 2015.) Besides informative content, there should be variety of information that might be captivated to customers on the blog page. It can be a list of relevant articles or videos that embed in the blog. Nowadays, companies use blogs to share analyses, instruction, and industry findings.

Advertising can instantly bring back some traffic within a month and if companies want the traffic to be continued, they must pay more to achieve it. Unlike advertising, blog must be built overtime to see gradual results. A blog is a long-term asset that brings long-lasting value. (Halligan & Shah 2014, 60.) Blogging has several benefits that match inbound marketing process: attracts more visitors, generates more leads, positions the company as a thought leader, positions the company higher against its competitor. There are many popular blog formats, and some of them are recommended by HubSpot (2021):

- *How-To Posts:* are posts that guides audiences to complete a specific mission/ task rather than simply provide separated information. With How-to Posts, the company can establish trustful image with audiences. (Buzzsumo 2017.)
- *List-Based Posts:* may also known as Listicles. They are posts written in a list-based form. The most common format of listicle is a short list of 10-20 items that are based on the post topic. (Backlink.io 2021.)
- *Pillar Page Posts:* pillar page posts are often longer than normal blog posts. Pillar Page Posts contain links to its cluster content. Pillar page posts contain deep

information to provide value to the audience but also not too specific to allow other cluster content that are linked to it to explain more. (NeilPatel 2021.)

- *Newsjacking Posts*: they are posts that is written to follow well-discussed news (HubSpot 2021).
- *Infographic Posts*: are posts that contain data visualization and insignificant text that gives a quick and easy overview of a topic (Venngage 2021).

#### **2.4.4 Search Engine Optimization (SEO)**

There are main concepts of SEOs that the commissioner needs to research further. According to Kent (2015), to understand what is search engine optimization (SEO), it is important to mention search engine. The source of new guests to visit the website comes mostly from search engine. Search engine is a tool to gather pages from the Web, store them in an indexed database, and allows people to search through those data. Search engine optimization is the method to enhancing Web sites and Web pages' rank in the search engines. After the customers type in search bars the keyword, the result pages that appear is called Search engine results page (SERPs).

The results can be divided into two types: organic search listings and ads. Organic search listings refer to the websites that appear in search results based on their own relevance to the key term that Internet users just searched. According to Dodson (2016), the higher the organic listings are, the more effectively traffic will link to the website. The text ads are PPC (Pay Per Click) ads that when someone clicks into the ad, advertiser is charged a click fee.

There are four steps of a SEO process. The first step is to set the goals for SEO. The second is On-page optimization, which is to optimize various aspects technically on websites to make sure that search engines can easily understand and index pages correctly. The first step in on-page optimization process is to research keywords. Keyword research is the most essential part in this process. If this research is not done well, it will affect the search goals. There are several tools to support keyword research. Thirdly, off-page optimization is a long-term process to influence website range in organic search results that on-page optimization can not handle such as improving website authority. Finally, the result can be analyzed by SEO tools. (Dodson 2016.)

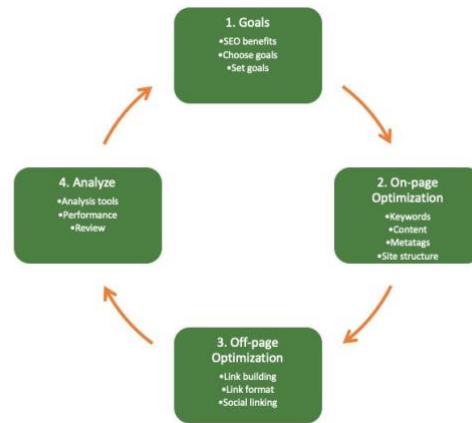


Figure 8: Stages in SEO process (Adapted from Dodson, 2016)

### 3 Inbound Marketing Plan

Inbound Marketing Plan is essential to the commissioner as when the company recognizes the benefit of implementing inbound strategy, they need to execute it with their own resources. This part contains instructions to create a proper inbound marketing by implementing the full stages recommended by HubSpot (2021) as well as the commissioner's marketing resources and marketing situation.

#### 3.1 Full-stage Inbound Marketing Plan

##### *Define buyer personas*

According to Revella (2015), buyer personas are fictitious representations of real buyers, and marketers use them to create action plans for developing items and services to sell. Buyer personas are the core of inbound marketing because any content strategy must cater to those defined buyer personas. Marketers must identify who their target customers are, what they like, and how to interact with them. There could be several buyer personas in each target market. Marketers must discover habits in each buyer persona in order to develop appealing content.

