



Satakunnan ammattikorkeakoulu
Satakunta University of Applied Sciences

NGOC TRAN

Digital marketing plan for the case company “Thien Thuong Trading- Manufacturing Co., Ltd”

INTERNATIONAL BUSINESS
2021

Author(s) Tran, Ngoc	Type of Publication: Bachelor's thesis	Date November 2021
	Number of pages: 40	Language of publication: English
Title of publication Digital marketing plan for the case company Thien Thuong Trading – Manufacturing Co., Ltd		
Degree programme International Business		
<p>Abstract</p> <p>This thesis project was conducted with the primary purpose of producing an effective digital marketing plan for the case company named Thien Thuong Trading – Manufacturing Co., Ltd which is specializing in producing and exporting handicrafts products globally. Particularly, the project was aimed to optimize the company's online image through their digital marketing platforms including their business website and Facebook and increase traffic to their online sites to find more potential customers in some certain markets. The company has been adopting digitalization in their marketing activities by building a business website and their Facebook where they can present their business image online and advertise their product offering, however, the main objective of this study was to examine their online platforms' performance to create a digital marketing plan which included some improvements and recommendations towards their website and Facebook.</p> <p>The first step of this thesis implementation was literature review about digitalization in marketing that the author needed to familiarize before coming to the digital marketing plan for the case company. The author reviewed relevant knowledge of digital marketing and digital marketing tools and how to apply these tools to the case company's online marketing activities. Data collection stage was the key factor of this thesis project, qualitative interviews were conducted with some of the company's clients to gather information about their opinions and experience when visiting the company's online sites. Moreover, data on the company's current digital marketing performance was collected by a tool of Google Analytics which provided statistics about the performance of their website.</p> <p>The findings from data collection showed that the organization's regular customers had very good impression and were satisfied with the company's digital platforms. However, there were still recommendations from both their clients and author to modify and improve the website display and suggested contents built for their website and Facebook. Besides, in order to increase their traffic to their website and Facebook, there were also certain marketing activities suggested by the author regarding adjusting the current digital marketing campaigns and creating new ones at the same time using different tools of digital marketing.</p>		
<p><u>Key words</u> digital marketing, digital marketing tools, search engine marketing, search engine optimization, Google Adwords</p>		

CONTENTS

1 INTRODUCTION	3
2 PROJECT TASKS AND CONCEPTUAL FRAMEWORK.....	3
2.1 Purpose and objectives of the project	3
2.2 Limitations and boundaries	4
2.3 Conceptual framework	5
3 DIGITAL MARKETING	4
3.1 Definition of digital marketing	4
3.2 Digital marketing roles in B2B business.....	5
3.3 Trends and advantages of digital marketing	6
4 APPLICABLE TOOLS OF DIGITAL MARKETING	7
4.1 SOSTAC Planning Framework.....	7
4.2 Business website	8
4.3 Google analytics tool	10
4.4 Social media platform – Facebook.....	12
4.5 SEM – Search engine marketing.....	13
4.6 SEO – Search engine optimization	14
4.7 Google Adwords (paid search marketing)	16
5 IMPLEMENTATION OF THE PROJECT	17
5.1 Data collection	17
5.2 Data analysis	18
5.3 Further steps in implementing the project.....	19
6 BACKGROUND INFORMATION ABOUT THE CASE COMPANY	20
7 DIGITAL MARKETING PLAN.....	21
7.1 Interview analysis	21
7.2 Use of Google Analytics tool.....	23
7.3 SWOT analysis	30
7.4 Applying SOSTAC planning framework to the case company	32
7.5 Actual plan according to digital marketing tools	34
7.5.1 Website modification.....	34
7.5.2 SEM for company’s website.....	35
7.5.3 SEO for company’s website	35
7.5.4 Google Adwords.....	36
7.5.5 Facebook advertising campaign	38
8 SUMMARY	39
9 CONCLUSIONS	40
REFERENCES	42

APPENDICES

1 INTRODUCTION

The main purpose of this thesis is to develop and practise a certain aspect in providing a practical digital marketing plan for a company which has offered the author a practical training opportunity in real working environment. Getting this thesis done is a must for my graduation and it also reflects the process of study during my school years. Moreover, this thesis's topic is relative to my family business since we are also operating in the same field – Manufacturing and exporting handicrafts. The result of this thesis is not only beneficial to me, but also to the company as it would create a possible practical plan for the company's digital marketing strategies, simultaneously, would enable me to apply the knowledge in the real working aspects.

This thesis's structure will include six main chapters. In chapter 2, the project tasks and conceptual framework will be described, chapter 3 will focus on digital marketing definition and its role in B2B businesses. Next, applicable tools of digital marketing will be discussed in chapter 4 and chapter 5 will present the implementation of the project including data collection methods and data analysis. Information about the case company will be introduced in chapter 6. Lastly, a possible marketing digital plan for the case company will be produced in the chapter 7 before going to the conclusions of the thesis.

2 PROJECT TASKS AND CONCEPTUAL FRAMEWORK

2.1 Purpose and objectives of the project

The most important objective of this thesis is creating an effective digital marketing plan for the company in order to increase the number of customers in some certain markets by using the company's digital platforms and social media channels. In other

words, nowadays, people tend to seek information and do their purchases through internet. This, in turn, has increased the possibilities of digital platforms and social media that transfer the way of business. Taking these advantages of digitalization into consideration, an effective digital marketing strategy should be done to approach the number of potential customers.

The digital marketing plan will be done by applying the digital tools to the company's digital platforms and social media channels including its website and Facebook. Specifically, the digital tools used are SEO which stands for Search Engine Optimization, SEM – Search Engine Marketing and Google Adwords which are all online marketing tactics, help boosting and promoting the company's website by increasing the visibility and getting the site to appear on the high positions of the search results. Furthermore, in order to create a digital marketing plan objectively and efficiently, an analysing tool provided by Google – Google Analytic can be utilized to indicate the behaviour and demographic information of the visitors. And, an advertising campaign as well as modification would be produced for the company's Facebook to promote and increase the interaction on its Facebook fan page.

2.2 Limitations and boundaries

Due to the scope of the thesis, it mainly focuses on creating and developing the effective digital marketing plan for the case company. However, this thesis will not enter the stage of implementation as it is conducted to reach the goals and get better understanding of the need of the project. Furthermore, the specialized knowledge of digitalization will not be covered in this thesis since all the knowledge mentioned in the thesis is reviewed from perspectives of business and marketing. In addition, the cost of digital marketing implementation and other marketing financial issues will not be handled in the thesis.

2.3 Conceptual framework

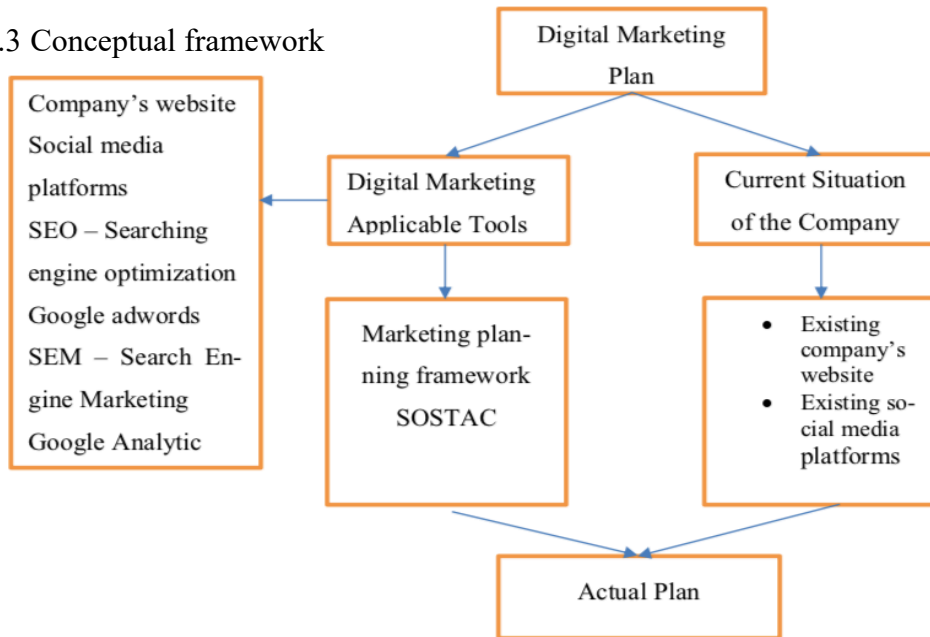


Figure 1. Conceptual framework of digital marketing plan (Ngoc Tran 2021)

This graphic demonstrates all the areas that will be covered in this thesis and how they are linked together. The main topic of the thesis is to create an actual and possible digital marketing plan for the case company, the plan would be done based on the digital marketing applicable tools including company's website, company's social media platforms, SEO (Searching Engine Optimization), SEM (Search Engine Marketing), and Google Adwords. Besides, a planning framework – SOSTAC will also be applied together with the current situation of the company's digital marketing to create an actual digital marketing plan.

3 DIGITAL MARKETING

3.1 Definition of digital marketing

Digital media and technology are no longer new and the development of those has generally transformed the way of business in which communication process between businesses and customers is boosted throughout the customer lifecycle. As there is a huge number of people all around the world nowadays searching for products, services, entertainment, through internet, understanding the important role of digitalization to the future marketing in general would enable the businesses to understand and manage customer behavior as well as their interactions towards businesses' products or services. So, digital marketing is now increasingly becoming popular in the modern marketing era.

Digital marketing or online marketing is simply defined as a set of prioritized marketing activities in “*achieving marketing objectives through applying digital media, data and technology*” (Chaffey & Ellis – Chadwick 2019, 9). In other words, digital marketing is the application of digital communication channels, such as internet, mobile phone, digital platforms (websites, social media) to promote products and services relevantly through digital technology.

