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SOCIAL MEDIA MARKETING
CASE: Viet Greenland Limited

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Bachelor's Thesis
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Abstract of Thesis

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The objective of this bachelor's thesis is to study current knowledge about social media as marketing tools for small businesses like Viet Greenland Limited. Its aim is to study about Viet Greenland's current usage of social media marketing. The objective is based on the thesis's purpose, which is to suggest practical and customized marketing guideline using social networks.

The author of the bachelor's thesis conducted qualitative research method in the form of an interview. The interview information as primary information, was collected from Viet Greenland's director – Ms. Hai Ly. The conduct of the interview was to gain in-depth information about the company. From the interview information, the author collected, analysed and reviewed the available studies as secondary information about Social Media Marketing (SMM), its models and tools.

The thesis presents the origin of SMM, which derived from Digital Marketing (DM) and Online Marketing (OM). The categories of SMM are discussed, notably, Facebook services, the Social Network Model for Marketing Strategies (SNeM2S), and SNeM2S for YouTube. In addition, the thesis discusses Asian consumer behaviour including Viet Greenland's customers.

The research results conclude that Viet Greenland's suitable social networks for SMM are Facebook, Instagram, and YouTube. The suggestions for Viet Greenland include practical content examples using these social networks. Additionally, the author suggests the primary use of Search Engine Optimization (SEO) in Social Media Optimization (SMO) to enhance Viet Greenland's brand awareness. This suggestion helps the company's Facebook page to show up at the first result in Google Search. Ultimately, the thesis project has achieved its preliminary purpose and produced results that matched Viet Greenland's requirements.

Key words   SMM, SEO, Viet Greenland, Facebook, Instagram, YouTube

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FOREWORD

I would like to thank my family and closest friends, my senpai - Tuomo Muilu and his family for supporting and taking care of me throughout my study journey in LapinAMK.

I would also like to thank Viet Greenland Limited and Ms. Hai Ly for giving me the chance to work on this thesis project and offering me the job position to continue working.

Last but not least, I would like to thank my thesis supervisor – Outi Kivirinta for pushing me to reach my full potential during the thesis process.

SYMBOLS AND ABBREVIATIONS

DM   Digital Marketing

OM   Online Marketing

SEO   Search Engine Optimization

SMM   Social Media Marketing

SMO   Social Media Optimization

SNeM2S   Social Network Model for Marketing Strategies

SWOT   Strengths, Weaknesses, Opportunities, Threats

1   INTRODUCTION

Big and small businesses around the world, are using the social networks, to promote brand awareness and develop customers engagement. Ever since the most successful network – Facebook was debut online in 2004, several companies realized the new opportunity for business promotion. Since then, there have been more and more global social networks, that help expand the innovative marketing approach. Nowadays, this approach is called Social Media Marketing or SMM. Numerous resources about SMM are available for them to research and apply into businesses. The problem for companies is that these resources can be confusing and time-consuming to gather knowledge for their own marketing strategy. Viet Greenland Limited, the case company of this bachelor's thesis is having the same problem.

The purposes of the thesis are, firstly, to define the role of SMM in the context of modern businesses like Viet Greenland. Initially, the author of the bachelor's thesis aims to suggest Viet Greenland applicable and customized marketing guideline for the suitable social networks. Moreover, the purpose is to provide SMM tools on social networks for Viet Greenland. Additionally, the author includes Search Engine Optimization (SEO) in Social Media Optimization (SMO) since search engines are popular tools for customers to seek products and service information.

This research work is commissioned by Ms. Hai Ly, the director of Viet Greenland company. Viet Greenland is operating in Vietnam, an Asian country. The thesis author had worked as an intern in the company in 2016 and therefore, has an extensive understanding of the case company and its operations. Additionally, the author has experiences working with social media for InnoBarentsLab in 2015 in Rovaniemi and for a popular Facebook page that delivers music to over 33,000 followers. Moreover, the author's nationality helps her to understand the cultural aspects of the business and its potential use of SMM in Vietnam.

The thesis contains Viet Greenland's detailed information about the company's background and its owner. The author had conducted qualitative research method that is implemented in a form of an interview with Viet Greenland Ltd.'s director. The interview aims to find out information from the interviewee that can contribute to the research finding and concluding process. The information from the interview is the primary information that the thesis project bases its research on. The thesis's theoretical framework as secondary research consists of the studies about SMM's origin which derived from Digital Marketing (DM) and Online Marketing (OM), its models and tools. Additionally, the theoretical framework contains the consumer behaviour study in Asian culture and available information about social media consumers in Vietnam. The theoretical background provides in-depth knowledge for the thesis research subject. Using the combined knowledge from theoretical background and interview information, the thesis author drew the conclusion about the SMM suggestions for Viet Greenland Ltd.

2   VIET GREENLAND LIMITED

Viet Greenland Limited is a small-to-medium business in the garden and plants industry, operating in Vietnam since 2010. The company provides garden-related products; garden decoration, indoor green solutions, landscape design services and green solutions for apartment buildings. The company's main showrooms and official stores are in Hanoi and Ho Chi Minh city. Apart from their own stores, they are also a wholesaler to several retailers in Vietnam. The company owns the design patents to their unique products and a manufactory to ensure the high quality of their production. (Hai Ly 2017; Nguyen Thi 2016.)

The head of the company is Ms. Nguyen Hai Ly, who is passionate about being an innovative entrepreneur with a designer mind. A finance major - Ms. Hai Ly started out as account manager in the National Science University. After working at the university until she was 46 years old, Ms. Hai Ly decided to quit her job and followed her dream of being an entrepreneur in the garden industry. Her experience in the garden design starts from her own hobby and her business trips all around the world. Throughout the first five years of the business, Ms. Hai Ly has slowly built up the company's stable working team, respectable reputation, and a loyal group of customers. The company was recognized in 2016 among Top 100 successful entrepreneurs of the year in Vietnam. (Hai Ly 2017; Nguyen Thi 2016.)

When Ms. Hai Ly came to the Top 100 successful entrepreneurs of the year 2016 award, she met with several other entrepreneurs and discussed about the rising trends of marketing. She learnt about the potential of Facebook and social networks in promoting business as well as providing better customer services and engagement. Ms. Hai Ly wants to create a friendlier image of the brand on the internet so that customers and potential customers can become closer with the company. The business is hoped to grow on the social networks and provide new types of services and products. Such ambition requires the knowledge to use social media for that specific goal. (Hai Ly 2017; Nguyen Thi 2016.)

Deducing from the author's internship observation in summer 2016, the company is having problems in knowing how to use social media as marketing tools. Their website was not frequently updated. Their Facebook page is inactive with minimal customer engagement. Apart from traditional word-of-mouth method and Facebook, they do not have any other social networks as their marketing channel. The company does not have a responsible person for managing their social media as well. The company has a goal, which is to use social media as marketing. Their requirements for the results of this thesis's project is applicable and tailored content and marketing tools for their suitable social networks. To support Viet Greenland's ambition and satisfy the company's requirements, the author conducted research methods to collect and analyse available knowledge and resources regarding the company's context. (Nguyen Thi 2016.)

3   RESEARCH METHOD

3.1   Research Method

The primary and secondary researches are conducted to achieve the thesis project's purpose. The primary research is based on qualitative research method, which is the implementation of an interview conducted with Viet Greenland Ltd.'s director. The purpose is to collect information from the company about their strengths, weaknesses, opportunities, and threats (SWOT) as well as their expectation regarding SMM. Moreover, the in-depth interview helps the thesis author find the answers to the questions: What is Viet Greenland's current usage of Social Media Marketing and What are their SWOT, customer's profile, expectations and requirements of the company's SMM.

The purpose of secondary research for theoretical background is to provide a starting point for an evaluation or analysis to gain knowledge and understanding of a topic. The key principles to conduct secondary research are; clear idea of what key information is required, information searching process, reading and analysing, and collating information into key headings. The advantages of conducting secondary research is that the information is often credible and accurate. Moreover, the collation can help create a clear picture of the research subject. On the other hand, the information can suggest only a big picture without looking closer to the messier reality. What more is that the researcher has no direct control over what is collected, and only how the information is presented and manipulated. Thus, when researching social and business-related subjects, one can use qualitative method to gain further detailed information. (Thomas 2003, 1-3; MacDonald and Headlam 2009, 21-23.)

According to MacDonald and Headlam (2009), the qualitative research method is generally associated with the evaluation of social dimensions. Qualitative information provides rich, detailed ideas and concepts to help increase in-depth understanding of the thesis subject. The research method allows researcher to study the feelings and thoughts of the individuals in different situation relating to the research subject. The techniques of collecting the information in qualitative

research are in-depth interview, discussion groups, workshops, participants observations, and visual techniques. The thesis research is conducted using in-depth interview with the key person to the research subject. (MacDonald & Headlam 2009, 35-38.)

3.2   Interview Technique

The interview styles are crucial to the purpose of collecting information. The reason is that with each style, the acquired information type is distinctive. The styles of interview technique are structured interview, semi-structured interview, and unstructured interview. The structured interview and semi-structured interview require a framework and specific set of questions to acquire direct responses relating to the research subjects. However, the semi-structured interview has more flexibility for the researcher to respond to the interviewee's questions. By responding to the interviewee, the researcher can look for latest information that can contribute to the research project. In contrast with the structured interview, the unstructured interview allows a free-form and full range of questions or themes. The interviewer can address issues as they emerge in the interview and explore wide knowledge of different topics. In the thesis, the interview style is semi-structured. The semi-structured interview allows both interviewer and interviewee to discuss the research topic. The purpose of the interview can be finding facts, idea generator, exploring the research subject. The interview requires interviewer to be able to relate to the interviewee in experiencing thoughts and feelings on a personal level. The advantages of an interview, whether a face-to-face or telephone interview, are the in-depth knowledge and interpersonal dynamics between both parties. (MacDonald & Headlam 2009, 35-57.)

The thesis author conducted a themed interview to find information about Viet Greenland's general facts and social media as the main subject. The interview's purpose is to collect information that can help answer the questions: What kind of social networks that can bring benefits to Viet Greenland considering their client's profile and How can Viet Greenland use these social networks as

marketing tools. The interview questions were created using the theme of SWOT analysis template for SMM. (Mindtools 2017; Tuten & Solomon 2014, 38.)

The face-to-face interview with Ms. Hai Ly was conducted in summer 2017 following the semi-structured style. The interview was asked to not include the financial aspect of the company as agreement between the thesis author and the commissioner. Ms. Hai Ly provided the information regarding the company's SWOT in SMM. The interviewer went on to experience the thoughts, feelings, and expectation of the interviewee about her company and the research topic. The interview material is then used as citation as well as the general theme across the thesis. Ms. Hai Ly was cooperative, friendly, and honest in giving extensive insightful answers. Her information helps the author to narrow down the topic range as well as pin-point the exact research resources.