##### *Identify marketing triggers*

Customers' pain points or causes of searching actions are marketing triggers. Instead of broadcasting messages to a broader group of audience, triggered marketing focuses on satisfying the needs of potential customers.

##### *Build a keyword list*

According to Jones (2011, 6), keyword is the starting point for finding information on the internet. The results will be found by the search engine based on what people type into the search bar. Keywords are representations for what people require and seek. There are two types of links on SERPs (search engine results pages) when users search for keywords on the Internet: organic listings and text advertising. While organic listings represent the most relevant results and sites to people's needs (search query), advertisements are links that search engines place around the results. Organic listings are completely free of charge. Because searches begin with keywords, it is critical to identify terms that are often used by target customers and develop a keyword strategy to connect all of the channels.

##### *Set the goals for inbound marketing plan*

To assess the efficiency of an inbound marketing strategy, it is critical to first describe the current state of marketing operations and the company's expectations. The objectives must be measurable, practical, and linked to the plan's actions. To begin, the company

must assess the efficiency of current marketing activities by looking at the website: the number of visitors, SEO, performance, traffic, and so on. Second, based on the existing circumstances, establish detailed expectations for the number of visits, lead conversion rate, and customers.

### *Identify content strategy*

Cyberclick (2021) defines "inbound funnel" as a visual that depicts techniques used during a customer's journey. TOFU (top-of-the-funnel), MOFU (middle-of-the-funnel), and BOFU (bottom-of-the-funnel) are the three primary stages. TOFU occurs when target customers become aware of a problem and seek a remedy. This is the stage at which your organization can provide prospects with useful and relevant information that will convince them that you can assist them. When targeted clients desire more in-depth and knowledgeable content about the products or services, this is known as MOFU when customers begin evaluating possibilities at this point. BOFU is the final stage, where buyers are most likely to purchase the products or services.

There is content form in each level of the inbound funnel that serves the function of that stage. In the TOFU stage, for example, content must be scattered. As a result, content types such as social media, blog entries, videos, and infographics are commonly used at this stage. More specialized and professional information, such as webinars, free samples, brochures, case studies, and so on, will persuade prospects of the product's credibility during the MOFU stage. The ultimate material is provided in the bottom of the funnel (BOFU): free trial, discount, or free consultation.

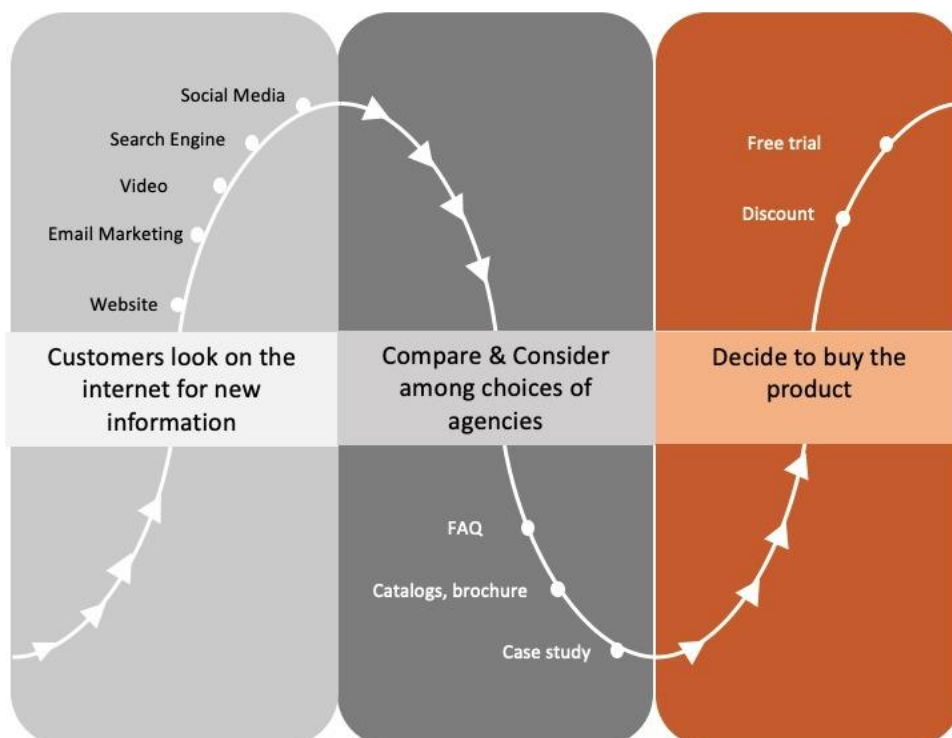


Figure 9: Content strategy aligns with Inbound Funnel (Adapted from HubSpot, 2021)

### *Design lead nurturing process*

The lead nurturing process is defined as a method for developing relationships with buyers as they progress through the sales funnel. Marketing and communication are two key methods for recognizing customer needs and providing information to prospects, increasing brand exposure, and maintaining strong relationships with consumers who have made purchases. (Marketo 2021.)