In practice, digital marketing focuses on managing to increase business's presence to a certain targeted group of audience through different forms of the company's digital communications media including company's website, mobile apps, social media, company pages. And, digital marketing is supported with online techniques such as search engine optimization, search engine marketing, online advertising, social media marketing and through these techniques, businesses can deliver the content to create interactive experiences between their online communications with the customers and insights collected to obtain their marketing goals. In all, these techniques are used to assist the business in acquiring their marketing objectives in terms of getting potential

customers and enhancing customer relationship with the existing customers. (Chaffey & Ellis – Chadwick 2019, 9 – 10)

3.2 Digital marketing roles in B2B business

Business to business (B2B) marketing is different, as its sales is generated in a long period of months, years, not every minute like B2C (business to customer). In a traditional way, B2B marketers segment their lists, send emails or write letters for sales, or take part in events and set up some sales campaigns, however this strategy seems to be out of date, it is time for embracing the new marketing landscape. Online marketing or digital marketing has been becoming an integral part of the business and many businesses have begun to shift their business model to online ones. Nowadays, from consumers, office staffs, household wives, wholesalers to CEO use the internet to socialize or to look for products, services, entertainments, new business partnership, and digital marketing will enable your business's offers to be in front of your targeted audience. More importantly, you can even get it in front of them actively while they are searching for products or services or they need customer support. (Ginty, Vaccarello & Leake 2012, 2)

Online marketing is not only the most effective marketing channel in B2B sales funnel since it applies to every stage of customer's lifecycle from initially establishing the brand to gaining customer's loyalty. It is also an efficient approach to improve and expand the effectiveness of traditional marketing tactics, such as event attending, public relations. Online marketing and traditional marketing strategies together would utilize business's marketing resources as well as time spends effectively and measure the returns on their spends. According to a report of Research and Markets International on a study about online marketing, though online marketing is still not taking a large share of most B2B businesses' marketing budget, it is popularly becoming a key force to driving customer's awareness of business's brand, leading sales and increasing customer lifecycle. (Ginty, Vaccarello & Leake 2012, 2)

3.3 Trends and advantages of digital marketing

Digital marketing is increasingly popular in the modern marketing era as it brings a lot of benefits as well as advantages to many aspects of business. One of the main advantages of digital marketing is that it can enable the presence of business to be in front of the certain targeted audience without geographical difficulties through the digital activities. Furthermore, online marketing is also known as a cost-effective and measurable marketing strategy, a business with a proper planned and well-targeted digital marketing campaign will get to the right customers with a small investment and efficient marketing resources allocation among the company's marketing budget. The company's online marketing result can also be trackable and measurable with analytics and online metric tools which make the company to know how efficient the campaign is and then, establish the information and database about how consumers or users respond to the campaign in order to have some adjustment and control the marketing resources. (Website of Invest Northern Ireland 2009)

Moreover, when customer database is linked to the business's sites by the advanced digital marketing activities, company can access and refine visitors' profile so as to build a proper greet and personalized offer to market them according to their interests and needs. Hence, the rate of successful campaign or advertising would be increased. Besides, online marketing with digital platforms such as websites and social media pages and managing them carefully will be an easy gateway to create business reputation and expand business's brand and gain customer's loyalty. (Website of Invest Northern Ireland 2009)

Digital marketing has continuously adapted to meet the needs and wants of either customer or business. Changes among connectivity methods and advanced technology infrastructures are happening rapidly, the whole picture of digital marketing is also experiencing a remarkable development and certain challenges as the technological innovations develop. This has enabled the marketers to look at the innovations around the digital marketing channels and future trends of digital marketing to keep up with. One of the trends that is influencing the digital marketing is *Artificial Intelligence*, with its automation it will provide accuracy of which audience the online advertising will target. *Personalization* or content marketing is also a trend which would define

what content is most relevant and suitable offering to customers to make them feel personal and authentic. This will increase customer's engagement and boost the relationship between customer and business. With the appearance of *Voice Search* tools which allow people to do their searching by speaking instead of typing, marketers with their digital marketing tools should be aware of it when building their business's online sites with the voice search optimization function. (Website of Get Smarter 2019)

4 APPLICABLE TOOLS OF DIGITAL MARKETING

4.1 SOSTAC Planning Framework

SOSTAC is now one of the popular marketing models used to structure the marketing campaigns. In a face of marketing boom, there are quite a lot of businesses who want to have a presence in all channels, this framework could be a practical guide towards establishing approaches to digital marketing planning. SOSTAC methodology consists of six steps which stands for Situation, Objectives, Strategy, Tactics, Actions and Control (Website of Marketing Intelligence Ltd 2010)

Situation which is the first stage of the planning framework involving in establishing a situation analysis to provide a general description about the organization's performance. There are some methods that can be used to bring this stage to life such as a digital-specific *SWOT analysis* to identify strengths, weaknesses, opportunities and threats to the business, furthermore, *a competitive analysis* can also be used to detect business's competitors in what they are doing in their digital channels or identifying the differences. Or by listing out all the company's digital channels and evaluate the efficiency of each to business's brand. (Website of Emarkable 2001)

Objectives – the second stage of the framework which mainly concentrates on key objectives of the business. This stage will help the business to identify their key goals or what they want to achieve. Any objective should be defined specifically and clearly, moreover, the objectives must be measurable and attainable within company's reach and resources. More importantly, the objectives should be realistic and timely bound

which enable businesses not to cross the boundaries and limitations and decide the critical time when their goals are accomplished. (Website of Antevenio 2018)

Strategy which is the next step after establishing the objectives, in this step, business refers to the path that they will follow until they obtain their objectives. It can be done by creating a road map involving in specific stages of inbound marketing that illustrates the path that business will follow from attracting potential customers stage to gaining their engagement and loyalty stage. (Website of Antevenio 2018)

Tactics relate to certain tools that marketer can apply to reach their marketing goals. There is a number of digital tools that business can take into account including SEO (search engine optimization), SEM (search engine marketing), Google adwords, or email marketing. All these tactics should be reviewed and considered to align with company's marketing budget and resources. (Website of Antevenio 2018)

Actions which associate with taking real actions that make the marketing plan come to life. This step plays a crucial role in the success of the campaign since with a smart plan and a proper implementation it will lead the company to gain its objectives. (Website of Antevenio 2018)

Control is the last step of the model framework in which performance indicators such as analytical tools, are usually chosen by the marketers to evaluate how business's goals have been met, what has been failed and what needs to be changed to have needed improvement for further results. (Website of Antevenio 2018)

4.2 Business website

Business website as a digital marketing tool represents business's brand and delivers content to the visitors. "An effective web design is the central element of digital marketing, from which we develop strategies for other delivery platform, which include search, social, mobile and e-marketing" (Zahay 2015, 27). This indicates the crucial role of designing of a website when it is found online, and despite the popularity of

mobile and social media marketing, website is still the soul of any marketing campaigns and it must be found online. Besides, website is also a platform where other social media icons of the business are showed to lead the visitors to business's social media outlets and create web traffic. (Zahay 2015, 27).

Though there are significant changes in web design since the early days, a website should be designed to be easy for the users to navigate and able to define what users want and the main principles of designing have still remained the same. Websites are mainly divided into two basic categories including informational websites and transactional websites. Informational websites are the sites which provide information about business rather than providing purchasing purposes while transactional websites which provide ability for e-commerce and financial transactions, buying products and services. (Zahay 2015, 27).

According to Kristopher B. Jones, optimizing the structure of a website plays a crucial role in boosting the probability of a website to be successfully navigated and the content to be verified by the search engines. Because the search-engine algorithms will analyze and assess various factors to determine the web page ranks for certain search terms. So, in order to optimize the website, there is a number of key factors that marketers and web builders need to consider: website content, domain name, multiples of browsers, website structure, accessibility and credibility. (Jones 2013, 54)

There are various ways to make these factors better, one of them is finding a reliable web hosting company. Web hosting is very important as it enables the site to be accessible on the internet and a poor web hosting would lead to some potential risks concerning website downtime and security issues. Every business should have their own criteria to choose the best web hosting company depending on their objectives, needs and limitations. Besides, establishing a good domain address is also an effective way. A good and relevant domain name will increase the impressions from the users towards the business online site's credibility as it creates trust and value of the business. Additionally, domain name is the first thing that search-engine tools will see to verify the web content, so, domain name should be credible and reliable. More importantly, business's web page should be viewable and accessible on all the web browsers so that the visitors can display and interact with everything on the web page form text, image, and

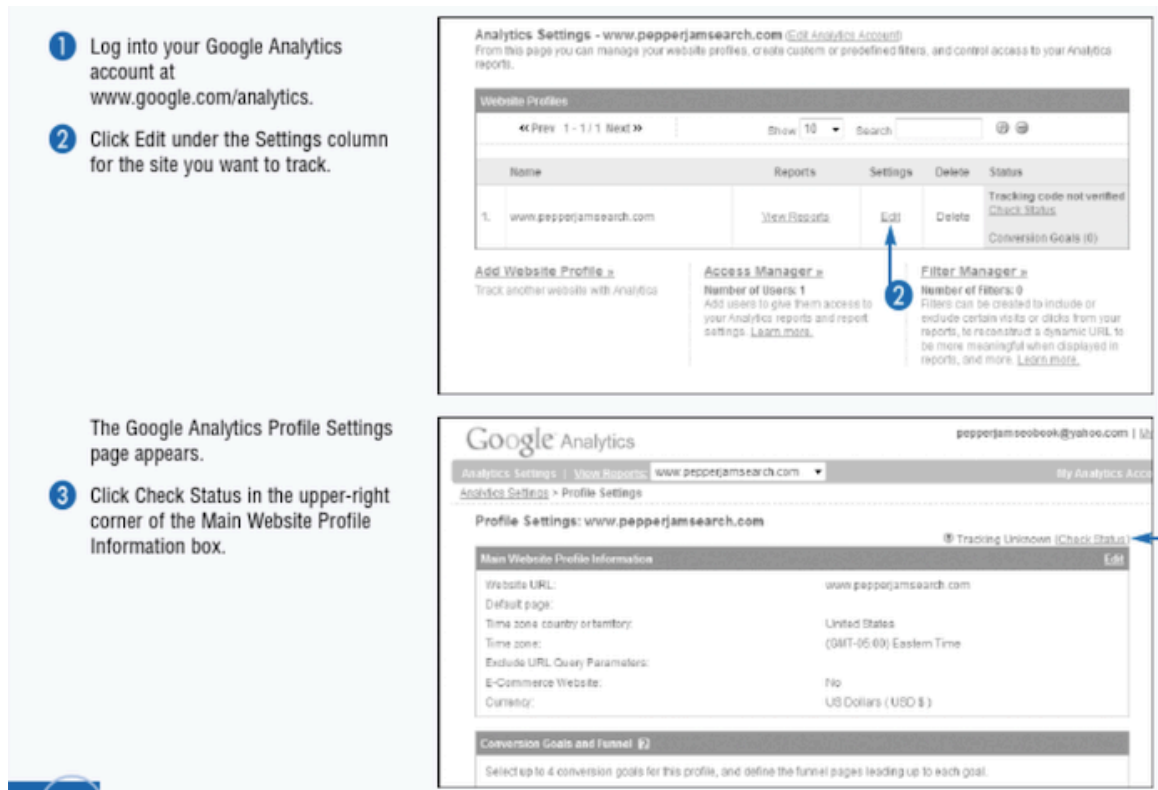
all in all, web site built should be strong enough to appeal to visitors and contain a friendly search engine. (Jones 2013, 54)