3.3   Interview Interpretation

Based on the interview with Ms. Hai Ly, the author was able to sum up the information using a SWOT template for SMM (Mindtools 2017; Tuten & Solomon 2014, 38.). The interview material can be found in Appendix 1. Table 1 shows the analysis results from the interview.

Table 1. Viet Greenland's SWOT analysis for SMM (Hai Ly 2017)

Strengths	**W**eaknesses
• Loyal customers that are using social networks, notably Facebook, Instagram, YouTube • Quality products that have been captured in photos and videos and shared on social networks • First domestic company in Vietnam's garden designing industry • Unique patented product design	• Limited experience with SMM knowledge • Temporary employee to manage social media channels
Opportunities	**T**hreats
• Social media as a cost-efficient channel • Customers are eager to share and gain attention for having unique garden or indoor-green design • Competitors are new to the market and in trial stage on SMM • Projects with big customers can be used as brand awareness or enhancement on social network	• Competitors are gaining knowledge about SMM and how to use its tools • Competitors that have larger SMM budgets

Ms. Hai Ly described Viet Greenland's customer' profile as a married person whom is a social media user as well. Her loyal customers are friends with her on Facebook. The customer's age range is from 30 to 65. They have medium to high income and are interested in home and garden design solutions that are suitable for their home. They prefer quality over price. The major gender of Viet Greenland's customers are women who passionate about garden design. They expect not only the design to suit their homestyle, but it also needs to bring peacefulness and harmony to their family life. The customers often share information about garden design and their experiences on Facebook using Viet Greenland's products and services. Ms. Hai Ly interacts with the customers directly through social media channels such as Facebook and Messenger. At the current interview time, the promotion act is mainly operated on Ms. Hai Ly's

private Facebook account. Her knowledge of using Facebook tools as a company brand is limited. (Hai Ly 2017.)

Ms. Hai Ly talked about her multiple experiences with receiving calls and orders from new B2B customers who want to become the company's retailers. When people showed up at the showrooms to buy or contacted her asking about the products, they mentioned that they had seen and heard of her products on Facebook. Her products pictures and reviews were shared on the customers' friends' pages and they learned about the company more through online conversations. (Hai Ly 2017.)

Ms. Hai Ly's expectation of the company's SMM, is first, to use the services of Facebook due to its popularity in Vietnam. In her words, Ms. Hai Ly (2017) said, "Everybody is using it actively, even addictively, to look for new things to try and buy". She noticed the rising use of Instagram among her younger employees and friends. She talked about the fact that video advertising is helping small businesses on Facebook and YouTube spread their brand awareness. She hoped that through social media, the company would be able to interact with customers, to get more likes and followers, and to promote some sale events. (Hai Ly 2017.)

The company's biggest weakness is the lack of in-depth knowledge in how OM and specifically, how SMM works. The company's requirement for the thesis project is a concrete content example for their social media networks. (Hai Ly 2017). The available resources can be time-consuming to filter and collate into valuable information to the company. By using the right research and information collection method, the author managed to narrow down the knowledge resources area that Viet Greenland can relate to. For this reason, the available knowledge was explained in simple and business-relatable manner, for easier understanding regardless of the readers' background.

4 DIGITAL MARKETING

4.1 Online Marketing

Big companies are focusing on traditional marketing to diverse segments of customers. Traditional marketing involves marketing brands to consumers. By contrast, small and medium companies are using digital marketing to engage interactively to individual customers. Digital Marketing (DM) enhances brand-customer engagement. DM focuses on shaping brand conversations, brand experiences, and brand community. Customer-engagement marketing is not just about selling a brand to consumers, but making the brand a meaningful part of consumers' conversations and lives.

The term Online Marketing (OM) derived from DM. Its characteristics are; engaging directly with targeted consumers and their communities, obtaining consumers' immediate response, and building lasting customer relationships. Companies use DM to tailor their offers and media content to the needs and interests of narrowly defined business areas or individual buyers. Figure 1 shows two forms of building direct customer engagement and community, which are DM and traditional direct marketing. (Kotler & Armstrong 2011, 45; 2015, 464-465.)
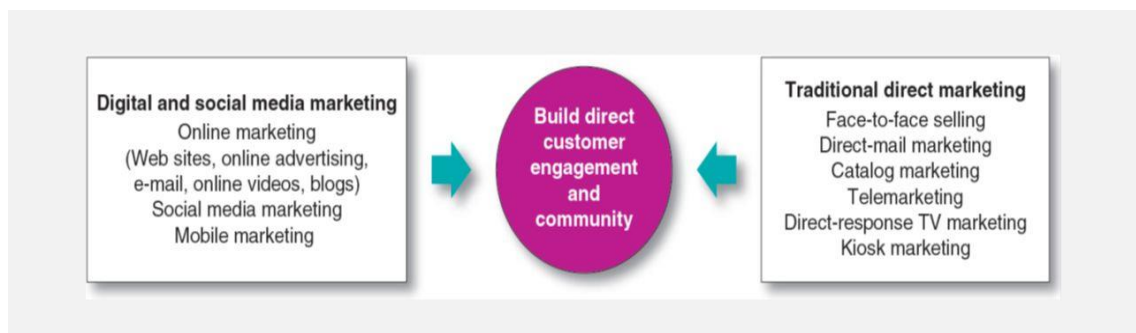

Figure 1. Forms of Direct and Digital Marketing (Kotler & Armstrong 2015, 465)

DM (Figure 1) is marketing using online platforms such as websites and SMM, online advertising and promotions such as SEO, e-mail marketing, mobile marketing and online video advertising. On the other hand, traditional direct marketing involves direct human contact. Traditional direct marketing includes face-to-face selling, direct-mail marketing, catalogue marketing, telemarketing, direct-response TV marketing, and kiosk marketing. However, the traditional

method is not enough to get closer to customers nowadays. Rather than being invasive with their brands in real life, companies now focus more on the emotional connection between brands and customers. (Kotler & Armstrong 2015, 470.)

According to Kingsnorth (2016), reason number one for getting involved in OM and SMM is to be where the customers are. In fact, recent study shows that the global consumers are internet and social media users. Figure 2 showcases the key digital factors of 2017 about the yearly growing amounts of consumers being internet users. (Kingsnorth 2016; Wearesocial 2017.)

Figure 2. Annual growth of internet, mobile and social media users (Wearesocial 2017)

Every year, over 10 per cent of the world population start to use the internet in their daily life and over 482 million people join the internet. Figure 2 indicated that the internet users are rapidly growing. Consumers are more connected, better informed, and have a wealth of digital platforms for airing and sharing their points of views with others. They are empowered by various online channels to voice their opinions over their experiences with the companies. For these reasons, companies can no longer rely on traditional direct marketing. Instead, companies should practice marketing by attraction. The attraction is generated from tailored market offerings and messages that engage consumers rather than interrupt

them. Hence, marketers nowadays combine their mass-media marketing efforts with a rich mix of OM and SMM that promotes consumer engagement and conversation. (Armstrong & Kotler 2011, 45-46.) The next section lists and describes in detail the variety of OM categories including websites, online advertising and SEO, email marketing, online video, and SMM.

4.2   Online Marketing Categories

A company can start marketing online with a website. Companies' websites can vary greatly in purpose and content. Some companies use websites as their primary sale and marketing online channel. The sites are designed to interact with customers to move them closer to a direct purchase online. Another online channel is email-marketing. Email marketing is one of the first online marketing tools. Thanks to its low costs, email marketing brings one of the highest marketing returns on investment. However, the email marketing may fall into the explosion of spam where unsolicited, unwanted commercial email messages got clogged up. The experience produced an overall irritation and frustration. The situation of spam accounts is responsible for up to 70 per cent of all email sent. (Kotler & Armstrong 2015, 471-472; Jeff Goldman 2013.)

Online advertising includes display ads and search-related ads. The largest form of online advertising is Search Engine Optimization (SEO). In SEO, text-based ads and links appear alongside search results of popular search engines. Search is an always-on kind of medium, and the results are easily measured. A search advertiser buys search terms from the search site and pays only if consumers click through its site. SEO is the key term in Online Advertising. Companies need to choose the right search engines, such as Google, Yahoo! Or Bing. The goal of SEO, according to Zimmerman (2011), is to get the company's Web pages to appear near the top of the search results with the compilation of specific search terms or keywords. Each search engine provides services that can help businesses to get their websites on the top results positions. Nowadays, due to the popularity SEO, all social networks have their own search engines optimization included. SEO in social media is called Social Media Optimization (SMO). The utilization of SEO inside social networks are user-generated

keywords. The search keywords inside each social network may be distinguished by a unique symbol in front of the search terms, such as a hashtag (#) or a comma (,). The key terms become popular if users are using them as content references or when searching for content. Companies on social media can make use of SEO by creating the right keywords for social media users to use. (Zimmerman 2011, 135-136; Kotler & Armstrong 2015, 471.)

Another category of OM is online videos marketing. Online videos marketing is a new way to create content that has visual elements and stay with customers longer. The video content can be posted on the company's website or social media networks. Additionally, well-made online video content can capture the attention of millions of consumers. The online video audience is soaring, with 75 per cent of Internet users now streaming video (Linda Moses 2013). Marketers hope that some of their videos will go viral (Kotler & Armstrong 2015, 472). As Bigoli (2004) said, "While word-of-mouth advertising has been around for quite some time, information technology has enhanced the proficiency and effectiveness of an individual's ability to spread a message to others to the point where if successful viral messages have the ability to be viewed exponentially." (Bigoli 2004, 508.)

Blogs and online forums are suitable places for companies to seek for consumers' conversations. These online platforms are where the consumers control all aspects of their communities. Doing marketing in these platforms would offers companies a refreshing, original, personal, and cheaper way to join consumer online conversations. Famous and trustworthy bloggers and forum leaders are important people to the companies' marketing strategy. These bloggers and social leaders can influence their followers' consuming behaviours. For examples, bloggers that reviews a food product in their blog posts are paid by the food company to spread the information about that product. (Kotler & Armstrong 2015, 472-474.)

Nowadays, social media networks are the new online platforms for consumers to share their daily lives with their communities. Social networks allow viral marketing to operate more efficiently. Viral marketing is an upgraded version of word-of-mouth advertising that takes place on the social media networks. When a content is published online and is deemed worthy of sharing, it is then become a viral content that is spread by social media users to their circle of friends. Companies can use social media networks in such a way that their content have the possibilities to spread quicker, faster, and further to the right groups of customers. (Bigoli 2004, 508.)