Figure 10: Content strategy for nurturing leads

### *Traffic-driving blogging strategy*

It is essential to develop a blogging strategy that aligns blog material with what target customers want at each step. When it comes to a blogging strategy that focuses on increasing visitors, the material must entice the audience to want to read it.

### *Begin utilizing an inbound marketing platform*

Marketers may use inbound marketing tools to make inbound lead creating process easier.

### *Experts in inbound marketing should be employed*

Blogging, copywriting, inbound marketing strategy, and data analysis are all abilities that inbound marketing gurus have mastered. With the help from them, the company can easily implement inbound tactics.

HubSpot has put together a comprehensive inbound marketing strategy. But the commissioners have a limited budget and resources, as well as no experience with inbound marketing. And the thesis scope is limited in attract and engage strategies, there are some steps they will be unable to complete, such as hiring an inbound marketing expert, implementing an inbound marketing platform, and developing a bottom-of-funnel advertisement and content strategy. Therefore, the inbound marketing plan for the

commissioner focuses on define buyer personas, identify marketing triggers, how to create keyword list, set goals, create content strategy, design nurturing process and outline blog strategy as well as some of the metrics used to measure the performance of marketing activities.

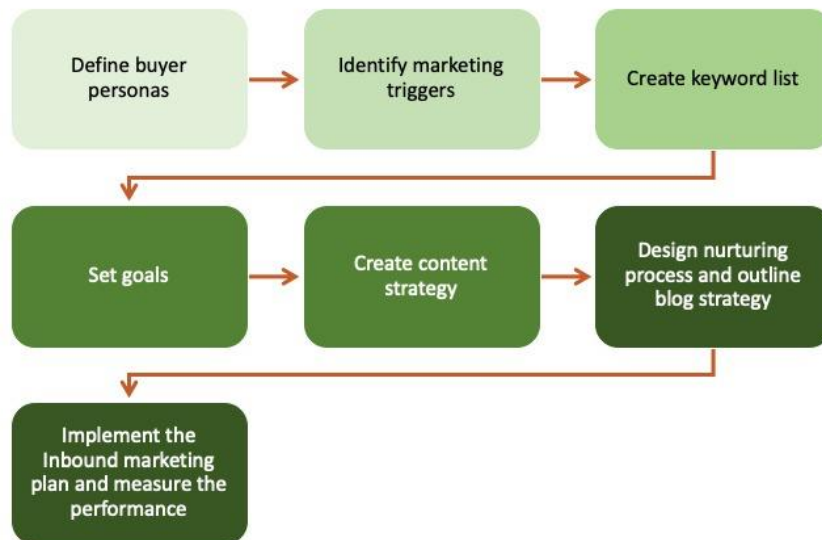


Figure 11: Inbound marketing plan for the commissioner

## 3.2 Current Marketing Situation of DavidDuc

There is some overall information of the company that has been mentioned in the thesis, but the company's internal situation of marketing execution has not been reveal. Through the interviews that mentioned in Appendix 1 of this thesis, DavidDuc is a company that have a traditional sales aspect. The company has more than 100 staff, but the CEO only hires 2 to 3 sales during the high season to work with customers and agencies. There is no in-house marketing department. Therefore, there is hardly any marketing activities from the company. There are several aspects that need to be examined: the company's website, the blog, and its social media.

### 3.2.1 DavidDuc's Website

Generally, the website of the company is clear, with sales support and contact information are easy to find. However, looking at the content, there are several products that do not have information when the audiences click in the product pages to see more details. Some product pages (Furniture, Hoan Ngoc Tea) only have pictures and no description. Therefore, the company should provide information on the product pages and social networks links. In the About part, there are numerous English spelling errors. Some pictures on the website are stretched. The company can edit it to fit in the website so it looks more professional. The thesis writer also think that it is crucial to identify what full-

furnished means on the website, so the customers know what the deal for them is. The company may also add the apartment location on the city map so the customers can visualize the location better.