4.3 Google analytics tool

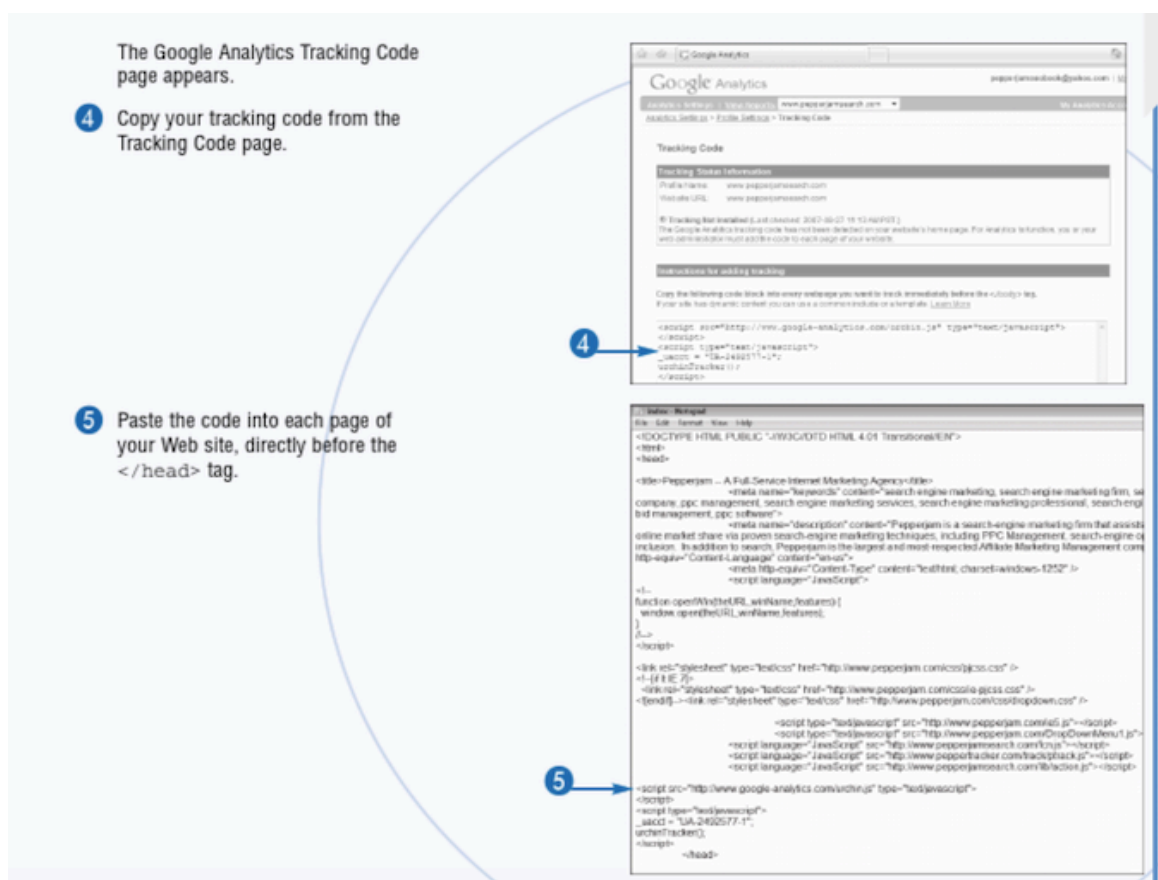
Google Analytics is a free analytical tool provided by Google and designed to provide the website owner a complete view on every aspect of activity of the website. In other words, this analytical tool would provide the site owner with the reports on the information and data about the web visitors and how they reach as well as interact with the website if the website is connected with Google Analytics. Understanding what is currently happening in the site will enable the site owner to know which aspects of the site need to be improved and which successes need to be expanded on. (Jones 2013, 146)

Moreover, Google Analytics provides detailed reports with statistical features through graphs and charts which allow the website administrator to have a visual look at website statistics. With detailed statistics, the site owner can make accurate decisions to adjust SEO or PPC (pay per click) advertising campaign or to make modification for the web design and marketing campaigns to appeal to visitors and to gain their engagement. Furthermore, Google Analytics is a very cost-effective and efficient analytical tool since it allows the site owners to monitor their site's statistic in real time manner. In order to take advantages of the tool, it is simply first to install the Google Analytics and getting exactly the tracking code on the website. Then, learn how to use the tool with its useful functions to improve website's performance. (Jones 2013, 148)

Accessibility to Google Analytics is quite simple and costs nothing to the owners. Just only a few steps to navigate to google.com/analytics and sign up with an google account. You only access to Google Analytics if you already have an Google account. After log-in, Google Analytics account will allow the website owner to add their web site profile by entering the web address that will be tracked and proper time zone. Here, there is a tracking code provided, copy and paste this code exactly to the web page and within 24 – 48 hours the site owner would see the report data about the performance of the website. (Jones 2013, 144)

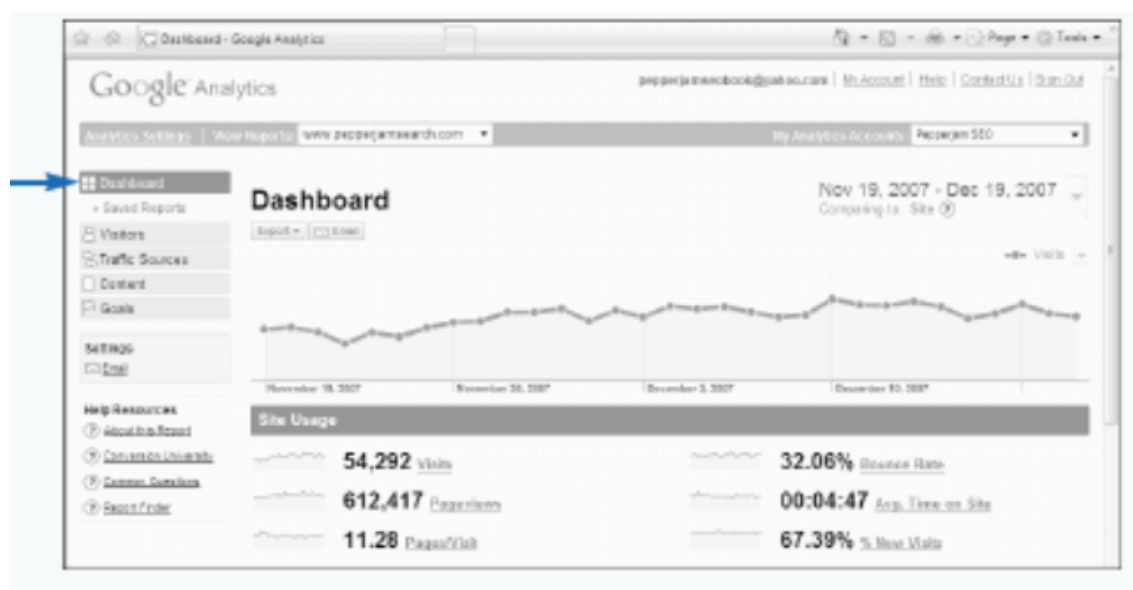


Picture 1. Installing tracking code (Jones 2013, 146)



Picture 2. Installing tracking code (Jones 2013, 147)

Google Analytics contains functions that allow the site's administrator to set their goals or specific events that should be tracked to know where the highest traffic points of the visitors come from and their demographic information as well. Furthermore, Google Analytics also includes some features that enable the administrators to have some filter settings to exclude some unnecessary appearing in the statistical reports and make the reports as accurate as possible.



Picture 3. Statistical report provided by Google Analytics (Jones 2013, 160)

4.4 Social media platform – Facebook

Social media includes different networking sites such as Facebook, Twitter, YouTube and others that together with technologies capture the communication, content, and so on of people, their friends and their social networks. And these technologies will help the users create content and promote it to their target audience. For a few years, the landscape of social media has evolved remarkably, and Facebook has grown and become one of the common places where the business owners want to shift their business platforms to more interactive, exciting features. Facebook provides very much interacting features which are very necessary for offering best user experience. (Treadaway & Smith 2012, 26–27)

Facebook is one of the most common social media networking with its specific attributes to influence purchasing decisions. As the marketers know the possibility and the

growth of it, many businesses have employed it to gain interaction and engagement for either paid or unpaid methods. Facebook has offered many different types of pages including personal page, group page, community page and business page and every type of page has its own characteristics. Business page is the most suitable and practical for businesses and it also has some certain benefits because it is easily seen by Google, small businesses can use it as their first website to show their products and services through pictures, videos, surveys. Moreover, it will boost the chances of getting huge potential customer worldwide. Furthermore, business page that has gained many likes and comments from its fans, the viral effects would be also boosted. (Coles 2015, 30 – 32)

Setting up a business page is quite simple by following the instructions of Facebook site. Yet, in order to exploit the entire benefits of it, the page should be good-looking and eye-catching in a specific way that is strong enough to appeal to viewers. Sometimes it can be done by adding the company's logo and welcome page to make good impressions at the first sight towards first users. More importantly, the content of the page is the most crucial and critical to obtain viewers' engagement. Marketers should smartly determine which types of content should be showed on the Facebook Page, and those types should be relevant and attractive to gain people's interactions on the page. (Coles 2015, 34 – 36).

4.5 SEM – Search engine marketing

Search Engine Marketing (SEM) which is one of the positioning strategies in digital marketing that marketers often use to boost the position of the company's presence and it would enable the marketers to know how they need to present and perform their company on the web. This strategy really involves in "search" method of people and the process of search marketing is called SEM. According to Zahay, he stated to emphasize the search marketing: "I like to say that search really is strategy. The reason I say this is that search is how people find your product" (Zahay 2015, 43). Most purchasing decisions today start with online searching, it is very important to make company's online search presence critical and effective. In order to target the customers

and make company's online performance great, marketers need to access to the concept of keywords that users use to search for company's product on the internet. In other words, keywords are the words or phrases or sometimes they can be the questions that users type on the searching tools to look for what they need on the internet. Knowing the right keywords is to know the company's customers and what their intention is when they search. (Zahay 2015, 44).

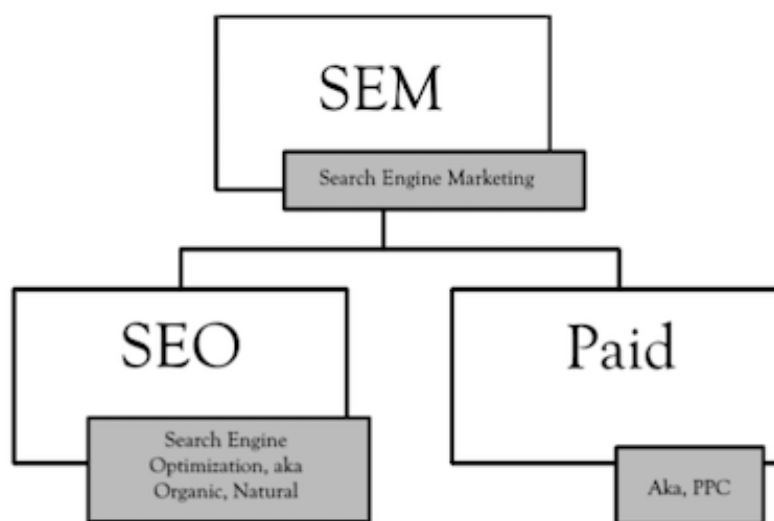


Figure 2. Types of search engine marketing (Zahay 2015, 44)

Figure 2 shows two main types of search marketing including Paid search or it is also known for pay per click (PPC) and Search Engine Optimization or natural search. Paid search marketing in which advertisers have to pay the website hosting (Google, Yahoo etc.) that allows the company's advertising to be showed up on the top or the side of the Search Engine Result Page (SERP) for every search. (Zahay 2015, 44 – 45). One of the best known of paid search marketing is Google Adwords. While the process of getting rankings for the website naturally without paying is Search Engine Optimization (SEO) (Zahay 2015, 49). Both types of search marketing (SEO and Google Adwords) would be discussed more deeply in the next parts.