5 SOCIAL MEDIA MARKETING

Social Media platforms and websites are the new place for companies to promote their products and services, hence the term Social Media Marketing (SMM). The term word-of-mouth marketing has since become associated with social media due to the shift in customers' behaviour from their real-life connection and experience with the products to their online connection. Consumers are becoming more empowered and more well-informed. They are judging the company based on other consumers' shared experiences on social media, such as a review, a like and comment, an emotional expression. Their expressions have more meaning now than before, since they come from another consumers' view and not from the company's. Therefore, when the expressions are positive, consumers tend to follow services that provide positive experiences. Companies can connect with more customers due to the consumers' positivity-bias. (Felix, Rauschnabel & Hinsch 2016, 118-126.)

Due to the popular use of social media as marketing strategy, popular social media platforms have built-in data analytics tools. The tools enable companies to track the progress, success, and engagement of their ad campaigns. The tools that the social media platforms have, especially Facebook, have made the creation of a business profile on social media easier and free of charge. Companies first address a range of stakeholders through SMM, including current and potential customers, employees, influential people, and the public. On a strategic level, SMM includes the management of a marketing campaign, the scope of usage, and the establishment of a social network's culture and tone. (Filieri 2015, 1261 -1270.)

SMM is customer-driven marketing. Companies not only get more customers, but they also get more personal feedback that can help to improve the business and their services (Waters & Lester, 2010). SMM is the new way of promotion through social media sites where businesses target customers using interactive activities. Their efforts are to strengthen brand loyalty, build customer relationship directly, increase sales, or to reach their own goals that requiring engagement with customer (Wilson 2010, 17). According to Zarrella (2010), all kinds of business

should be using social media as marketing. SMM is inexpensive, nearly costs nothing but in return can bring an enormous fiscal impact on business. (Zarrella 2010, 8.) Figure 3 presents the change in consumers' profile as they are now social media user. (Wearesocial 2017.)
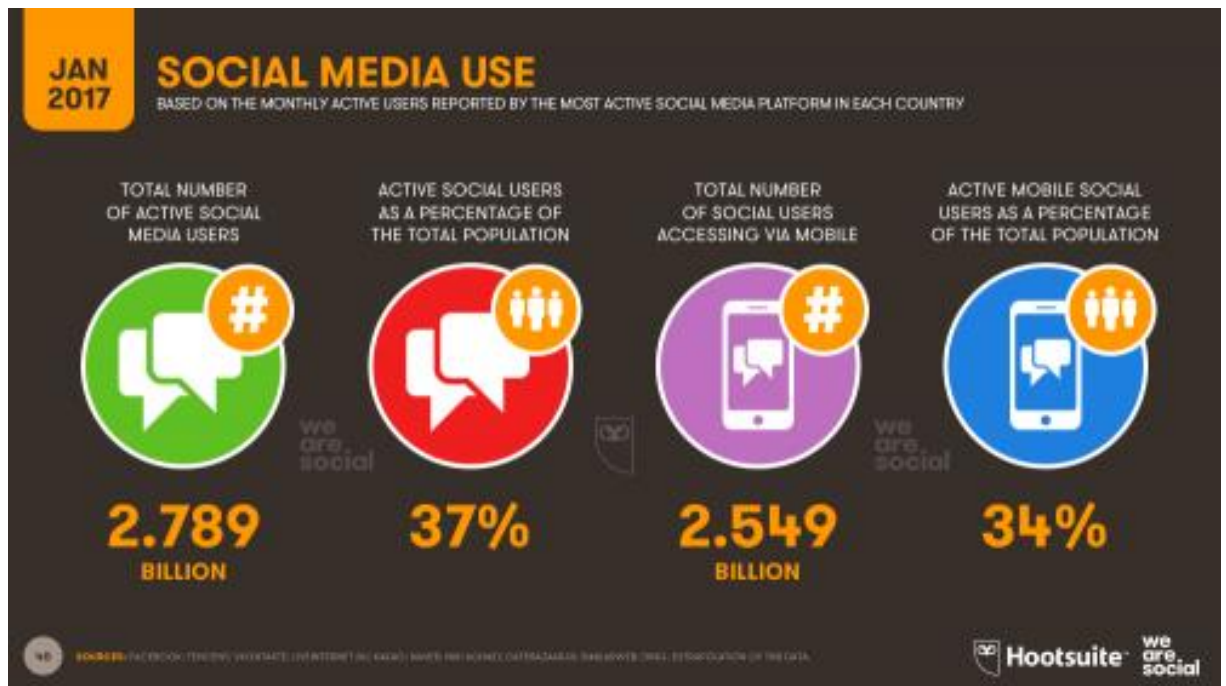

Figure 3. Social Media Use (Wearesocial 2017)

There are over 3 billion social media users (Figure 3) in 2017 and the number is growing every year. Notably, the amount of time that internet users spend on the internet through their smart devices is growing as well. According to Kotler and Armstrong (2015), social media has immediate impact because companies can reach out to customers anytime, anywhere with timely and relevant content regarding brand happenings and activities. The low cost of social media puts them within easy reach of small businesses and brands that cannot afford the inflated costs of big-budget marketing campaigns. Social media users as customers have the power of social sharing and through social media, they are seeking their needs and demands. Correspondingly, Kotler and Armstrong (2015) referenced to Maslow's Hierarchy of Needs when discussing the modern social media users' needs. They need a sense of belonging, being loved through social media, and being recognized and respected for their self-esteems. Hence, social

media is, by nature, a marketing tool. (Kotler & Armstrong 2015, 475-477; Maslow 1943, 372–383; Wilson 2010, 57.)

5.1   Social Media Marketing Categories

According to Zimmerman (2013), consumers are using six types of social networks daily for their own purposes. The six types of social networks are the full network, the microblogging network, the visual-sharing network, the professional network, the news network featuring users' votes, and the recommendation and community network. (Zimmerman 2013.)

The first type of social networks is the full network. The full networks provide consumers an online life, such as Facebook. Facebook allows users to share the details of their lives with their online circle of friends and family. The unlimited content on Facebook are completely users' contributions and users have the power in voicing their thoughts and feelings. Facebook users can post unlimited text and visual content such as blog post, status, videos and photos. Facebook allows consumers and businesses to share information and communicate on a full scale. Businesses and consumers can generate content together and thus create dynamic relationships between brands and customers. (Zimmerman 2013, 12.)

A limited version of the full network is the microblogging network. Twitter is an example of microblogging network. Twitter users can express themselves frequently within a few characters of their account status. A public conversation between companies and consumers can be prolong in Twitter by replying others' statuses back and forth. Moreover, video content and news can be minimalized into shortened links that users can share. (Zimmerman 2013, 12-13.)

The visual sharing networks are the type of networks that emphasize the visual elements of the users' content. Twitch, YouTube, Instagram and Snapchat are the notable examples of visual sharing networks. Twitch and YouTube are live-streaming and video content sharing platforms. Similarly, Instagram and Snapchat are photo and video sharing platforms with additional privacy setting.

Users that are using the visual sharing networks, have access to videos from around the world and rights to share their own videos, depending on their countries' regulations. (Zimmerman 2013, 13-14.)

The professional network, such as LinkedIn, provides professional online environment that allows users to share their work profiles with future employers and employees. The news networks featuring users' vote, for example, Reddit or BuzzFeed, are a collection of news and discussion forums. The content that appears on these platforms are shown to certain groups of users based on their interest preferences. The recommendation and community building networks, for instance, Yelp, TripAdvisor, Foursquare, Google Maps and Wikipedia, allow users to contribute certified information and reviews of certain types of services. (Zimmerman 2013, 15.) Depending on the business' characteristics, companies can choose which networks they can join in and start implementing their marketing strategies into the networks.

5.2 SNeM2S Model

To integrate social networks into the marketing strategies, companies need to develop a social network marketing plan. In a journal research by D'Andrea, Ferri and Grifoni (2012), a model called Social Network Model for Marketing Strategies (SNeM2S) is discussed with step-by-step instructions about how to use social media for marketing. The model's steps are demonstrated in Figure 4.

Figure 4. SNeM2S Structure (IJED 2012)

The marketing model (Figure 4) is essential to businesses. When the model is applied correctly, it can help a company reach their SMM's goal. Firstly, companies should choose which social networks that fit their markets and the outcomes that they are looking for. Companies can choose the networks based on how popular it is in their business location, among their customers, their friends and family. Similarly, a company may conduct a survey or researching the recent studies of the social networks' users. The study should include information about the country that the company is operating in. Secondly, company should decide the budget to invest on a marketing campaign. They need to know whether they can afford the expenses of the campaign which includes the costs for ad payment, keyword optimization as well as paid-content. Moreover, they need to pin-point their goals and objectives for using the money. In addition, if the company finds any financial problems that can interfere with the plan, they should take these problems into consideration before continuing with planning. The next step is defining the organisational structure for the management of social network marketing. Companies may oversee making operational strategies and defining pricing policies compliant with market supply and demand. They need to outline their business structure whether it is operating in an entrepreneurial way by interpreting market needs or adapting existing services and products with the proposals of new innovated ones. (D'Andrea et al. 2012.)

When companies know their market well, they understand that there are different target groups of similar customers. Companies should target the existing customers and build up an online customer's profile on the chosen networks. If they want to target new customers, they need to be sure that they will be able to reach them on the chosen networks. Following up, companies can focus on the promotion of products and services in distinct phases of testing, redesign and delivery to the wider online audiences. They can receive feedback, collect ideas and redesign, and keep developing simultaneously with the suggestions from consumers. (D'Andrea et al. 2012.)

The last step of the SNeM2S model is the evaluation of the strategy plan and its results. After an operational time was set, companies assess the monitor and the report of the network's performance weekly, monthly, quarterly, or annually. They

can evaluate using a performance indicator called "conversion rate", which takes the number of visitors per month and divides by their goal number of the month. For example, if a company's Facebook page has 500 visitors in a month, and their goal is to have 1000 visitors in that month, their conversion rate of that month will then be 50 per cent. After the evaluation, the company can try to be more persuasive and more active to boost their conversion rate forward. The evaluation phase is important to the company since it helps them re-evaluate their quality of services and develop further if needed. (D'Andrea et al. 2012.)

5.3   YouTube Marketing

A Network that is extended from the SNeM2S model is YouTube, which is considered the world's largest video sharing website. The first reason that companies should consider YouTube as part of their Network Marketing is because setting up a YouTube account is free of charge. If a company can follow some general copyrights use and regulation regarding the online content, they can then reach out to consumers everywhere by recording their message or advertisement.