According to website.grader.com, a free tool that analyze marketing effectiveness of a website provided by HubSpot, the commissioner's website is good in performance with fast loading speed. However, there are much more to improve in mobile and security. According to Statista (2021), around half of all web traffic is generated by mobile devices. Mobile devices (contributed 54.8 percent of global website traffic in the first quarter of 2021). Therefore, a website that is not working well on mobile interface is a loss of interest for more than 50% of customers. Website security is essential for preventing hackers and cyber-thieves from gaining access to critical data and web asset. Companies face a damage of website and content loss without upgrading the security level.

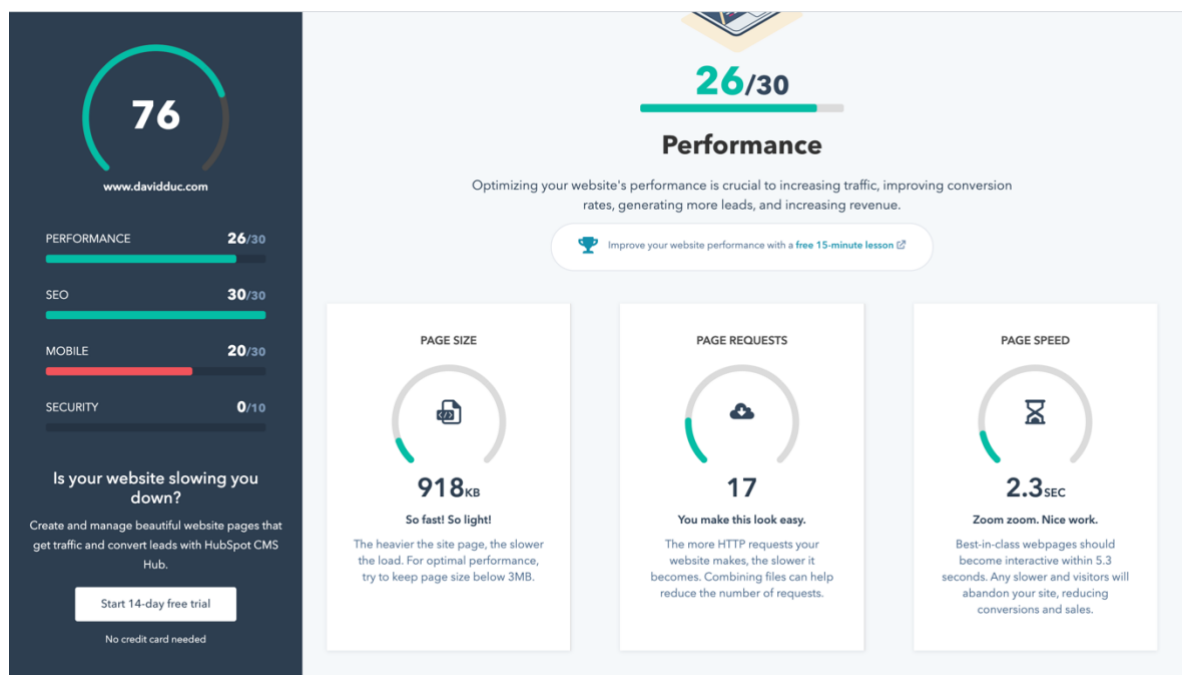


Figure 12: DavidDuc's website grader score (A screenshot from Website Grader 2021)

### 3.2.2 DavidDuc's Blogging

About the company's blogging, there are only two blog posts on the website. The first blog topic is: *AEC Will Rise Vietnam Property Prices to A New Level*, which is relevant to the company's business. But the post only contains 5 lines of words, which is the length of a summary news, not a proper blog post. The second blog post is a copy version that referenced from a news organization about the real-estate situation. The company does not have a schedule of posting blog or any content plan. In general, the website is lack of content in almost of its pages, from description to blog posts. This is a lack of information

and brand image; therefore customers might lose trust and interests in discovering the website.

### 3.2.3 DavidDuc's Facebook



Figure 13: The commissioner's Facebook page

DavidDuc's Facebook only has 30 likes. The last post of its Facebook page was from March 2020. Other posts were from 2015. The post had only 1 like and no other interaction from the audiences (shares or comments). The content of the post is not helpful and attractive for audience to see. The company does not have any video on Facebook and the description of the company is not informative enough. With the inactive status on Facebook, it is not useful to build a page on this social platform. The customers get no important information while scrolling the company page. This is also not beneficial to the brand image of the company as a trustful and experienced company in the industry. If customers visit the company Facebook page that appears in the figure 12, it is a loss of the company image and customers.