4.6 SEO – Search engine optimization

“SEO is a math-based system that led search engines prioritize the best, most relevant content related to a user's query. This query consists of phrases and keywords, ideally, reflect the intent of the user.” (Ginty, Vaccarello & Leake 2012, 38). And according

to Debra Zahay: “the unpaid type of search is known as organic and natural search and the process of getting ranked “naturally” is known as search engine optimization (SEO).” (Zahay 2015, 49). These two definitions get the marketers involved in understanding how and what is a search engine in digital marketing. A math-based or algorithm will enable the search engine to identify which pages have the most relevance to customers’ queries to find the products or services on the internet.

In very simple words, search engine is a process of typing words or phrases into a searching tool and looking for the results. But, on the back end, there is more complicated procedure, search engine will be a software that collect information (searching words or phrases) and return the web pages or the URL that contain the suitable answers that are usually thousands of possible answers in return for the searchers. (Ledford 2008, 5). Search engine optimization includes the search algorithms considered to be a problem-solving system, evaluate the problems and through database sorting to propose the most relevant answers to the problems that are commonly shown on the top of result pages. That is why ranking of a web page is extremely crucial. (Ledford 2008, 8).

There are various factors that influence the company’s site rankings through SEO, including keywords, content of the pages, domain authority and social media usage of the organization. Again, keyword is the essential attribute that highlight the importance of knowing the phrases or words that users type to seek what they need, marketers need to find out who their target customer are and what they think about the company’s products and think from perspective of the customers. Moreover, site’s content is becoming more and more crucial since it conveys the message to the site’s visitors through the site. In order to build the content outranking among the other sites, the content types should be news articles, social media postings that are relevant to the products rather than “advertising” and just talk about the company’s products. Domain authority is concerned with the establishing the links to the sites, the domain names which are associated with educational institution (.edu) or official organization (.org) often gain higher ranking in unpaid search marketing. Another factor that increase the high ranking is the combination of company’s rich site and other social medias such as Facebook to ensure the more identical presence of the site. (Zahay 2015, 50 – 51)

4.7 Google Adwords (paid search marketing)

Google Adwords or simply Google Ads which is a popular used form of search paid marketing. In Google Ads, marketers can set up the company's advertising campaigns and enable them to be showed up on top positions of the search engine result page to targeted locations. In order to acquire the best benefits of the advertising campaigns on Google Ads, marketers have to determine appropriate keywords which have to match how the company's products are searched by the customers. Google Ads provides some certain types of keywords match that would increase the opportunity of relevant search result. (Zahay 2015, 45)

Table 1. Match type for selection in Google Adwords (Zahay 2015, 45)

Match type	Special symbol	Example keyword	Ads may show on searches that	Example searches
Exact match	[keyword]	[women's hats]	are an exact term and close variations of that exact term	women's hats
Phrase match	"keyword"	"women's hats"	are a phrase, and close variations of that phrase	buy women's hats
Broad match modifier	+keyword	+women's hats	contain the modified term (or close variations, but not synonyms), in any order hats for women	
Broad match	none	women's hats	include misspellings, synonyms, related searches, and other relevant variations	buy ladies hats
Negative match	-keyword	-women	are searches without the term	baseball hats

Table 1 illustrates some common types of keywords match and each type of keyword match chosen relies on the type of products. From the explanation in the table above, broad match is the match type that gives the company's advertising campaigns the chances for most display because it includes all types of misspellings, synonyms, variations that are relative to searches of customers. However, it will not bring the most relevant results. While phrase match is the best option for the marketers to use since it would allow the company's ads to be displayed as a close variation of phrase that might be relevant to the campaigns. (Zahay 2015, 45 – 46). The most important aspect of Google Ads is the cost per click (CPC) by which the marketers decide how much they

will pay for every single click on the company's advertising. Sometimes it is expensive to use this type of paid search as the average cost per click is up to 3,50 USD.

Figure 3 below indicates the progress in creating an advertising campaign on Google Ads, it is simply done by creating a Google Ads account and following the simple steps instructed by Google support or other reliable online sources, or the company can contact some Google Ads agencies to set up the campaigns. However, the company should much involve in determining the keywords and cost per click as company is the one that knows their products the most.

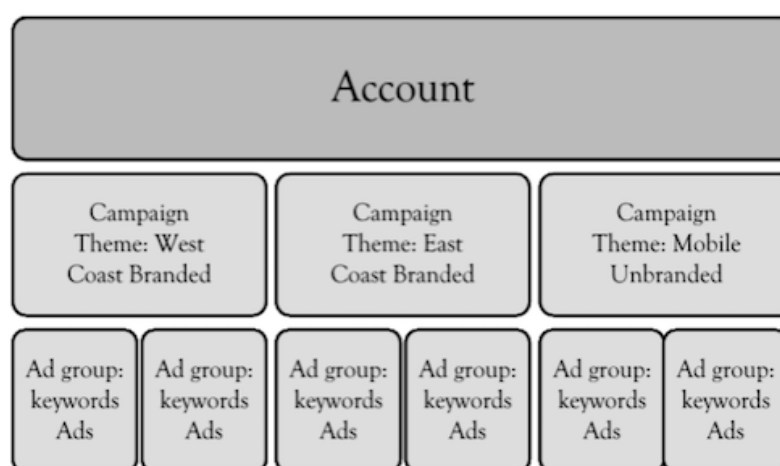


Figure 3. organizing a paid search campaign (Zahay 2015, 47)

5 IMPLEMENTATION OF THE PROJECT

5.1 Data collection

The primary data for this project was collected by conducting the interviews with four clients of the company to find out the current situation of the company's digital platforms, some of them were outside Vietnam and others were in Vietnam. In order to gain the effectiveness of the interviews, the author was granted the access to the customer database of the company and issue the interview questions to obtain the needed information concerning website's and Facebook's display, contents, accessi-

bility, interaction for digital platforms improvement. Furthermore, the Google Analytics tool played a supportive role in gathering information of the company's online platforms performances from its users' behaviors and intents.

With the main purpose and objective of this project was to produce a practical digital marketing plan for a case company, getting insights into the current situation of company's online marketing was extremely important and fundamental. Qualitative interviews were supposed to be the best choice to collect data from the company's current customers as it was quite topic-centered, interactional and simply to conduct. There are two general types of qualitative interviews: semi-structured interviews and unstructured interviews. In a semi-structured interview, the interviewer will have a list of questions on the topic that they want to pursue in the interview. However, there is a flexibility during the interview in how and when the interview questions are mentioned and how the interviewees answer those questions. And, interviewees are given more space for opened-up discussion about the topic. In an unstructured interview, it also has a specific topic, but the interviewee will freely talk about the topic from their perspective and references. This method requires the interviewer the ability to flexibly respond to the interviewee and trace their meanings to acquire the contents which would be the outcome that emerge in the interview. (Edwards & Holland 2013, 29 – 30). In a more specific way, semi-structured qualitative interview was chosen as a data collection method of this project since it would drive and direct the interviewees to the main areas of the topic that the author wants to cover.

5.2 Data analysis

After the qualitative interviews, all the primary data as the transcriptions of the interviewees to the interview questions were analyzed carefully to find out what the current customers think about the company's digital platforms as well as their opinions and sharing when they approach the company's online gateways. There was no standard method to analyze the qualitative data. However, there have been practical steps towards interview data analysis that could help the researchers as the interviewers to have a concise interpretation of the answers to the questions.

Reducing data to locate and examine the phenomena of the interest that was the first step of the analyzing progress. This step enabled the author to gain the core ideas by eliminating the repetitive and irrelevant data from the interviewees' answers. In the second stage, the author reorganized, classified and categorized the data by sorting and comparing the data collected and putting them into certain categories to find any correlations between the ideas and develop the conceptions that relates to the topic. After two steps of preparing data for analyzation, the author considered all the assertions from the interviewees to interpret and wrote up the findings. There are some recommended methods such as using diagrams to visualize and represent the key findings. (Flick 2014, 305 – 306)

5.3 Further steps in implementing the project

In this thesis implementation stage, the author included further steps in which apart from data collected from the interview, the author carried out SWOT analysis towards the company's existing resources to find out any strengths, opportunities as well as weakness and threats of the company. Applying SOSTAC framework was also used to provide a clear structure of creating digital marketing plan based on company's business objectives and current resources. More importantly, in order to have a clearer view of the performance the company's website, the author also utilized the Google Analytics tool which is a free and helpful online system helping the website owner to have an automatic data collection and customized report. As a result, the web owner and the author could measure the level of performance of its online presence so as to create the best possible digital marketing plan.

Specifically, in order to conduct the interviews with the company's clients, the author was enabled to set up interviewing appointments with the clients and carried out the interviews according to the agreed schedules. However, due to some limitations of different time zones and geographical difficulties, there were only two direct interviews conducted via video calls and they were also informed about the recording actions for later review and relistening for identifying interview findings. And the other two were done in the form of emails by which the author sent the interview questions in the form of word file to the company's clients via emails and they responded the

interview questions accordingly in return. During the data collection, there were still some more communication emails that helped the author clarify some points in their answers for more precise data. After all, data collected from the interviews and Google Analytics report were analyzed to produce the important findings for the thesis. These findings also provided valuable data for conducting SWOT analysis and SOSTAC planning framework and from that an effective and practical digital marketing plan was created to improve and develop digital marketing activities for the case company.

6 BACKGROUND INFORMATION ABOUT THE CASE COMPANY

Being established in 2001, **Thien Thuong Trading – Manufacturing Co., Ltd** is one of the leading companies in producing and exporting wooden handicraft model boats in Vietnam. The company is located at 20 – 28 street, An Phu ward, district 2, Ho Chi Minh city, Vietnam. Though Thien Thuong is a small and medium size organization, with more than 18 years of its business, it has been exporting to many markets globally including UK, USA, Australia, Belgium, and some Asian countries and territories. With the ambition of expanding its business, the company is exposing and expanding to many Middle East countries and South African nations. Furthermore, Thien Thuong is a member of many organizations and associations in Vietnam that are relevant to its field including HAWA (Handicraft and Wood Industry Association), VEXA (Vietnam Exporter Association), VIETRADE, VIETCRAFT.

In order to expand its business, the company now is combining both traditional marketing and online marketing methods. The company has joined many international trading fairs with the hope of introducing its products to foreign markets and finding more customers. Besides, it has been taken the advantages of online marketing platforms including facebook, business website, ... so as to increase its presence in global scale.

7 DIGITAL MARKETING PLAN

7.1 Interview analysis

The final objective of this thesis project was to produce a digital marketing plan for the case company, based on two main sources of data including customer interviews in which the interviews were conducted with four regular clients of the company to identify and get insights into customers' experience, their views and their recommendations towards the digital platforms including website and Facebook of the company. All the findings collected from the interviews were used for website modification, Facebook campaign and SWOT as well as SOSTAC analysis. Another data source came from the Google Analytics tool that allowed the thesis author to measure the performance of the website through a systematic report and this Google's report provided information for creating plan for SEO (Search engine optimization) and Google Adwords campaign.