YouTube has four different marketing sections, which are videos, categories, channels, and communities. The targeting video content is the highlight of a visual message. The message needs the right keywords, right category and content package to spread the video among users across other social platforms. Making video content can be as creative as companies like. When the content is unique and delivered to the right targeted audience, the video can become the audience's favourite. The online audience is aware of the brand if they are impressed by the video content. The video content can be in distinctive categories; however, they need to relate to company's business area, such as entertainment, vehicles, design or culture. Moreover, YouTube can read the content and suggest then suitable categories. Every YouTube channels fall under one of the six following groups: Director, Musician, Comedian, Guru, Political or Partner. Businesses can choose to operate their YouTube account in one or more of the channel groups. Businesses need to target the right users by using YouTube search term optimization when writing the videos' descriptions. What

more is that videos are spread by users of YouTube communities, therefore, companies can make use of this fact by sharing the videos to their other social networks. The utilization of SEO keywords is crucial on the company's YouTube videos' tittles, descriptions, and tags. The reason is because the more the same keywords are repeated on different videos, the higher the chance to maintain the company's brand awareness on social media. (D'Andrea et al 2012.)

Another YouTube's highlight marketing tool is YouTube Insights. The tool helps businesses look at the statistic report of their videos based on the audience's geography, gender and interests. Moreover, they can observe the frequency rate of the search terms related to the content. YouTube encourages businesses to use video advertising and suggests the popular advertising video types. Figure 5 shows advertising types on YouTube. (YouTube Advertising 2017.)

Figure 5. Four popular advertising types on YouTube (YouTube Advertising 2017)

The four popular types of advertisement on YouTube (Figure 5) are Business introduction, Product Highlight, Promotions, and Educating customers. Using YouTube, companies can extend their Instagram's 30 seconds preview into a full show of their expertise, creative advertisements, and fun facts about the company. Nowadays, making YouTube videos have become easier due to YouTube's smartphone application that allow companies to capture and edit videos on the go. Thus, the cost of making video content is becoming lower. (YouTube Help 2017; YouTube Advertising 2017.) Figure 6 explains how YouTube Director helps businesses make their advertisement.
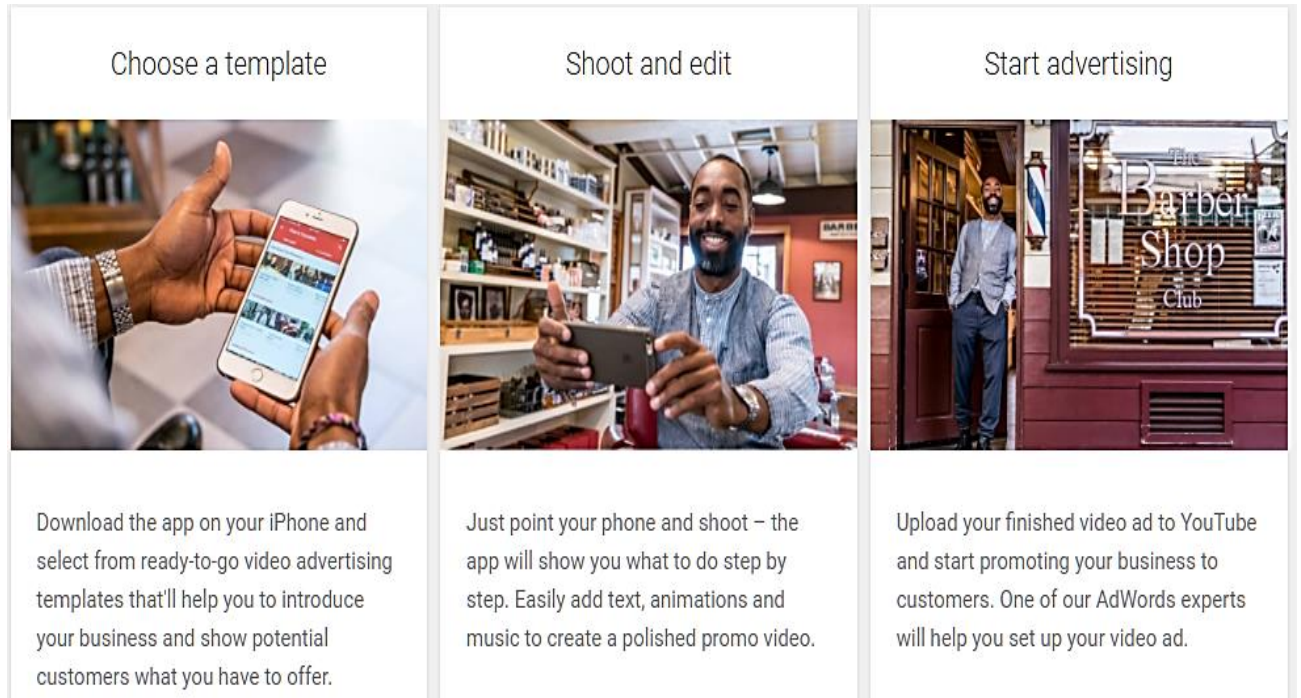
Choose a template	Shoot and edit	Start advertising
Download the app on your iPhone and select from ready-to-go video advertising templates that'll help you to introduce your business and show potential customers what you have to offer.	Just point your phone and shoot – the app will show you what to do step by step. Easily add text, animations and music to create a polished promo video.	Upload your finished video ad to YouTube and start promoting your business to customers. One of our AdWords experts will help you set up your video ad.

Figure 6. YouTube Director guide businesses on making advertising videos (YouTube Advertising 2017)

YouTube Director helps businesses make customized and personalized adverts by providing the YouTube Director smartphone application. The application includes various video advertise templates that suits company's business areas. The video-making process is made easier with step-by-step instructions (Figure 6). For example, a company's social media manager can download the app to his or her phone, select adverts templates, and start making their video adverts immediately. The finished video can be used to promote business to customers through YouTube and other social networks. (YouTube Help 2017; YouTube Advertising 2017.)

5.4   Facebook services

According to Rouhiainen (2016), Facebook services include Facebook, WhatsApp, Facebook Messenger, and Instagram and together these services make up over 3.7 billion users. Needless to state, the group of customers that small businesses are targeting is somewhere inside the massive numbers. The thesis is going to cover Facebook services, since they include characteristics of the full network, the visual-sharing network, and the recommendation network.

Each of the services is providing a unique and powerful way to interact and reach out to potential customers. Rouhiainen called the small businesses' SMM as "the Facebook ecosystem for businesses". (Rouhiainen 2016.)

5.4.1 Facebook

Facebook is the leader of social networks and every business that wants to leverage marketing opportunities should have a Facebook Business Page. The proper use of a Facebook personal profile helps tremendously in personal branding of business professionals. In addition, Facebook advertising offers unlimited possibilities to reach more customers. Facebook allows users to create several types of videos; live streaming with collaboration option, 360-degree video experience, and real-time emotional expression. Facebook Messenger is a helpful chatting application that works together with Facebook. The application provides one-to-one, and one-to-many conversations with customers. Moreover, Messenger optimizes communication and interconnection between businesses and their customers. They can exchange text, video, audio messages, call, and files. Facebook is constantly updating Messenger to ensure that it will support the customer services of businesses. (Rouhiainen 2016, 18.)

Facebook provides four business and marketing tools. The first valuable tool is Facebook Business Page. The tool helps company promote their business under the brand name and image. Facebook Business Page is bypassing the need for a traditional website and take advantage of the sales-driven consumers directly through the social network. The second tool is Facebook Canvas which allows the page to advertise short video-stories to targeted customers. The tool provides templates for business pages to create their own visual story with full-screen functions that interact with customers when they click on items appearing in the video. The third tool is Facebook Local Advertising, which helps businesses to create a direct contact button for customers when they see the advertisement. The contact button can be a quotation request, booking reservation, messaging or calling, and encouraging customers to like or comment. The setting is based on the business page location, and its target geography. The tool then suggests the page the type of advertisement content that suits the business area. The last

tool is Facebook Local Services which is a review section on the business page. The section can be highlighted to encourage customers leaving their reviews and rates. (Facebook business 2017; Rouhiainen 2016, 18; Zimmerman 2013, 396-399.)

The Facebook Business Page allows companies to create a business profile with their company name. A Facebook Business Page has a different interface than a personal Facebook Page. Figure 7 shows how a Facebook Business Page are presented to page's owner.

Figure 7. Facebook Business Page's example look (Facebook screenshot 2017)

The page (Figure 7) shows in detail the statistic numbers related to the page's content, audiences, and advertisement rate. For each post, there are measurements of number of reached people and performances percentages.

Tailored advertisement is suggested for page owners to boost customers reach and engagement. The page owner can control every aspect of the page's images and activities. In Figure 7, visual elements are used to attract visitors, for example, a big header photo and profile picture using robust colours and a wow effect.

The Facebook Page Insights offer businesses the statistical information collected every week. The page insights report to businesses the type of content the audience as well as posts that have highest amount of comment, like, or share engagement. The advantage of the insightful knowledge is that it helps businesses look at the measurement of engagement performance for each type of content. From these metrics, page owner can improve and focus on creating content that generated the highest value. Figure 8 shows how Facebook Business Page insights inform owner about these values. (Rouhiainen 2016, 21-23.)

Figure 8. Facebook Page Insights graphic information (Rouhiainen 2016, 23)

Three types of content (Figure 8) are coded in universal icons for pictures, videos and links. The information is visualized and colour-coded to indicate the amount of reached audiences per posts as well as the gender profiles of engaging

audiences. In the figure, the colour blue is coded for male, and pink is for female. The posts can be customized to show to a certain group of people. In figure 8, the globe icon means that the posts are shown to all users on Facebook. The page has settings that allow page owner to target different group of customers depending on their ages, gender, geographic location, and their interests. Facebook Page Insights provide in-depth knowledge about the page's audiences and followers. Figure 9 presents the infographic report that Facebook shows to page owner about their online followers.

Figure 9. Facebook Page Insights about followers (Facebook screenshot 2017)

By using Facebook Business Page and its Insights tools, businesses can learn about the demographic information (Figure 9) of their followers, thus, making more tailored content and exclusive deals for the targeted customers. The demographic information (Figure 9) shows the number of fans from their recorded locations, languages and gender. Rouhiainen recommended (2016) businesses to take at least 30 minutes to get familiar with the tool and then practice using them every day. The powerful data-mining tool can create opportunities to gain

strengthened advantages for company when they are competing with their competitors. (Rouhianen 2016, 25.)