### 3.2.4 DavidDuc on digital accommodation platforms

The company appears on three popular accommodation websites: Agoda.com, Traveloka.com and Booking.com. With eight of its properties in various locations are on Booking.com, Booking is one of the agencies that DavidDuc partnered with to find short-term renting customers. On this site, the company and apartment's descriptions are meticulous and useful as well as apartment images are visually attractive. The company currently received a high score for its services on this platform. The company also put 19 properties on Agoda.com since July 2019 with the total reviews for all properties is 8.5. The CEO also partners with Traveloka.com to upload 14 properties on its website. All in all, DavidDuc performs quite well in these platforms. But without the appropriate sites (websites, social media), DavidDuc is not providing enough information for customers to cross-check and engage more with the company.

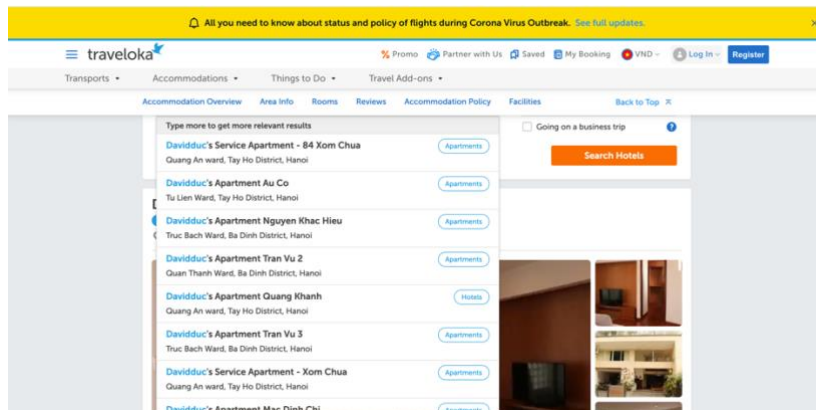


Figure 14: The commissioner's services on an accommodation page

### 3.3 The Inbound Marketing Plan for the Commissioner

The product was made to be presented to the commissioner. So, it comprised of three main parts that lead the commissioner through the context, the problem and finally proposed solution. The first part of the product is an overview of DavidDuc's background, the channels they use to gain customers.

The company gains customers from four main channels: website, accommodation platform partners, word-of-mouth, and housing agencies. They also did not pay enough attention to social media and content marketing. The performance of its webpage had some factors that can be improved.

## Current Sales Channels

01

**DavidDuc website**

<http://www.davidduc.com/>

02

**Digital accommodation platforms**

- Booking.com
- Agoda.com
- Traveloka.com

03

**Word-of-mouth**

References from customers who used the services

04

**Housing agencies**

Figure 15: The commissioner's current sales channels

The next part was to introduce Inbound Marketing and the long-term benefits of this method to the commissioner. There are some of the mistakes that appeared on websites and Facebook also be pointed out. Finally, the plan was introduced focuses on content, also what the company has been overlooked. To identify a marketing plan, it is essential

to define the buyer personas. There are three buyer personas that were built from the CEO's experience in the field for years.



Figure 16: DavidDuc's customer persona 1

The first customer persona is a French teacher who needs to find an apartment in the city for 2 years. She does not have plan to stay in Vietnam for longer than 2 years, so she does not want to buy her own furniture. Because she has never been to Vietnam, she is not familiar with the cultures and how to search for an apartment. Therefore, she will go on the Internet, join in Facebook groups (ex: Expats in Hanoi, etc.) to look for some advice. She also asks her colleagues and friends who had spent time in Vietnam for more information. (Duc November 2021.)

The second customer persona is a young Vietnamese banker who had a divorce and has his children stay with him. He needs personal space for his children in a safe apartment that provides security service. The quality of this persona is higher because he wants to have the apartment near his workplace/ his children school.