The interviews were planned to be conducted in the form of direct interviews. The company was the one that connected the author as the interviewer and the representatives of the customers to come up with an agreed schedule with an approved set of interview questions. However, due to some limitations that most of chosen customers were abroad and it was impossible to set up appointment with them, so there were only two direct interviews with customers and the other two were interviewed in the form of emails.

All the interviewed representatives have stated that they have been doing business with Thien Thuong Trading - Manufacturing Co., Ltd for over 4 years. There were two of them who got to know about the company's products through the company's website, one through recommendations and one through the traditional marketing which was at a trade fair. All the interviewees have visited company's digital platforms – website and Facebook. However, most of them have preferred to visit the website on a regular basis rather than the Facebook page and there were two that visit the webpage more often than the Facebook. Furthermore, most of the representatives have visited the website with the purpose of seeing new product updates and product information though they have been always updated with new models by email from the company.

The average amount of time spent when visiting the site is from 5 to 15 minutes stated by most of the interviewees and they do not confront any problems or difficulties when accessing the site.

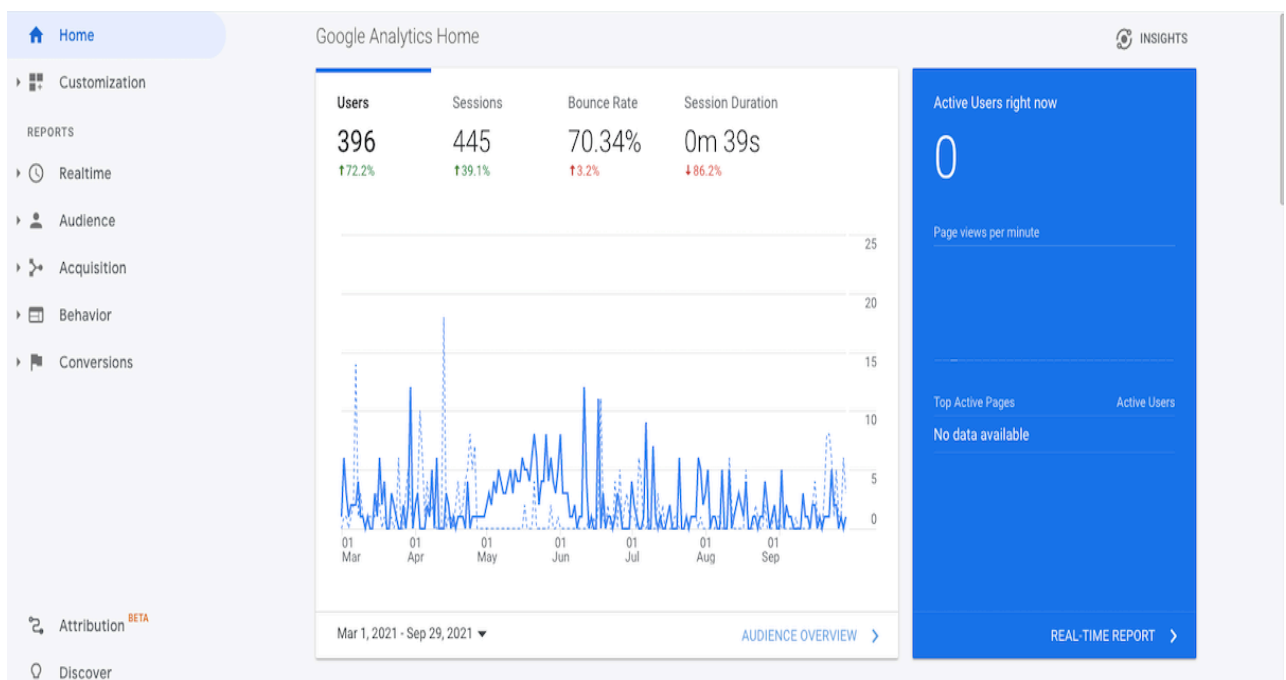
All the interviewees have had good comments and good impressions with the display and the content of the company's website. The company has had very good and reasonable arrangement of the items, beautiful colors, and theme on the site. Items are put into different categories with their own characteristics, exhibitions of products are amazing with very detailed and good visuality of the items, logical arrangement, and planning. Their website has many beautiful product images. The content is also clear and adequate with product information and description, history and designs of models. More importantly, some of the representatives have recommended some changes towards the website concerning the visuality with the suggestion of increasing the font size of the webpage and making it a bit darker for better see, and one suggestion with installing a chat box for direct talk on the site that allows instant communications with the website visitors.

Regarding the company's Facebook, all the interviewed clients have visited the company's fan page, but there were two of them have not visited the company's Facebook very often and most of them prefer to visit the company's website than the Facebook. The two representatives who often see the company's fan page just for checking new items and events posted on the page for around 5 minutes on average. Accessing the page is also without any problems and difficulties. The company's Facebook has got many positive comments from the visitors concerning its display and content. Pictures of models on Facebook are quite similar to those on the website with very good quality of visuality and there are not only photos of items on the page, but also the company's business activities which would actively boost the company's image. However, one of the visitors has stated that there are not so many exhibitions of items compared to website. The interviews have gained some valuable recommendations and suggestions from the two visitors that the company's fan page can have more posts than now in order to increase the engagement from the viewers and the posts can be about the history or historical events that happened to the ships. This will somehow get the viewers interested in the page with those interesting facts.

7.2 Use of Google Analytics tool

Google analytics is a powerful and free tool provided by google that enables the website owner or website administrator to have an overview about the website performance through a very specific and systematic report. With the permission of the company's owner, the author has been enabled to access the Google Analytics report and analyze the performance of the website within a period of seven months in which every information and features would be reported from the 1st of March 2021 to 29th of September 2021. There have been various features shown on the report about the webpage's performance. However, the author has only focused on some basic and relevant features including website's overview, traffic, audience/visitors, and their behavior flow within the website.

Overview: data shown on the home display.

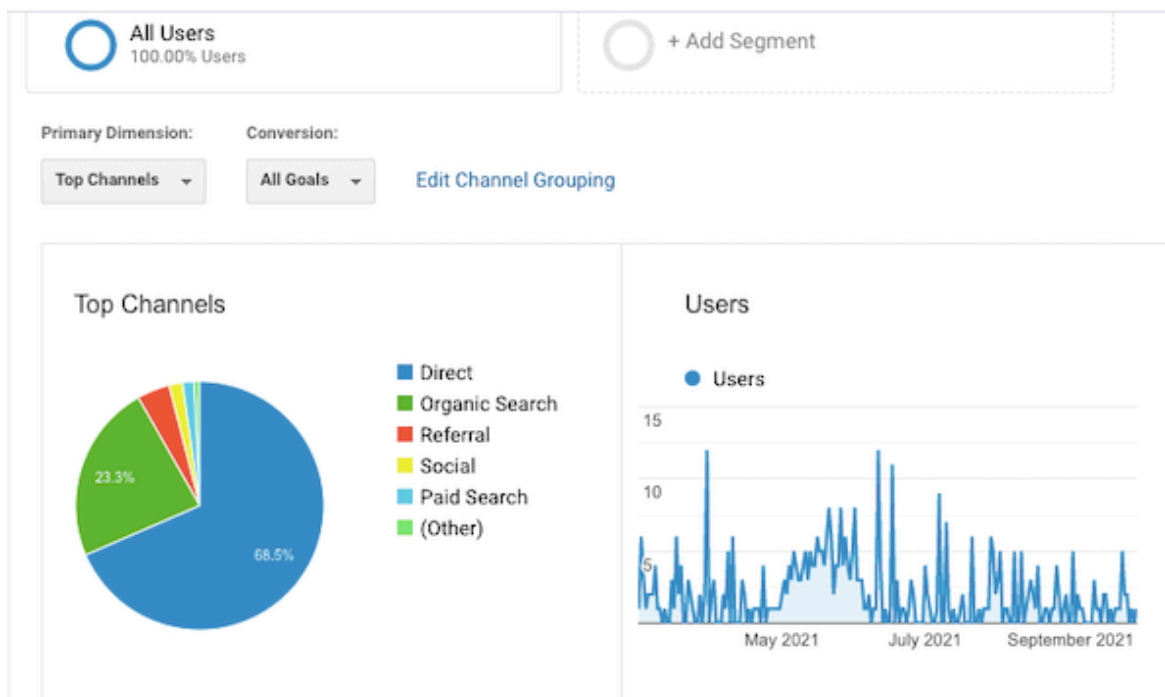


Picture 4. Overview report of the website from Mar 1 to September 29, 2021













During the period of 7 months from Mar 1st to Sep 29th, there have been approximately 400 visitors that has indicated an increase of 72% in the number of visitors in the previous period. This visitor number has not been one of a high number, however, it is understandable that because the company is a B2B business, in which they have

been offering their customers who are wholesalers and businesses rather than individual buyers. The number of sessions of 445 which presents the total number of visits to the website for both new and repeat visit. One session is counted as one time of visiting. And the average amount of time stayed at every session on the site is 39 seconds. The report also showed a very high percentage of bounce rate at 70,34%. Bounce rate is calculated when the visitors visit the website and leave it without doing anything such as buying something or filling a form and it is a very important data that google exploits the visitors' actions to measure the effectiveness of the website. Furthermore, bounce rate is also one of the criteria for website ranking assessed by Google. A reasonable bounce rate depends on the type of website. However, this bounce rate is sometimes expected to be less since the less bounce rate will generate the higher rate of conversion. In other words, a low bounce rate means when visiting a page, the visitors will probably do more rather than just seeing and leaving the page. Although the company's website has a high bounce rate, it cannot depict the low performance of the page, since the company is a B2B business and when connecting to the interview, there have not been any direct purchasing done on the page by the customers as they need more information for ordering later.