Facebook Local Advertising helps businesses advertise their Facebook page, its products and services. Facebook have a sub-website called Facebook Business that show businesses how to create their customized adverts. Figure 10 presents the steps to create a Facebook advertisement.
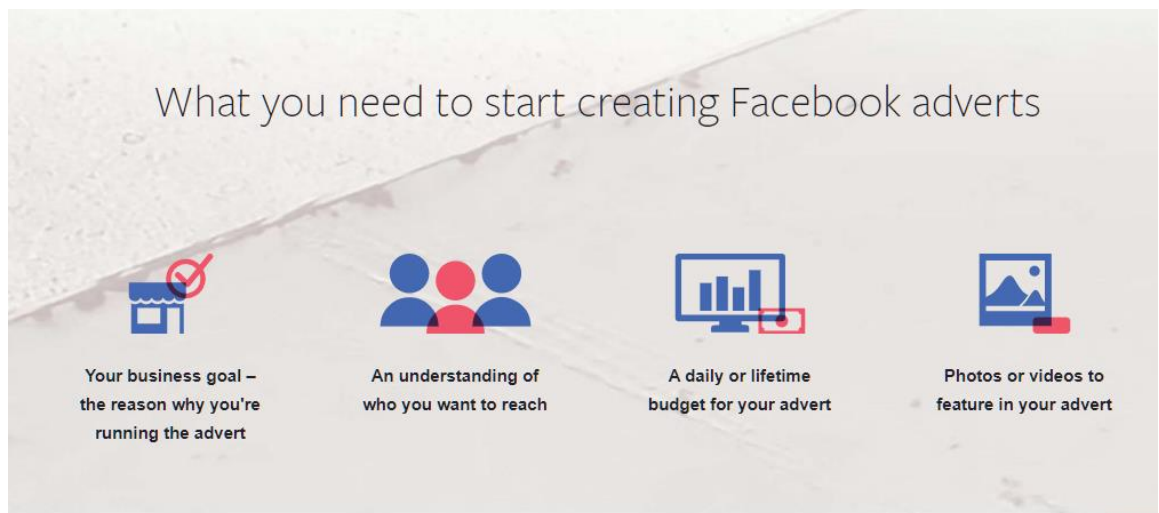

Figure 10. Facebook adverts creation steps (Facebook screenshot 2017)

In Figure 10, Facebook Business provides page owner infographic instructions on setting their business goal. Facebook Business suggests if the page would like to raise brand awareness or reach more views on certain content. Next, it asks about the target audience profile that business want to reach. This target audience is similar as the business's target customer profile. The page owner can choose to show the adverts to an age-specified and gender-specified group of customers. After choosing the target audience, the page owner can then choose their daily or specified time for budget. They can choose whichever amount of money they are willing to pay for the adverts. The range can start from as low as 2 euros. The adverts are then created using videos and photos. (Facebook business 2017.)

It is important that the adverts are not overly annoying to Facebook users. The reason is that Facebook has updated the traditional "like" icon into a range of

facial expressions from "Like" to "Love", to "Haha" and "Wow", to "Sad" and "Angry". Figure 11 shows the actual Facebook emotion icons. Now, users can express their basic emotions clearly through the icons. (Rouhiainen 2016, 35.)

Figure 11. Facebook emoji button for Facebook content (Rouhiainen 2016, 35)

The Facebook new emoji expression option (Figure 11) allows businesses to understand how the adverts' audiences feel about the content and frequency of the adverts. For instance, if a video advert is receiving more "Angry" and "Sad" emoji, the page owner should consider removing the advert. On the other hand, if a photo collection advert has more "Like", "Love", "Wow" or "Haha" emoji, the owner can use the same type of content to encourage positive customer engagement. (Rouhiainen 2016, 34-36.)

Facebook services as the ecosystems for small businesses requires the use of Facebook Page, Instagram and Facebook Messenger altogether. The goal is to generate more customer-engagement and promotions for company within the Facebook ecosystem. The next point explains in detail about Instagram's marketing services that can be used to support Facebook Page for visualization enhancement. (Rouhiainen 2016, 14.)

5.4.2 Instagram

Instagram is growing rapidly and has become a useful tool to serve industries that offer visual products. Their advertising tools are highly effective for all types of businesses. Similar to Facebook, Instagram allows users to create live-streaming videos, 24-hours available short stories, video content with added-services from Hyperlapse or Boomerang applications. The applications together

help businesses to create creative 30-seconds to a few minutes long videos that capture the characteristics of the business. Customers interact with the content by expressing the "Love" icon and posting comments.

Instagram has various functions that help categorize the visual content. These functions are hashtags, geotags, captions, and tags. Hashtag is the term for Instagram's search keywords. Instagram users can put the symbol of hashtag in front of the usual keywords to search for thousands of available pictures and videos on Instagram. The hashtag-related content contains pictures, videos and users' profiles that have been shared recently. When users compose their content's captions, they can include the hashtag keywords to optimize their presents to Instagram search engine. This method is implemented from the original SEO that Zimmerman describes (2013) SMO. (Instagram 2016; Zimmerman 2013.)

The other feature of Instagram is geotagging. Geotag is the term for location-sharing in Instagram. When a user shares their post, they can share the location where the photos are taken. User can set a location for the video that they have taken near, for instance, Eiffel Tower, by simply choosing the suggestion location lists from Instagram. Individuals can then search the location in Instagram's search engine to see the location-based content. Instagram allows users to write long captions for their videos and pictures that can connect their hashtag keywords and geotag keyword. The caption function is essential to give users opportunities to express their thoughts and feelings through texts. The last feature is user tag. User tag is the term for referencing other users in a post. User can use the symbol "@" to search for others whom they want to reference in the post. This allows users to created shared-memories between their friends and themselves. (Instagram 2016; Zimmerman 2013.)

A Facebook Business page owner can utilize Instagram by creating the link between their Facebook and Instagram pages. On their Facebook Page, there will be a section that shows Instagram photos and vice versa, Instagram can show the link to company's Facebook Page. Instagram started as a famous visual content maker mobile application and has quickly become more business-friendly

for small businesses to use. The Instagram page acts as a visual portfolio to showcase the businesses' products and services. Instagram Business is a tool inside Instagram that allow an individual to create a Business Instagram account. Figure 12 shows how a Business Instagram account is presented to users on smartphone screen.

Figure 12. Business Instagram account on smartphone screen (Instagram Business 2017)

The account (Figure 12) showcases the main valuable information on top, which are the contact button, the links to their website or Facebook page, and their business addresses. The contact button can include multiple options which are direct call, Instagram message, and email. By linking Facebook page to Instagram account and vice versa, company can gain more customers that come from different social media networks. Instagram allows companies to demonstrate the making-process of their products, the featuring of customers

review through photos and videos, and their capability in casual conversations with customers. (Instagram Business 2017.)

For marketing content, Instagram Business can suggest popular hashtags being used at the posting time relating to holidays, national events, nature, entertainment, daily activities or emotions. By including the current trending hashtags, the companies ensure that when users search for them, the search keyword will show their Instagram account's content at the top results. Another use of hashtag is when companies create a collection of branded hashtags with keywords that related to business areas and the brand name. Using the hashtags and encouraging customers to use them for rewards are beneficial to the company's brand awareness and loyalty. (Evans 2010.)

5.5   Paid, earned and owned Media

To use social media platforms more effective, companies first learn to create the concept, choose the right social networks and build the social media profiles. Their social media allows customers and internet users to compose user-generated content, for instance, comments, likes and reviews. User-generated content is known as earned media. When companies are doing marketing on social media, there are three types of media that generate the attention from social media users. The three types of media on social networks are Paid, Earned, and Owned. (Tuten & Solomon 2014, 17.)

Paid media is paid online advertisements that appear when customers search for company's name, browse on the internet or social media platforms. Online advertisements can be pop-up, video-ads in news feed, ads on the side bar, and on popular websites. Earned media happened when customers write their reviews, comments and feedback to the companies' social page. When customers are talking about company and mentioned their name on their social networks, it is often a result of a prior paid media that was made to spark the customers' conversations. However, companies can only hope that by the right advertising, they will earn the consumers' helpful reviews, followers, and new purchase. Owned media example is when a company has their own website.

Taken into social media aspect, owned media means that a company control their own profiles with an exclusively owned link. On YouTube, LinkedIn, Facebook and Instagram, a company can have their own certified business profile with their own name in the link; they can control their content with the social networks marketing tools; and they can decide what consumers will see. Further, Facebook has recently update a new function that would change the online selling state. The new function is called Facebook Shop and Market Place, in which companies can publish and start selling their products on their own Facebook Shop or on a local-generated Market Place. (Drell 2011; Mashable 2011.)

The more consumers using social media, the higher the priority for earned media is. The paid and owned media strategy should support each other and share the same goal, which is to get the earned media. (Drell 2011.) Tuten and Solomon (2014) have summed up in Table 2 the actual forms of the three business content media types.

Table 2. Types of Media (Tuten & Solomon 2014, 17)

Paid Media	Earned Media	Owned Media
Ads	- Conversations in communities - Shared content - Influence impressions - Likes, followers, fans	Controlled profiles
- Endorsements - Branded channels in media sharing sites	- Embeds - Comments - Shares - Links - Search rankings	- Corporate blogs - Brand-controlled media sharing sites

Sales Promotions	• Reviews and ratings • Recommendations and references • Group buys • Social shopping interactions	Social storefronts such as Facebook Shop

Together, the three types of media (Table 2) can influence consumer attitudes and movement through the purchase process with promotional messages on the social media channels. The purchase process of an online consumer when they are engaging with the company's social media, goes through several stages.

The first stage is the increment of awareness about the company's published content, which encourage consumers to use word-of-mouth on the internet and through reviews. The second stage is the ignition of desire which is when advertisement and feature events as well as visual content are used to persuade consumers to recognize their buying desire. The third stage is the encouragement of sampling trial, which is a well-known method to create a positive first impression with consumers. Since customers get to experience the product or service without any costs, company can expect honest reviews and quality qualification of users on internet to boost their brands as well as customers' loyalty. The fourth stage is the enablement of purchase. Social media serves as a distribution channel and venue for many sales promotion incentives including deals and group offers. The more the amounts of customers' "likes" or follow brands in social networks, the better company can offer more special tailor deals. The last stage is the strengthening of brand loyalty which ensure the consumers' engagement time with the company's online social media in hope of higher levels of brand loyalty. A reward and point system are established on the social media if consumer engage enough time with the company's activities. (Tuten & Solomon 2014, 18.)