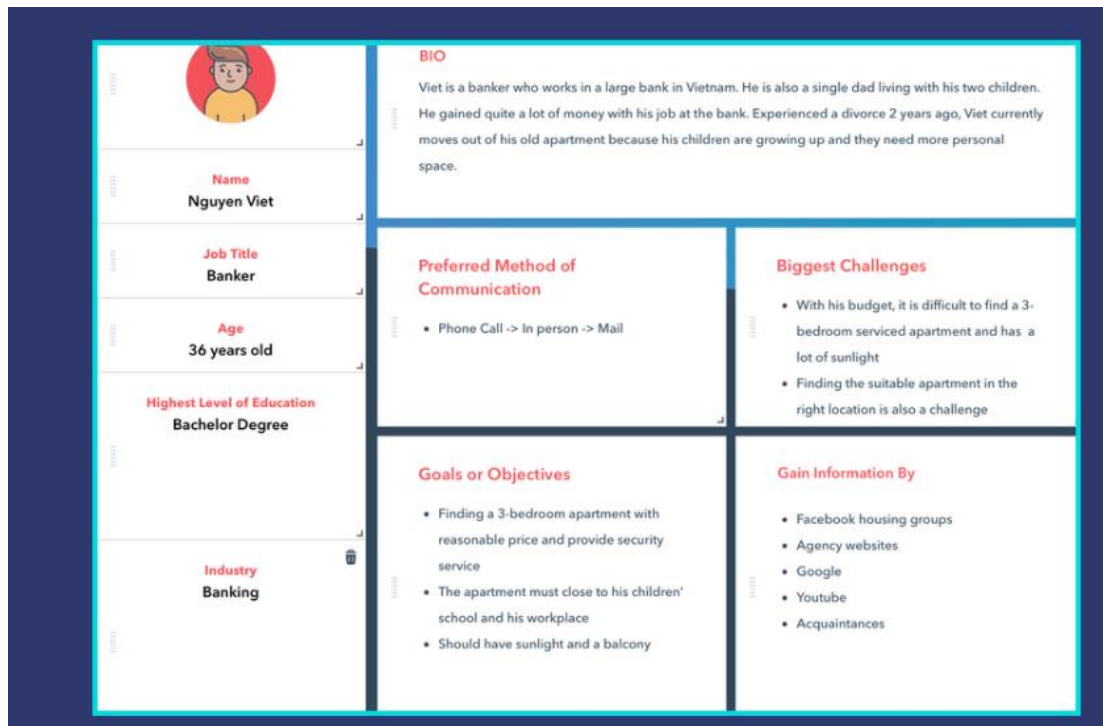


Figure 17: DavidDuc's customer persona 2

The third customer persona is a tourist. In the normal period before Covid19, it could be tourists from around the world. But during Covid19, only tourists within the country can visit Hanoi for several days. These tourists often find good deals on accommodation websites (Agoda.com, Booking.com and Traveloka.com, etc) They only need suitable price, good service and nice locations to stay.



Figure 18: DavidDuc's customer persona 3

Next step in the plan is to identify marketing trigger of DavidDuc Co. For DavidDuc Co.'s customers, the marketing triggers are the need to find a long-term serviced apartment to stay for several years in Hanoi from a trustful renter and the need to find a short-term serviced apartment to stay for holidays in Hanoi. After identifying marketing trigger, the plan introduced how to create a keyword list. The further detail about keyword is being describe in the product link (Appendix 2).

## What is a keyword?

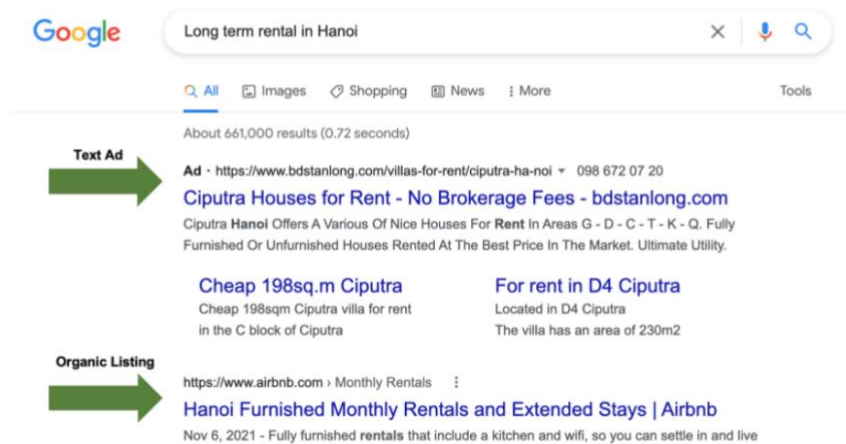


Figure 19: DavidDuc's keyword introduction

## Added Inbound Sales Channels

<p><b>01</b></p> <p><b>Email</b></p> <p>Provides customers with free valuable updates and links to the blog page</p>	<p><b>02</b></p> <p><b>YouTube</b></p> <p>with High-quality videos</p>	<p><b>03</b></p> <p><b>Facebook</b></p> <p>with Interesting posts and informative visual materials</p>	<p><b>03</b></p> <p><b>Blogging</b></p> <p>Branded as leader of the industry with in-depth knowledge and valuable content</p>
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Figure 20: Suggested channels in the plan