Traffic building



Picture 5. Top channels of the website's access

	Acquisition			Behavior		
	Users ↓	New Users ↓	Sessions ↓	Bounce Rate ↓	Pages / Session ↓	Avg. Session Duration ↓
	396	391	445	70.34%	1.68	00:00:40
1 ■ Direct	274			64.36%		
2 ■ Organic Search	93			85.71%		
3 ■ Referral	17			81.82%		
4 ■ Social	7			50.00%		
5 ■ Paid Search	6			100.00%		
6 ■ (Other)	3			100.00%		

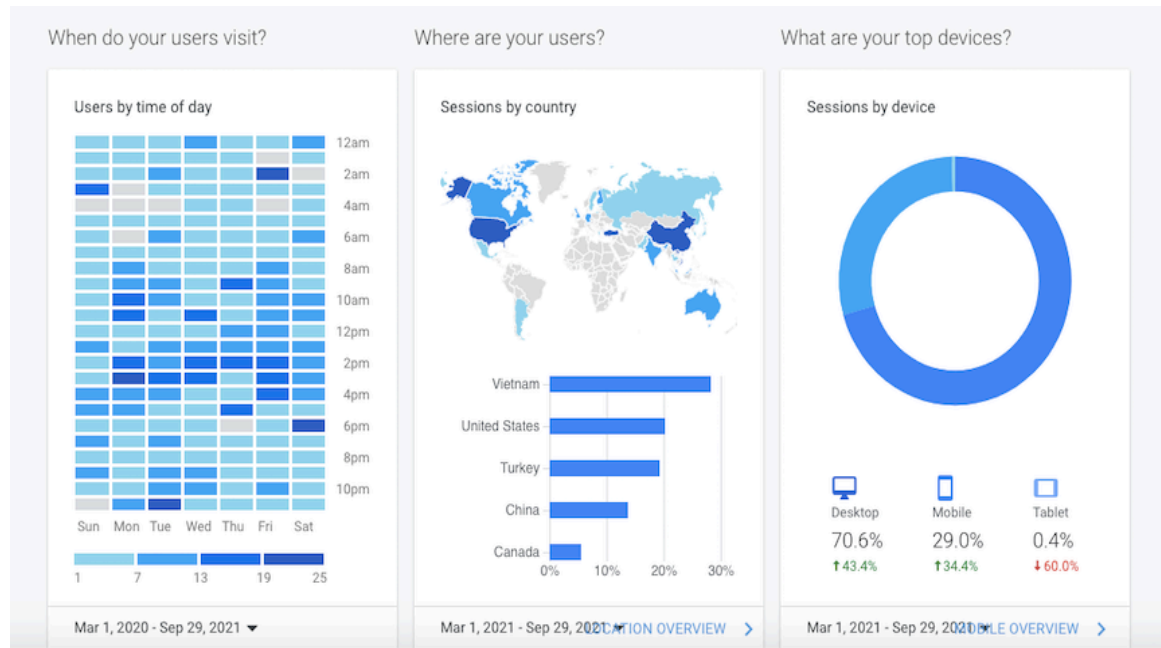
To see all 6 Channels click [here](#).

Picture 6. Traffic building of the website

Google analytics traffic categorizes different mediums that the users arrive at the page through. There are some basic mediums including *Direct Search* in which the visitors already know the website's address/URL and directly write the URL on the browser's bar to reach the page or click on a link that leads to the webpage. *Organic Search* by which the users find the website by typing the relevant keywords on the searching bar of the browsers (Google, Firefox, Safari and so on). *Referral* is a medium that the website's link is placed on other websites and the users reach the page by that link. *Social Search* is access coming from other social media such as Facebook, YouTube. *Paid search* which indicates the access through Google Adwords.

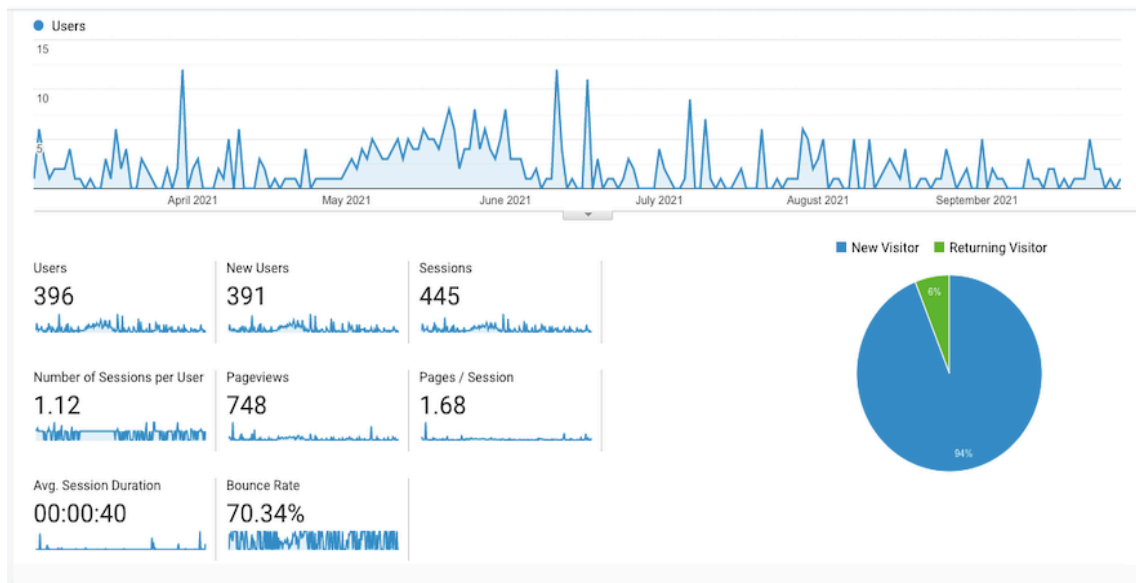
The two pictures of the website's traffic have indicated the most significant medium that drives the most traffic to the website is direct search with nearly 70% of the website's traffic. This figure shows that the company has been a very good brand when its website is known by most of the website's users. There have been 93 visitors which indicates a rate of 23,3% equivalently of traffic coming from search engines and this has been a good sign of website's ranking by Google. There have been 6 visitors (around 1,5%) who accessed the website through paid search. It has been a tiny percentage of the website traffic and demonstrates an ineffective Google Adwords campaign of the company in the previous period.

Website's Audience/visitors



Picture 7. Website's audience by country and device.

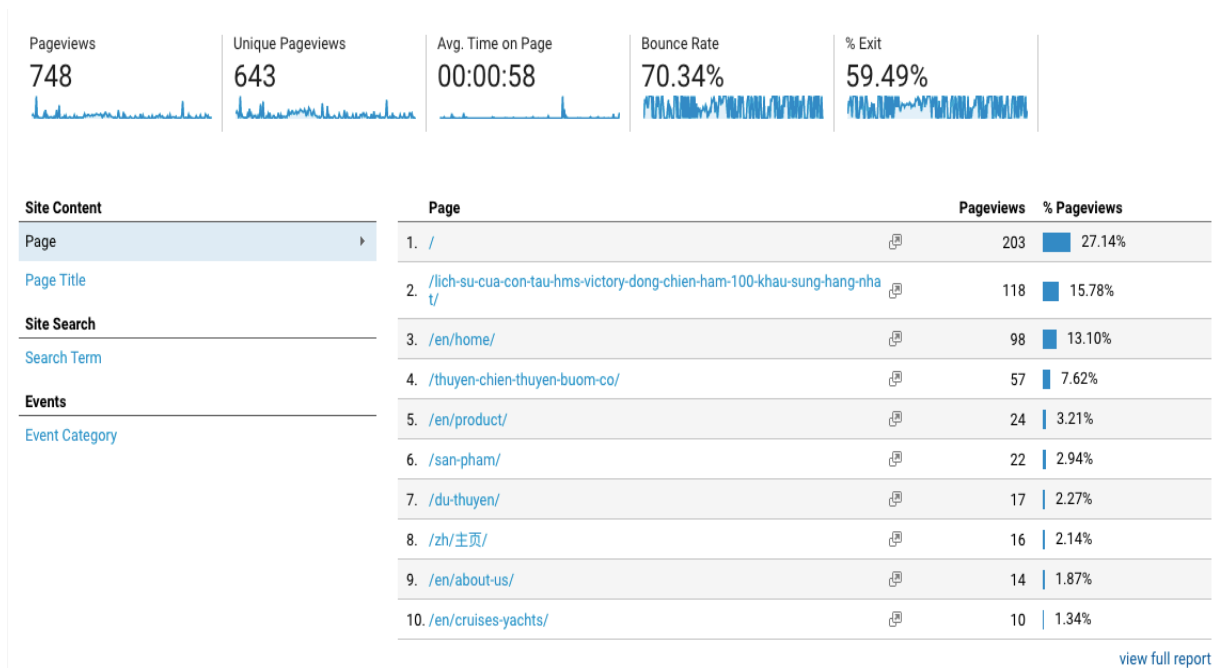
This figure above shows information about the website's users in terms of their time frames that they accessed the page during the day. Moreover, there were also sessions by country in which sessions were done mostly in Vietnam with roughly 30% while the second biggest number of sessions done in the US at around 20%. The sessions done in Turkey and China were around 19% and 14% respectively. There was only 5% of sessions done in Canada. The report also depicts different devices that the users used to access the page, the most preferable device was desktop with more than 70% of the sessions accessed by desktops, the figure for mobile devices was 29% while there was only a tiny proportion of sessions done by tablets of 0,4%. These figures will enable the website designers to design the webpage with characteristics that fit the users' devices.



Picture 8. Website's users

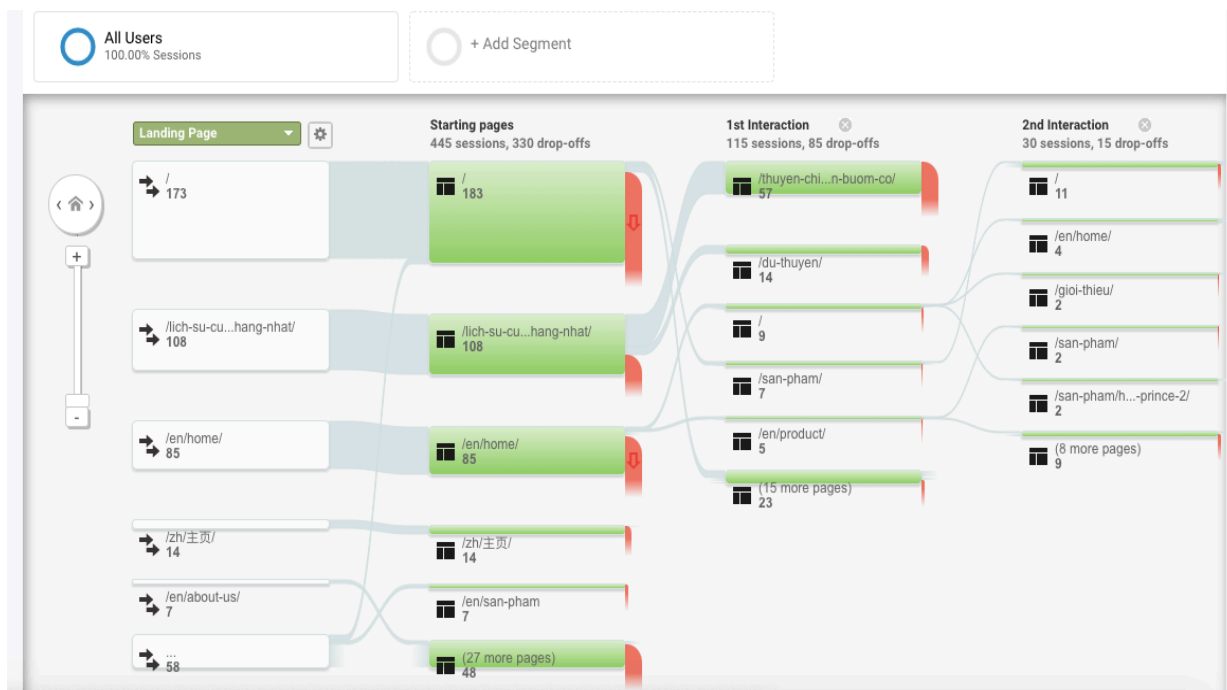
Apart from number of users within a specific measured period, number of sessions done by the users with average time amount on every session and bounce rate shown on figure 7, Google's report shows the data of pageviews that means a total number of different pages viewed on the website and pageview is one of the vital indexes that most of the website's advertisers want to optimize as the more pageview number, the more views of their advertisements. Pages per sessions is calculated by the total pageviews divided by number of sessions and number of sessions per user is calculated by the total number of sessions divided by the number of users.