6   SOCIAL MEDIA CONSUMER

6.1   Consumer Behaviour in Asian regions

According to Kotler, Armstrong, Ang, Leong and Tan (2008), Asian culture values the hard-working attitude, the obedience to the authority, the face-saving, and the collectivism of the society, as well as the consideration for others. Deeper than a culture is the society stratification or classes identification whereas same society class shares similar values, interests, and behaviour. Depicting the classes in Asian society is lower class, working class, middle class, and upper class. Cross-class between each defined class is the norm; however, members from one class usually behave more alike compared to members from different classes. (Kotler, Armstrong, Ang, Leong & Tan 2008, 179.)

Asian consumer behaviour from each class are different regarding their view of products and brand preferences. For instance, for entertainment, upper-class consumers prefer books and lower-class consumers prefer magazines. Within the TV-category, upper-class consumers tend to watch news and documents, and lower-class consumers tend to watch reality shows and sport programs. The use of languages based on the different consumers' class is different as well. Therefore, the dialogue and advertisement style should be relatable to the context of language use regarding their target social class. Apart from the region culture, there are social factors that influence consumer behaviour as the following: reference groups, social statuses, family, gender roles and life cycle. (Kotler et al. 2008, 182.)

A reference group consists of all the groups that a person has interacted with on a face-to-face level. The groups have the power of influencing a consumer's attitudes or behaviour directly or indirectly. The primary group of a consumer' inner circle of influence or the direct influence are often their family, close friends, neighbours, and co-workers. An Asian consumer interacts with these people daily or at a fair amount of time continuously. Other groups are called secondary groups which only indirectly affect a consumer' behaviour, such as religion, professionals; or trade-union groups with a more formal vibe and less affection.

The reference groups influence the attitudes and self-concept as well as introduce consumer to a new behaviour or lifestyles. Because Asian consumers are in such a close-knit with their inner circle groups, therefore, their beloved ones' opinions, lifestyles, perception are highly valuable. A small type of the reference group is the aspirational group in which a person hopes to join. Asian consumers like to listen to an opinion leader and follow the person's opinions on a product or services. They assume that since the person is an independent voice from the company, therefore the person's opinion is less deceptive than the company itself. Businesses in Asian know their customers' relatable imagines, therefore, they usually have the brand's customer identity as a well-known, well-beloved celebrity, idols, or a day-to-day salary person. (Kotler et al. 2008, 183, 187.)

Asian consumers have a core value of looking for the powerful authority coming from leaders, teachers, masters, and the maternal and masculine figures. Their core value reflects in their consumption behaviour. The role and statuses of a consumer have influence in their buying behaviour as well. A company president chose to drive expensive car, wear expensive suits and drink expensive wines, because they are expected to behave and commit to their status and role in society. Asia's hierarchical society emphasizes the relative position of an individual in a group. An individual is abided to the societal norms of well-behaviour and face-saving in a defined group. This leads to the next social factor that is the core of Asian consumers, which is family. Family members constitute the most-influential reference group to consumers' behaviour. (Kotler et al. 2008, 185.)

In Asia, children tend to live with their parents after they have grown up. When the grown children have had their own family with their own children, they can live together in one big roof. Hence, the considerable influence in the life of each other, especially, between parents to their children, and between marital relationships. Their core value always stays the same, giving the facts that parents often influence their children on the purchasing of their essential products like toothpaste, coffee, toilet paper and soap. The family members have the habits to follow and listen to the head of the home. In some countries like Vietnam,

China, and Japan, the wives tend to take care of purchasing and managing the home's expenditure, in return, the husbands take care of earning living and provide the labour works around the house. On the contrary, the husbands in Indian and Middle Eastern families make the majority of family's decisions and matters. (Kotler et al. 2008, 187-188.)

The trend in changing roles between men and women are more visible in Asia culture nowadays. Modern Asian women have been given more opportunities in work, society and power. Products and services that used to be marketed to men now are marketed to women, for example, car purchasing, home purchasing, and entrepreneur loans. In Asian culture, masculine and feminine are a distinct definition of consumers' behaviour, whereas the men and women see and respond contrarily to diverse types of marketing messages. Companies create several types of advertisement, sale-situations and scenarios to sell to the two distinctive genders. The study of Citibank Malaysia in 1997, when their target is women who graduated from university and working, shows that the bank had changed and used new phrases and slogans that fit the attitudes of the newly-graduated working women. The slogans, which were "Take a stand"", "Feels good to make it on your own", and "Have to be tough", encourage the consumers to take on the spirits and embrace their new identity of women independence. (Chura 2002, Kotler et al. 2008, 188.)

Furthermore, Asian consumer behaviour is based on their life-cycle when they are going through some life-changing events or life transitions that would require new demands. Marriage, childbirth, illness, relocation, divorce, job change, widowhood all fall within this category of service providers of banks, lawyers, and insurance agents. Lifestyle and values are personal factors that can affect consumer behaviour. To pursuit a lifestyle, consumers usually go through a pattern of buying the same groups of products and services that support their lifestyle maintenance. (Kotler et al. 2008, 189.) For instance, people with a busy-working lifestyle are targeted with products and services including computers, calendars, scheduling applications and ergonomic working furniture. Another example is, the consumer profiles of an office woman and a housewife. An office woman is offered services and products that suits her lifestyle and her working

environment. Her lifestyle makes her choose a ready-made lunch and quick services from a convenient store that is closed to her office. On the other hand, the lifestyle of a middle-class housewife is more relaxing and requires different services and products. Her preference of food is fresh products and she tend to invest into durable high-quality products, for instance, a family massage chair or gardening products.

The average Asian consumer is heavily influenced by the society, their family and friends, as well as their social statuses. In addition, their shopping behaviour are changing accordingly to their life events and the changing role of their gender. They tend to purchase products with a group mentality and services that support their lifestyles. Because Vietnam is an Asian country, Vietnamese consumers share similar behaviour as Asian consumers.

6.2   Social Media Consumer in Vietnam

According to Wearesocial annual digital report in 2017 with Hootsuite about Vietnam's key digital statistical indicators, there are approximately 50 million internet users out of the total population of 94.93 million. Among the country's population, there are 46 million active social media users. As a growing population, the digital growth of active social media users in 2017 is 31 per cent from 2016's number. The time spent daily using social media via any device of Vietnamese consumers are 2 hours 39 minutes on average. The total daily use of internet via PC or Tablet is 6 hours 53 minutes. 87 per cent of internet users are active everyday via any devices. (Wearesocial 2017.) Figure 13 presents the Vietnamese respondents' self-reported data on a weekly account of online activities. They were asked to list the most-frequent activities and the kind of devices they are using.

Figure 13. Vietnam: Weekly online activities by device (Wearesocial 2017)

The graphic information (Figure 13) indicates that a Vietnamese internet user uses a search engine to find information about products and services every week on their smartphones, computers, and tablets. According to another statistic report from Wearesocial (2017), there are 46 million active Facebook users in Vietnam in which 89 per cent access Facebook via their mobiles and 59 per cent of total users using Facebook every day. The gender ratio between Female and Male Facebook User Profiles is approximately 1:1. As of January 2017, the most-acclaimed active social media users are Facebook users and YouTube users with 51 per cent. Following is Facebook Messenger with 37 per cent, Google+ with 32 per cent. A domestic Vietnamese social network named Zalo ends with 30 per cent. Instagram – one of Facebook's services has 22 per cent of the total social media users. Among the social networks, the four most-used platforms in following order are Facebook, YouTube, Google+, and Instagram. Among the communication and chatting networks, the four most-used platforms in following order are Facebook Messenger, Zalo, Skype and Viber. (Wearesocial 2017.)

Facebook Services are used widely by Vietnamese consumers of all age, especially the active working adults from age 18 to 64. More than 48 per cent of Vietnamese consumers use Facebook Services and search engines to search for a product or service information before buying. According to Nielsen Group in their research report (2009) about Vietnamese consumer behaviour, although Northern and Southern Vietnamese consumers have dissimilar behaviour, they share one common trait. They prefer asking for others' opinions and researching about the products and services before buying. (Wearesocial 2017; Nielsen, 2009.)

In the digital era, when Vietnamese consumers are social media consumers, they tend to look for others' opinions on the social media networks. Because Vietnamese social media consumers have group mentality when it comes to shopping, the social media has high potential to influence consumers' behaviour through their online circle and reference groups. Vietnam's social media consumers tend to search for reviews, promotions and information of the products and services before buying. Moreover, they listen to well-known influential leaders and follow their choices of products and services. Many companies in Vietnam have realized the benefits of SMM and have started to utilize the social networks for their businesses. Therefore, in order to maintain the competency, brand awareness and customer engagement rate, Viet Greenland should start using social media network as marketing more actively.

7 CONCLUSION

7.1 Social Media Marketing

According to Ms. Hai Ly (2017), Viet Greenland has already had their Facebook business (Hai Ly 2017). Therefore, the thesis concluded that Facebook Services including Facebook and Instagram are the most suitable social media tools for Viet Greenland's SMM. Based on the statistic information that 51 per cent of Vietnamese consumers use YouTube, one can conclude that YouTube is a potential video marketing channel for Viet Greenland.

The company needs to utilize the use of SEO inside their social networks to boost their brand awareness. The company's information need to be consistent on their chosen social networks. For example, the company logo, name, location, contact detail or sale events on social networks need to be of same content. Additionally, the company should be active in responding to customers' requests and engagement. Further, if a customer sends messages to their Facebook Page, it is important that the company responds as soon as possible. Because the social networks are functionable on smartphone, Viet Greenland should manage their social networks using both computer and smartphone. Viet Greenland can then ensure the engagement rate between company and customers. Moreover, the using both computer and smartphone to manage SMM can help Viet Greenland to be proactive at any time, for example, when a customer contacts their Facebook Page past the working hour.

7.2 Facebook

Viet Greenland has grant the access permission for the author for a brief time to demonstrate examples of advertising content. Figure 14 shows the example of Viet Greenland page promotion advertise.

Figure 14. Viet Greenland Facebook Page advertisement (Facebook screenshot 2017

The location is set where the company's major showrooms and stores are located which is in Hanoi, Vietnam. The advert shows the page and encourage consumers to click "Like Page" or to "Send Message" to the page as well as to visit the page.

Furthermore, the page can start posting content about the products through a photo album of their products at their showrooms. Figure 15 shows the examples of the type of photo content Viet Greenland can use.