Next, the plan describes content strategy that the company should implement. This includes blogging, YouTube making and Facebook improvement. After content marketing, there is the design lead nurturing process. This process is a process to build relationship with buyers along the sales funnel where email marketing is applied. The details of the email strategy are being describe in the product link (Appendix 2). And finally, the measurement guideline was introduced so the commissioner can actively learn what to improve in the future.

## Measure Performance By:

### **Email Marketing**

- Bounce Rate
- Number of email Delivered
- Click through rate
- Click-to-Open Rate
- Open Rates
- Unsubscribe and Complaint Rates

### **Facebook:**

- Impressions, New likes, Post views
- Feedback rate
- Monthly active users

### **YouTube:**

- Likes and shares rates
- Comments
- Customers who know the service from YouTube source

### **Blog:**

- Number of views and shares
- CTR (Click-through-rate)
- Number of backlinks on other pages or social networks
- Number of leads generated from blogging

Figure 21: Measure performance metrics of the plan

## 4 Project Reflection

The project started in October 2021 and ended in November 2021. During October, the thesis writer collected basic information about the company during the first interview and researched on academic and online sources. In November, the second interview was conducted to build customer personas for the marketing plan. The product was presented to the commissioner and being assessed by the thesis writer in November. There was four main parts for thesis writer to work on and produce the outcome: inbound marketing plan for the commissioner.

**Part 1. Research theoretical framework concepts from various sources.** The thesis writer has researched on inbound marketing and its benefits as well as strategies that can be applied to the commissioner's marketing plan. Further research from trusted online sources had been done because there are several definitions is most updated online.

**Part 2. Research on the commission company's information.** This information was complete by one interview with the CEO of the company. The thesis writer prepared a form of questions with the purpose of finding current background of the company. Further extra information was shared by the CEO, Mr. Duc.

**Part 3. Build the inbound marketing plan by defining the target customers, customer journey, funnel analysis, implementation of content marketing, email marketing and social media.** This part also required the thesis writer to arrange the second interview with the CEO. The CEO is also the business developer of the company, so he has a deep understanding of his target customers and the customer personas. Based on the insights he shared, there are three buyer personas has been built. The author also had to consider the theoretical parts that can be implemented by the commissioner due to the current situation of the company.

**Part 4. Present the product, evaluate project outcome, and project management.** The overall project outcome was evaluated by the commissioner. The meeting was held for 40 minutes with the CEO, the person that considers all the recommendation from the thesis writer and implement it in real life. Project evaluation was completed by the student.

## **5 Project Assessment**

### **5.1 Product Assessment**

The product was presented to the commissioner under PowerPoint Slideshow form. The product describes first steps to start doing inbound marketing plan for a company that is mostly run by traditional selling methods. The plan introduces most of the key definitions of inbound marketing, how to start implement part of it. The product was assessed by the commissioner that it is helpful to them to understand a new approach of marketing besides advertisements. The commissioner found that some of the recommendations are achievable with the company's current resources.

### **5.2 Project Assessment**

In general, the project is a challenge for the thesis writer. As there are commissioner participating in the project, it is difficult to find time meeting with him as he is very busy and not always at the company office. However, the commissioner is very corporative and willing to share his insights and information. He is also supportive and agree to schedule meeting when it was not his working hours.

Another challenge that the author experienced is doing the literature review part. The commissioner is totally new to inbound marketing so there are risks of execution if the plan is complicated and requires large resources. But when researching on theories, the knowledge of every part is deep, and everything seems needed to add to the plan. The thesis writer also does not have experiences in inbound marketing; therefore, it requires consideration to reduce the size of the plan to fit the company needs. There are obstacles in doing the thesis online as well. As some books are not available as e-book versions so the thesis writer could not access to the newest updated versions.

It is also difficult for thesis writer to keep up with the thesis timeline because the project plan changed, and she needed time to arrange the theories. For this part, the thesis writer must improve in the future by updating her project plans more regularly. Although there are multiple challenges, the author had an opportunity to learn deeper, not only academically but also learn to work with people in their real business.