Users' behavior flow within the website



Picture 9. Overview of content pages viewed by the website users

This overview of users' behavior shares various indexes about the rate of specific content pages within the website viewed by the users with the average time amount spent on every content page together with its bounce rate and exit rate. This figure is considered to be a very crucial index for the marketers to know which pages of their website that are preferred by their visitors and which pages are less preferred by them, from that they can develop their pages to maintain and increase the visitors' loyalty and engagement when coming to the site. The report has actually indicated a lot of pages viewed, however, the author just extracted some pages on the top view of the report. In the picture, the page that gained the greatest number of views was the "home page" which took 27,14% views (203 views) of the total number of pageviews. Besides, there also have been high rates of the others product pages that were seen by the audiences. This information shows that the company has designed and optimize their pages effectively and attractively towards its website's users.



Picture 10. Users' behavior flow within the website

This users' behavior flow chart depicts the paths or the journeys that the users did when they visited the website. Specifically, it also enables the marketers to identify how their website's users interacted within their site as well as how they move from page to page and where did they begin and end their journey. This feature includes the movements of visitors starting from landing page where the visitors landed/went to the website through, and they ended their journey at the second interaction. This movement shows most of the visitors landed in the pages of the website, not from the other platforms. In other words, most of the visitors went directly to the website, not through any backlinks (links returned by the other website, blogs, forums, and social media that lead the audience to the company's website). And, the most popular paths were from the "Home Page" and "a news post of a specific product" and ended the at second interaction of "Home page" and some other product pages without going further to check out or contacting session. However, it is understandable that the company has designed the website with the function of providing information about the products mainly rather than a selling-based site. And, their targeted buyers are businesses and wholesalers, so there should be more information exchanged and negotiations between them occurred later, not directly on the page. After all, their customers' paths indicated the company has built a very effective and attractive website design in terms of their products pages and their home page.

7.3 SWOT analysis

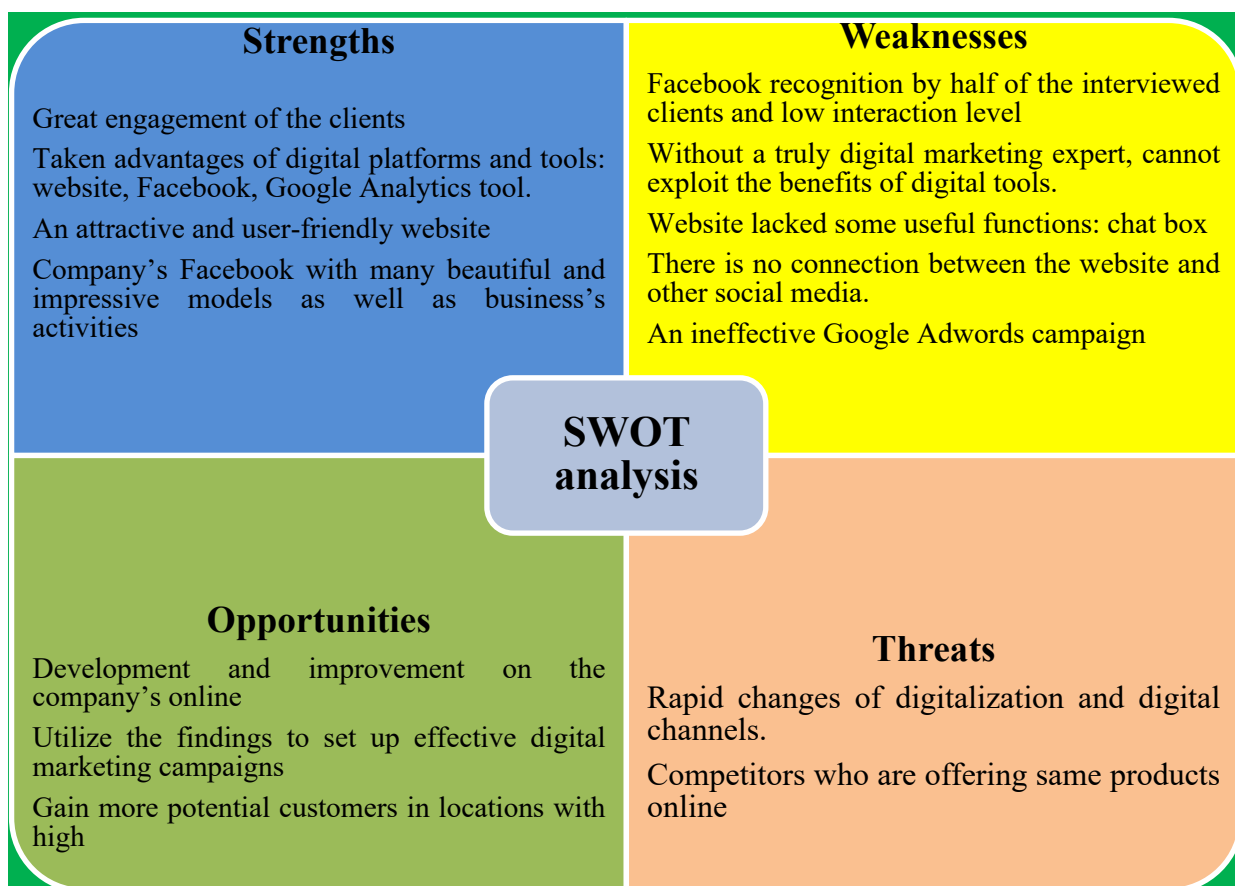


Figure 4. Swot analysis of the case company's digital marketing actions (Ngoc Tran 2021)

Strengths:

The biggest advantage of the company is having a great engagement from its clients to the website of the company, particularly in referring their webpage for their business activities and for all the interviewed representatives, they have had very good impressions of the performance as well as display of the website. Moreover, the company's website itself is working effectively with functions of a business website. The company's web page has provided its users enough and necessary information, it is also a very user-friendly site that allows its users to easily access without any difficulties and limitations. Beside their webpage, the company has also developed its fan page to increase its online presence and to bring their customer more source of information. More importantly, the company has taken the advantages of the digital platform and

tools including its website, Facebook and Google analytics to not only boost their company's image, but also measure the effectiveness of their digital marketing platforms on their way of finding more potential customers and expand their online presence.

Weaknesses:

Apart from the advantages and strengths in terms of their digitalization, there are still some weak points that they need to consider. One of the major weaknesses is the minor recognition of their fan page, as it has only been recognized by just half of their clients and it has very low rate of interactions within the page. This reveals limitations as well as lack of investment on the page. Furthermore, though the company is having a very well-functioned website, they have showed an absence of some extra function on the webpage that can increase their customers' experience and bring them more conveniences when visiting the site. Another weak point came from the lack of a truly digital marketing expert who can have a deeper understanding about digital marketing and exploit full benefits of it and this weakness will prevent the company from having better digital marketing actions and saving the company's resources. Importantly, there is still no connection between their website and other social platform – Facebook. In other words, visitors cannot go to see their Facebook page through their website and this, in turn, lower and limit their chances to access a different source of online channel. Another weakness seen on the company's previous google advertising campaign (Google Adwords), it showed an ineffective investment and use of resources to bring their products closer to their potential customers.

Opportunities:

The conducted interviews have brought the company opportunities to have a look at what they have achieved from their digital marketing platforms as well as what they need to improve in order to boost their online image. Recommendations from their clients and Google's report are very crucial and useful for the company to look at their weaknesses and turn them into chances to minimize their unnecessary investments and optimize their resources. Another big opportunity for the company comes from the findings about their online platform performance provided by Google Analytics. By that, they can produce a more effective and appropriate online marketing campaign. Furthermore, data collected from the Google Analytics report has shown some potential locations with high number of accesses where the company can find more potential customers.

Threats:

One of the biggest threats for the company is that the digitalization and digital channels are changing quickly that require the company to have continuous updates and follow the digital trends and be well-prepared to adapt to the rapid changes correspondently and timely. As digital marketing is not simply a use of technology and applications, it is more involved in understanding and having insights into their customers' online behaviors and tendency that enable them to bring their products closer to their targeted customers. Another risk will come from its competitors who are also offering the same products online with higher ranking or bigger investment in their digital marketing which possibly come to the potential customers before the company.

7.4 Applying SOSTAC planning framework to the case company

S – Situation:

This feature of the framework indicates the current situation of the digital marketing of the company. The company has itself a very good webpage with main functions of a business page where to show their product offerings and present their online presence. However, even though it has a very good performing website, but the company has taken full advantages of it due to the lack of a digital marketing expert who can fully exploit the benefits of digital tools. As a result, its online site is still not maximized boosted. The company also has had a Facebook account, but its interaction and engagement are still at low level.

O – objectives:

One of the most important objectives of the company is to find more potential customers through their online platforms including website and Facebook. Specifically, they want to increase their website traffic and Facebook's follow to boost their brand online. Moreover, they are also aiming to gain high ranking by Google for their website in order to have competitive advantages among its online competitors who are offering the same products online.

S – Strategy:

After clearly identifying the objectives, the company should come up with specific approaches to achieve these objectives by optimizing their website performance and increase follows as well as views on their Facebook according to the company's budget and resources. Furthermore, the recommendations from their regular clients should be considered seriously to maintain their loyalty and engagement.

T – Tactics:

This step involves in more specific details of the strategy by which the company can consider employing a digital marketing expert who have fully understandings about the digitalization and give advice towards the company's online marketing. More importantly, the company also can have more practical steps of using certain tools – SEO (Search Engine Optimization), Google Adwords to advertise their website, adjust and make some necessary changes towards the website display and content. They can also have some specific investment to more develop and advertise their Facebook to increase its interactions and follows from its targeted customers.

A – Actions:

This stage plays an important role of the campaign's success, real actions can be carried out to achieve the objectives and goals. A specific plan should be created to designate certain staff in appropriate tasks and responsibilities. Job list will be clearly stated with certain tasks to ensure the implementation and decided timeline.

C – Control:

This stage requires the company to follow how its plan is working, use the tools to keep track with the data about performance of their website and Facebook, follow up traffic patterns of their users to identify weaknesses of their online sites and their marketing campaigns in order to have improvement in time and maintain as well as develop strong points of their sites.

7.5 Actual plan according to digital marketing tools

7.5.1 Website modification

Company's website is the most significant tool that presents the company's online image. So, website's display and content should be created in the most effective and attractive way to increase users' engagement at the first sight. The company's website itself is working perfectly according to its regular users which are also the regular customers' comments and feedbacks of the company. Most of them have been impressed by the high quality of product exhibitions and content pages on the page. Moreover, the website is also a user-friendly site which allows their audience's traffic to the site easily and quickly. Although their webpage is working functionally with all needed characteristics of a business page, they still need to take into considerations some changes to the web page's display and add some extra functions that possibly increase their users' experience when visiting the site. Company can consider improving the font size of their page to be bigger than now and making it a bit darker for better viewing. Moreover, there is a very helpful and interesting suggestion from one of their clients is to install a function of an online direct chat box that will pop up to the viewer right after they access the website. This function will enable the site to support its viewers constantly and lessen their effort and time to contact the web page through emails or filling in the contacting form in case they have any spontaneous interests in any company's products. Furthermore, there should be the connection between the website and the social media – Facebook on the page, as it will allow the audience to access the company's fan page directly by the URL address of their Facebook sticker on the website.