Figure 15. Viet Greenland Facebook Page photo advertisement (Facebook screenshot 2017)

In Figure 15, Viet Greenland can make the photo content appear on the target audience' news feed and directly show them the products and showrooms. Initially, the page can arrange the collection of outstanding high-quality pictures to catch the audience' attention. The target audience is based on the company's target consumers, which are married women above 30 years old whose interests included home green design, garden design, flowers and plants, high quality garden products. The page can utilize the sections of page, for example, they can include review from users at the top of the page like in Figure 16.
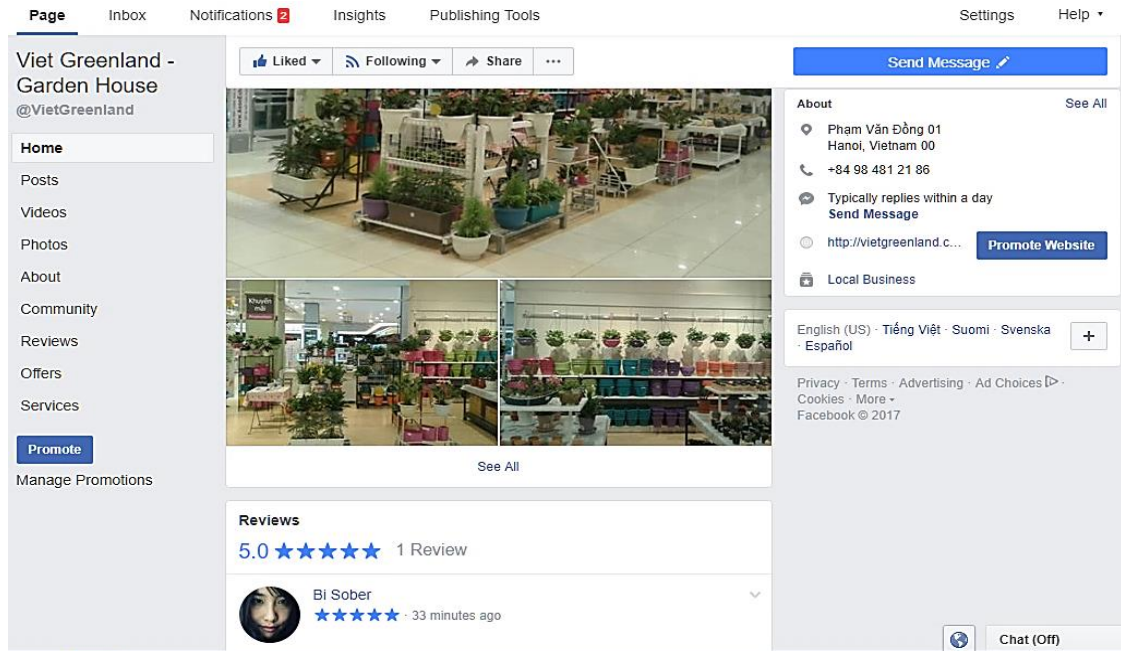
Figure 16. Viet Greenland Reviews section on Facebook Page (Facebook screenshot 2017)

Moreover, Viet Greenland can exploit the usability of Facebook search engine keywords by including the hashtags and geotags in sale events like in Figure 17.
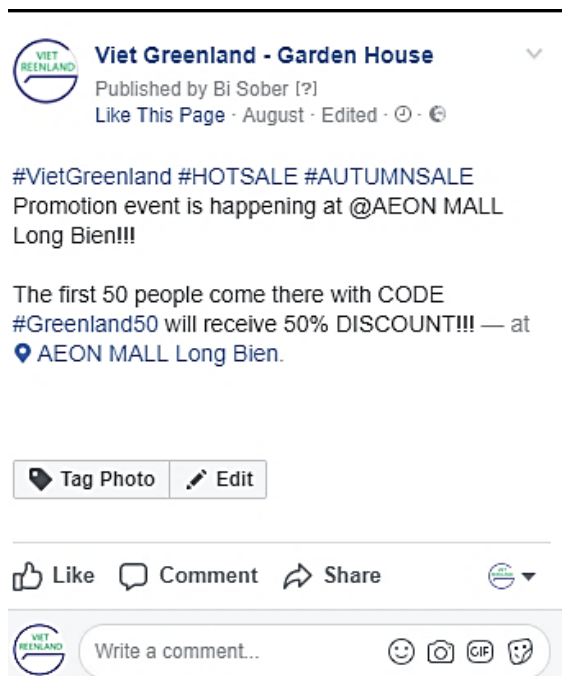

Figure 17. Use of Viet Greenland's customized hashtags (Facebook screenshot 2017)

By using the company's hashtags constantly (Figure 17) on their social media, Viet Greenland ensures that the search engines return the company's profiles at the top results. The frequency of using the hashtags are important to boost brand awareness across linked social media like Facebook and Instagram. Not only Viet Greenland gained audience in social networks, using hashtags can help them to appear on other popular search engines. Figure 18 shows the result of Viet Greenland's SMO using SEO.
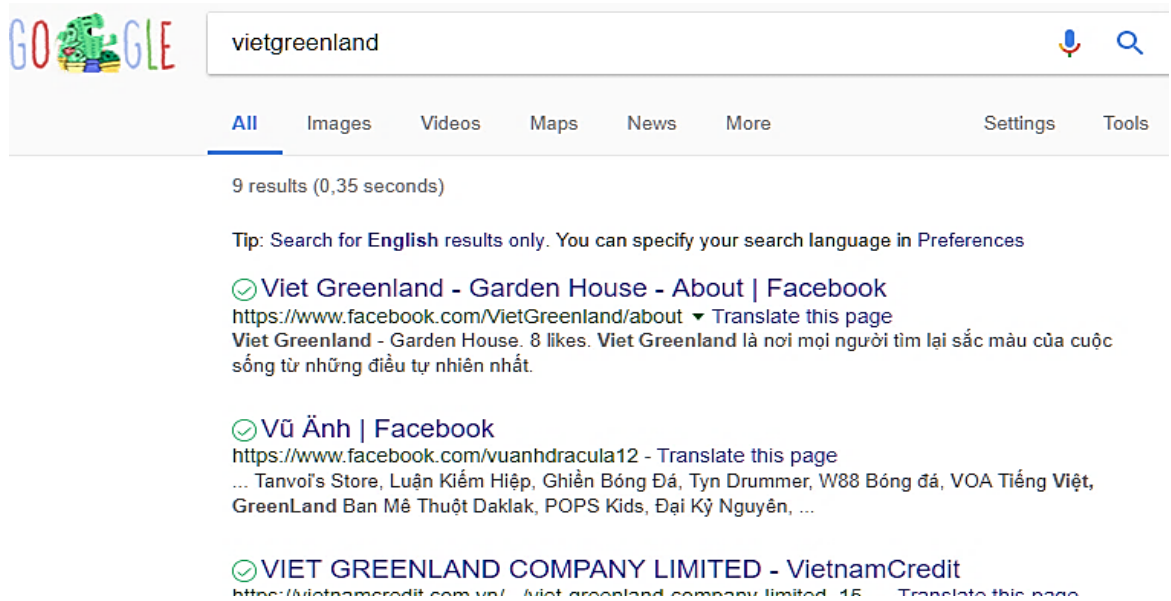

Figure 18. Viet Greenland utilize SEO through Facebook Page (Google Search 2017)

Additionally, Viet Greenland can create Instagram business account and starts promoting inside the communities using the same hashtags keywords. Figure 18 is the result that comes from the actual uses of Viet Greenland's company hashtags. During a trial time within 1 day, the optimization of keywords from within social media has shown immediate result on Google Search. This indicates that, with consistency in using the same keywords, Viet Greenland can maintain their brand's position on global search engines.

7.3   Instagram

Firstly, Viet Greenland should create a profile that contains valuable information to customers. The information includes the name of the company, its logo, its

slogan and its location. Secondly, the Instagram account can be linked to its Facebook page and vice versa. The Facebook Page will then showcase the Instagram photos collection to Facebook audience. Figure 19 shows how Viet Greenland Instagram looks like.
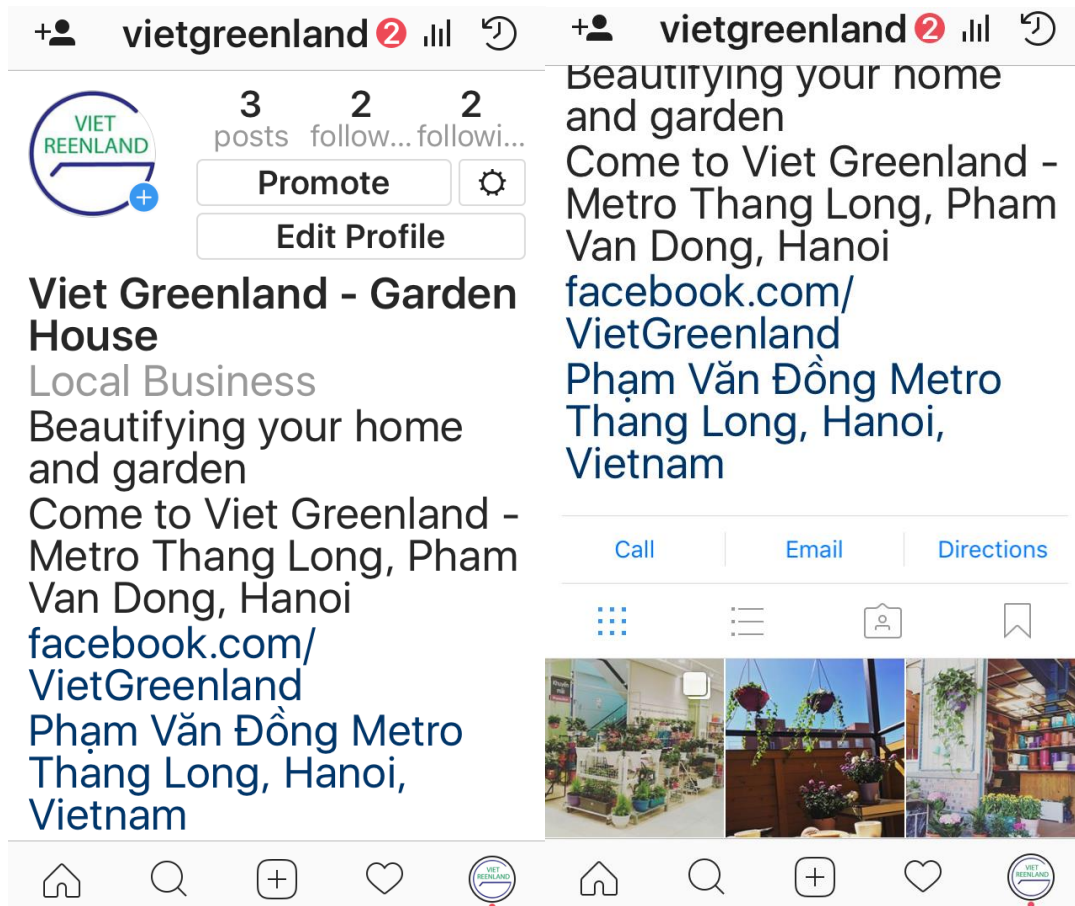

Figure 19. Viet Greenland Instagram account profile (Instagram screenshot 2017)

Viet Greenland can include the click-to-action buttons which are "Call", "Email" or "Directions" (Figure 19). The purpose of these buttons is to help fasten the contact process for customers. When a customer wants an immediate respond, they can simply choose to call. Moreover, the design of Instagram helps Viet Greenland to showcase their products and share the customers' experiences through photos and videos. Its purpose is to engage with customers and to boost the purchasing decision from customers.