### **5.3 Learning Outcome**

The project was completed by the thesis writer for more than one month with limited time and knowledge about inbound marketing and inbound marketing plan execution. Working on this project, the thesis writer has benefited with knowledges from e-books and other sources. After the thesis, the writer gets to understand academically how to align

customer journey with content strategy properly, different types of blog posts that are attractive to the audiences, different types of email marketing content that applied in different stages. Researching about inbound marketing, content and email marketing is enormously beneficial for the thesis author in her career. Because the industry that thesis writer is currently working in relies heavily on inbound marketing to generate leads.

During the process, with limitation of accessing new version of books that are not available online, the writer has learned lessons about researching skills. With more than one time not meeting the self-made deadlines for each part of the thesis, time management is also a skill that the writer needs to be improved.

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## Appendices

### Appendix 1. The company interviews

#### First interview

Questions about the company and its business activities

- General information
- Products and services
- Number of employees (how many of them are in charge of marketing)
- Target customers
- Any challenge due to Covid-19
- What marketing activities the company has applied? The result?
- How much does the company spend on marketing annually?
- How the company has been present online? (What channels)
- Do the channels have sign-up button to collect emails?
- How do you feel about the design of the website?
- Does the company have a CRM tool? How do you track customers?
- From which channel that the company has gained the most customers?
- How much is the company willing to pay for digital marketing?

#### Summary of the company background and business activities

The company offers serviced apartments for rent. They are one of the first companies that provide apartment service in Hanoi. Currently, they have over 50 buildings in Hanoi, with hundreds of apartments, especially in nice locations of the city. With over 100 employees working in positions such as: sales, admins, managers, housekeepers, furniture, and laundry staff. Admin is responsible for checking email and managing website.

Their target customers are foreigners or people who need to find apartments in Hanoi that are fully furnished, with laundry, security, and housekeeping services.

The company had grown quite fast in the first several years of its business since they invested and owned apartments in nice locations with rarely any competitors. But in recent years, seeing the opportunity of the business, there are a lot of companies start to offer the same service. Not to mention individual who also want to get their houses rent. The market is now quite crowded and there is not much space to develop if the company cannot find a way to create its unique selling points and promote its brand.

The company traditional approach of developing business is to work with several housing agencies. It has gained customers from apartment tours given by housing agencies. Due

to Covid-19, DavidDuc has experienced significant loss because foreigners have fled back to their home countries. However, there are hardly any staff who is responsible for executing marketing activities.

### **The status of the marketing activities:**

DavidDuc has an official website that has been launched a long time ago, since 2015. The website was not updated regularly and is lack of information. The social media link buttons on website does not work properly. The company has an Opt-in form, but it is hard to find the form as well as it is designed poorly.

DavidDuc Co. also has a Facebook page with only 30 likes and the last post was in 2020. Therefore, it can be concluded that the company pay almost no attention to its media channels and website. The company spend a small amount on advertising on other agency websites. Otherwise, they hardly spend any for their digital marketing and their own webpage.

In the future, DavidDuc expects a very small amount of investment on marketing. Since they have difficulty in business for almost 2 years, any investment at this time must be taken into consideration. The CEO said, he needs to test at a small module and see if changes can attract more customers for the company. Therefore, the scope of this project is to apply a small aspect of inbound marketing strategy to attract customers for the commission party.

## **Second interview**

### **Questions**

Customer personas based on CEO experiences

- Who are the company's customer targets? (Gender, age, and education)
- What do they do?
- What are their challenges that the company can help solving?
- Where do they search for information?
- What methods of communication they prefer?
- What do they value most and what are their goals?

There are various types of customers that needs to rent apartments from DavidDuc. But foreigners with a stable job in Vietnam, young people who have kids and needs more space, and tourists are three most common customers of the company. (Duc November 2021) There are different methods of searching for each customer persona. The details of each persona are in three customer personas produced in the thesis.

## Appendix 2. The product

[https://www.canva.com/design/DAEtssfQWB0/eunR6uoTyPUkTDUcgpBTMA/view?utm\\_content=DAEtssfQWB0&utm\\_campaign=designshare&utm\\_medium=link&utm\\_source=publicsharelink](https://www.canva.com/design/DAEtssfQWB0/eunR6uoTyPUkTDUcgpBTMA/view?utm_content=DAEtssfQWB0&utm_campaign=designshare&utm_medium=link&utm_source=publicsharelink)