Additionally, the usage of hashtags and geotags in the photo's captions are essentials. These keywords are matched with the keywords that Viet Greenland

uses on their Facebook page. Figure 20 shows an example of photo caption including Viet Greenland's hashtags.
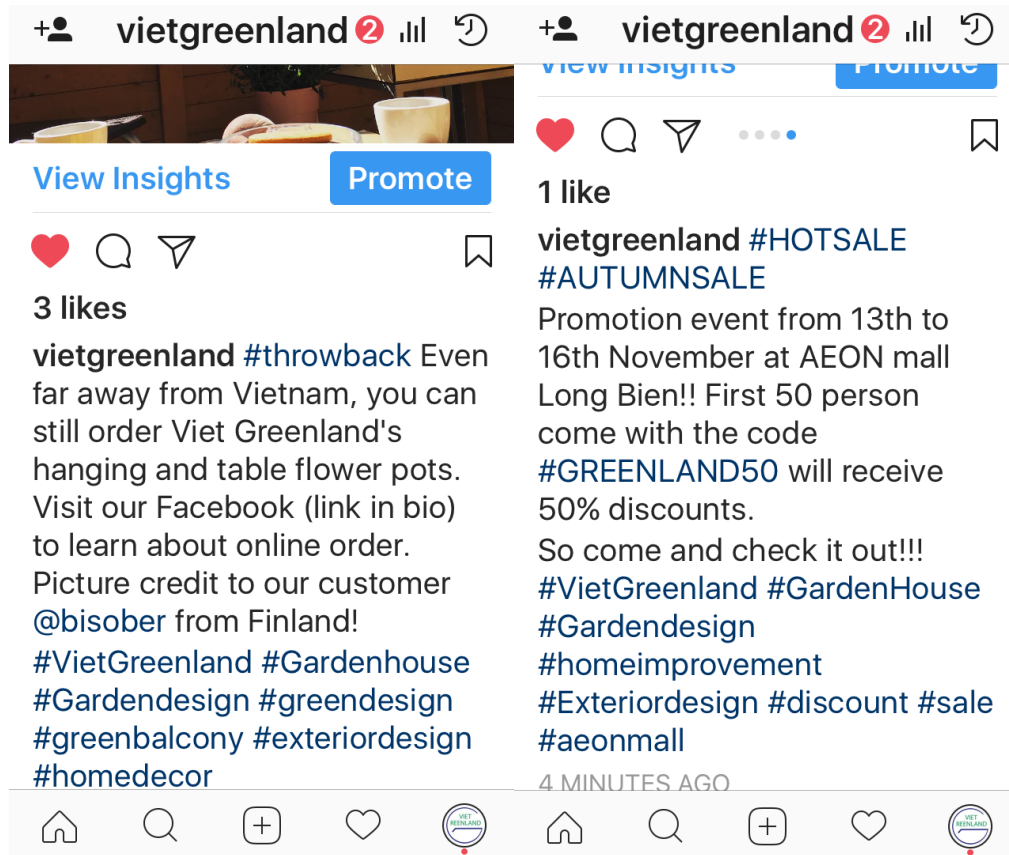

Figure 20. Viet Greenland Instagram content using hashtags and geotags (Instagram screenshot 2017)

Furthermore, the optimization of keywords (Figure 20) helped optimize the search results inside Instagram that related to Viet Greenland's hashtags. Thus, Viet Greenland gained more "likes", comments, attentions and visitors to their social media. The SMO ensures Viet Greenland of their brand awareness as well as encouraging consumers' buying desire.

7.4   YouTube

Another useful network that can provide online video content is YouTube. Using YouTube, Viet Greenland can create creative videos with no time limitation. The video can then be linked on Facebook Page and Instagram profile. Because creating videos on YouTube needs to be planned in detail and with a direct

supervisor from Ms. Hai Ly, the author provides only suggestions for the potential content and usage of SEO inside YouTube.

With YouTube Director smartphone application, it is easier to make real-time advertising videos that featuring the products. Because Viet Greenland provides both garden products and garden design services, through YouTube videos, they can showcase their expertise. The company can come up with various categories for different video types.

For the Guru category, the company can make tutorial videos that help customers take care of their hanging flowers and plants using Viet Greenland's products. Another example is videos that helps educate customers about eco-friendly and green design as well how Viet Greenland's products are helping to protect the environment. Another YouTube video category that Viet Greenland can use is Partner. The video can be a collaboration between Viet Greenland and its business partners. An influential YouTuber can promote Viet Greenland's services to their audiences or in their neighbourhood. Through the video, the community showcases their lovely balconies with the company's products. Moreover, company can create a small video series on YouTube to help customers' improving their home and office place, using Viet Greenland's products and services. Primarily, the company needs to utilize the search optimization for video keywords using their customized term. In the video's description, they can include their Facebook Page, Instagram account and the video tags using the company name, location, and business areas.

8   DISCUSSION

This bachelor's thesis project's purpose is to help Viet Greenland gain practical knowledge about social media as marketing tools. The thesis author first interviewed Viet Greenland's key person to find information about the company, their consumer profiles, the current situation of their social media activities and their willingness to learn more about SMM. The thesis research is set to find answers to the questions: What is SMM and Why SMM beneficial to local businesses like Viet Greenland. In addition, the research studies what kind of social media networks that can bring benefits to Viet Greenland considering their consumers' behaviour. Moreover, the author aims to find answers for the question: How Viet Greenland can use these social networks as marketing tools?

The study results suggest the usage of Facebook, Instagram and YouTube with the utilization of SEO in these social networks. Additionally, the author's personal aim was to create practical SMM content suggestions. With permission from Ms. Hai Ly – Viet Greenland's owner, the thesis includes the suggestions for the company in the conclusion. The reason is that the original solution is written in Vietnamese to use for Vietnamese consumers. Therefore, the suggestions are translated into English to serve as the thesis's proof of goals achievement and to provide the readers a better understanding of the example content.

Viet Greenland can utilize the thesis further by using a survey to collect new external information from their customers as well as internal information from their employees regarding their thoughts and knowledge about SMM. Moreover, Viet Greenland needs to create a SMM plan that includes budgeting and financing. The author's suggestions can then be implemented within the structure of their SMM plan as the trial phase, for instance: a marketing campaign on social networks for the next three months. In addition, with the author's agreement, the company can freely use the thesis as an internal guideline for future employees that will manage their social media.

Ultimately, the thesis has achieved the initial research purpose. The author has been commissioned to narrow down the exact requirements of Viet Greenland of content and keyword examples. The company has already taken the thesis results and successions of the thesis project into trial use. The social networks activities are closely monitored by Ms. Hai Ly temporarily. Viet Greenland Ltd. has paid the commission for the thesis project's research and for the author's contribution to the company.

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APPENDICES

Appendix 1. Interview transcript

Interview transcript   Appendix 1 1(3)

1. What are your current clients group?

   Answer: My customers are usually married peoples. They have middle to high incomes. They are often women aged 30 and above. However, we have also seen more and more younger customers under 30 using our products and services.

2. What kinds of products or services you are offering?

   Answer: Currently, we are offering European style garden products and services every customer in Vietnam. We have our showrooms in Hanoi and Ho Chi Minh city. I am the one that design our company's garden eco-friendly recycle plastic pots. My design is patented in Vietnam. Our company provides garden, landscape, and green design solution for apartment buildings, offices, and public places. Our products have higher quality because we have our own factory. We also provide products for our retailers.

3. What kinds of social media platforms that you or your customers or your friends and family are using frequently?

   Answer: I am an active social media user on Facebook. Most of my customers, my friends and family members are also using Facebook actively. Recently, I have learned how to use Instagram and found quite many friends there. I also use YouTube to look for trending videos or videos about garden design industry.

4. Can you describe your normal/average client's profile on the Internet?

Answer: The typical married woman is family-oriented even though she is independent in financial. She loves to improve her home and make it more beautiful, through green design such as flowers, plants inside the home and in the balcony or garden. She also likes to make her

office place less boring, therefore, she decorates her work space with plants and flowers. She likes to take care of her own flowers and plants, so she has with her garden tools and garden pots. She is an active social media, especially Facebook. Actually, most of my loyal customers are my friends on Facebook. We often communicate and share garden and green design with each other.

5. Name some of your competitors?

Answer: This is new growing industry in Vietnam so there are only a few local competitors that competing in a retailing level and not manufacturer or designer level. I have bigger competitor from outside the country, which is China. However, Vietnamese consumers always prefer domestic products and services. Therefore, I am confident in my strength. They do not have their own social media brand appearance, so I am hoping that the company can have advantage if we know how to use social media effectively. However, other local competitors also have their Facebook Page like us, so we need to act faster and be more attractive than them on the internet.

6. Do you see Social Media Marketing as something that is more efficient than normal marketing within your industry?

Answer: For B2C and B2B businesses, people still know about us based on word-of-mouth and they come to the stores or call to order or want to become a retailer for the company. But I realize how often they are mentioning that they learned about us from some Facebook posts. Their friends share their balconies using our products and it attracted their attentions. They asked from their friends and then go to see our showrooms. Sometimes, I got messages from Facebook users wanting to buy my products because they come across my Facebook and see that I have beautiful photos taken in my stores. I think social media is going to help me a lot because everybody is using Facebook actively, even addictively, to look for new things to try and buy.

7. What are your concerns about managing Social Media?

Answer: I don't have a permanent employee to manage social media because they need to use smartphone to engage with customers on a daily basis. I want to try to manage them myself but my knowledge about how to use these networks professionally is limited. I like to connect with my customers, I want to learn how to approach them, how to bring my products to the people who are needing. I know many who need but I don't know how to find them or let them find me. I am willing to learn because it is free to use them to promote so it is not going to affect the company much about costs. Those are my thoughts.