More importantly, there could be some modifications that should be carried out based on the findings received from Google Analytics report. One of the changes is to add language of Vietnamese back to the site, it is now shown by only English language, although it used to be in both Vietnamese and English languages. According to the report, there is a significant number of traffic coming from the country of Vietnam, though the company's targeted customers is from oversea, Vietnamese language on the site will represent the country of origin of their model's manufacturing and

strengthen their brand image which is one of the leading wooden model boat manufacturers in Vietnam. Moreover, the report also indicated the website users' behavior flow in which landing pages play a very crucial role in identifying pages that most of traffic came from, company then can invest in developing the content as well as the model image quality of those pages to retain and attract more audiences. Besides, company also need to keep track with the pages of the website with high number of viewers, as it depicts their strong interests towards those pages, so that company can have more development to take full advantages of it. Another suggestion to the company's website is adding a page of "Best Selling Models" with the models with high volume orders, this will help to give their visitors more recommendations with some strong products of the company.

7.5.2 SEM for company's website

SEM – Search Engine Marketing which is the most common online marketing strategy that most of the digital marketers use to position their online image online. And this strategy's main focus is keywords which users use to search for the products online. SEM contains two types of marketing tools including SEO (Search Engine Optimization) and Paid search (Google Adwords). The company can have these two tactics at the same time to boost the position of their online presence.

7.5.3 SEO for company's website

SEO is known as an online marketing tactic that enables the company's website to gain ranking from Google with a math-based system in a natural way or without paying anything. This math-based system helps the search engine to identify the pages that are most relevant to the user's searching keywords and give them the result pages in return. An effective and critical SEO plan is to position the company's web page on the top result pages, so it is very important to understand how the users search for the products on the internet. In fact, the company's website has had more than 23% of its users accessed their page through organic search which is a good sign that they have gained certain ranking by Google. One of the main characters of a SEO Plan is the domain name of the website, the company needs to have a reliable domain name since

a trustworthy domain address would obtain the good valuation from Google. The most essential approach is again the keywords by which the users can find the company's items, the organization can think about using either some free and paid keyword tools to identify the most powerful keywords or searching phrases that users may use to look for the items in order to achieve the most suitable and relevant results. Then, the company's marketing department needs to produce and write high quality content pages for the website using the most appropriate keywords to gain higher natural ranking from Google. The content pages written can follow the pages that achieved the most viewers based on the Google's report, as those pages show the sense of interests of audiences who are interested in the organization's products. More importantly, the language of new content pages should be written in accordance with the Google Terms and Conditions and the written languages should be in both Vietnamese and English which are the main readers. Besides, the company can produce some news posts on their page about their high potential products with the relevant keywords that will allow their page to be on the top searching result pages. And the written language of the posts and content pages also needs to be suitable with the organization's targeted audiences.

7.5.4 Google Adwords

The Google's analytics report has indicated that the organization has advertised their page by Google Adwords before, however, they achieved a very low number of accesses through this channel, there were only 6 accesses to the page by Google Adwords in particular. This shows an ineffective campaign and less effort and investment on the Google Adwords campaign. The most important element of a Google Ads is the term of keywords, company's marketing department needs to have a look at their previous campaigns with Google and analyze the weight of their keywords set to their campaigns. Moreover, they also need to look back at their previous investment (pay per click) to examine if it was a reasonable rate towards their targeted advertised locations. At the same time, they can create some other advertising campaigns in their targeted locations. Google Adwords itself provides a very powerful tool of "Keyword Planner" shown on the pictures below that allows the marketers to find out new ideas of keywords as well as their competitive advantages in accordance with pay per click ranges

(bid ranges) that the marketers can use for their online advertising campaigns, and they have to very carefully analyze and choose the keywords with average or low competition, as the higher competition of keywords, the more uses of them by the other websites.

Discover new keywords
✕

START WITH KEYWORDS
START WITH A WEBSITE

Enter products or services closely related to your business

✕ + Add another keyword

🌐 English 📍 United States and Viet...

Enter a domain to use as a filter

GET RESULTS

Try not to be too specific or general. For example, "meal delivery" is better than "meals" for a food delivery business
[Learn more](#)

Using your site will filter out services, products, or brands that you don't offer

Picture 11. Discover new keywords tool

Broaden your search: + model boats + wooden boats + boats + wooden model + scale models + model building + watercraft REFINE K

▼ Exclude adult ideas ADD FILTER 103 keyword ideas available
COLUMNS Key

<input type="checkbox"/> Keyword (by relevance)	Avg. monthly searches	Competition	Ad impression share	Top of page bid (low range)	Top of page bid (high range)	Account status
<input type="checkbox"/> wooden model boats	100 – 1K	High	–	₫5,360	₫17,064	In Account
Keyword ideas						
<input type="checkbox"/> wooden ship model kits	1K – 10K	High	–	₫3,413	₫15,926	
<input type="checkbox"/> wooden model ships	1K – 10K	High	–	₫4,978	₫20,021	
<input type="checkbox"/> best wooden model ship kits	100 – 1K	High	–	₫3,532	₫16,154	
<input type="checkbox"/> wooden model boat kits	1K – 10K	High	–	₫3,948	₫16,154	
<input type="checkbox"/> wooden model boat kits for sale	100 – 1K	High	–	₫5,005	₫27,074	
<input type="checkbox"/> wooden rc model boat kits	100 – 1K	High	–	₫4,550	₫21,386	
<input type="checkbox"/> wooden ship model kits for begi...	100 – 1K	High	–	₫5,005	₫16,005	
<input type="checkbox"/> sailboat model kit	100 – 1K	High	–	₫2,730	₫10,011	
<input type="checkbox"/> large wooden ship models	100 – 1K	High	–	₫4,906	₫12,286	

Picture 12. Keyword result and competition level.

Apart from keyword setting, the organization needs to decide the pay per click rate which needs to be suitable with their target locations and their campaigns' potential reach, and importantly it also needs to be within the company's budget and resources. Language of the advertising descriptions has to be strictly written following Google Terms and Conditions and their targeted audiences.

7.5.5 Facebook advertising campaign

Facebook is one of the most common social media marketing channels and it is also a place that presents business online image and influence purchasing decisions of customers. The case company has already had a fan page with the characteristics as well as attributions of a business page. However, their Facebook page has been recognized by a very low number of users and their customers as there were only two of the four interviewed clients who have known about the company's Facebook. Although there is no purchasing activity done on their page, it is necessarily designed in a professional way as it certainly affects purchasing decision of the customers by their product exhibitions and their business activities as well as their business credit shown there.

The company's Facebook account name has been closely linked to the name of the business which will allow a brand recognition by their clients, and the company's fan page has had very high-quality pictures of their models and contents. However, in order to gain a higher number of users or followers of their page, the company can take Facebook Advertising into consideration since it is known as the most common and quickest way to increase the potential reach for the company's page. Facebook has provided a wide range of advertising options that the organization can use to advertise their page, company can decide themselves the advertising options in which they can choose to advertise their whole page or any individual posts that they think the most potential ones. Furthermore, Facebook also allows the organizations to set themselves the advertising daily, weekly or monthly budget following the number of potential reach they aim to obtain within a desire radius of a specific targeted area. Besides, there are some suggested ideas from their clients to the company Facebook that they can have more posts than now, and the contents of the posts can be about any historical events happened to the ships during their time or any facts of their ship models. This

will probably attract audiences who are interested in such contents, and they can improve the interactions within their Facebook page. Importantly, the written language of the posts needs to be carefully chosen to fit the target audiences.

8 SUMMARY

In conclusion, digital marketing plays a significant role in developing business in this technological era when most of business and trading activities are carried out on the internet. Digital marketing has been enabling businesses to get closer to their potential clients without geographical difficulties. As in the case company, digital marketing is one of the main tools by which the company's brand is built and boosted strongly in their customers' mind and it is also a gateway for the company to approach their targeted potential customers and fulfil their business goals and purposes. Since the primary objective of this thesis project was producing a digital marketing plan that can help the organization strengthen their online platforms' performance and increase their number of visitors to their online sites, the author had reviewed relevant knowledge of digital marketing from different academic books and publications that provided the author with valuable guidelines on digital marketing strategy as well as how to apply various online marketing tools to creating an effective digital marketing plan. Furthermore, data collection was a key aspect in this thesis project, information and data on the company's digital marketing performance have provided precious findings for conducting improvements and solutions for the case company's online presence. The data collection stage was implemented with the company's regular clients by the form of interviews to identify their experience and opinions towards the organization's online sites – business website and Facebook in particular. Moreover, data in the form of statistics about their website performance were gathered by a Google's tool – Google Analytics to identify how effective their web page has worked and what aspects of their site needed to be adjusted and improved. These two sources of findings have benefited both the company and this thesis's author regarding understanding the current situation of the company's online marketing and coming up with some practical solutions including some modifications towards the company's website together with applying some certain tools and tactics of Search Engine Optimization and Google

Adwords to increase their website traffic and approach their targeted audiences. Besides, there also have been some recommendations to their Facebook page that would increase their online image worldwide.

9 CONCLUSIONS

Digitalization has changed many aspects of business, so it is very important for business to adapt to the trends of digitalization. In the case company Thien Thuong Trading – Manufacturing Co., Ltd which is a business-to-business concept, digital marketing is one of the most significant aspects that the company needs to embrace to acquire and fulfil their goals and purposes of expanding their business worldwide. The objective of this thesis project was to provide a guideline for digital marketing actions for the case company, and the main purpose of digital marketing in this case was to improve its digital marketing performance and gain more traffic to the company's website as well as bring the business's products closer to its potential customers. Working on this thesis project, the author has been through many different stages from establishing the thesis's plan, familiarizing relevant theoretical background information about the digital marketing and the digital marketing tools that can be applied to serve the main purpose of this project, implementing stage, and finally coming up with the final result of producing a practical digital marketing plan. In every stage of this thesis project, the author was allowed to learn and apply knowledge learned from SAMK to a real case project. More importantly, getting deeply involved in this thesis project stage of implementation, the author realized the difficulties in real life of business in terms of collecting insights from their abroad customers towards the company's digital marketing performance. Surprisingly, this thesis project has gained very valuable opinions and recommendations for the case company to improve their online image and increase its performance onwards. Furthermore, this project allowed both the company and author to understand more about the crucial role that digital marketing is playing in gaining more potential customers globally. Besides, applying digital tools of Search Engine Optimization and Google Adwords was very important to gain more traffic for the company's website, and applying advertising function to the company's Facebook can make the company get higher potential reach from the potential customers in the

long run. And the author believe that the basic guideline result of this thesis project will go further in the future, since researching and understanding existing customers is always the main aspect before making any marketing decisions and the case company can utilize the tool of Google Analytics tool to keep track with their users' patterns continuously and adjust their digital marketing actions accordingly.

REFERENCES

- Chaffey, D. & Ellis – Chadwick, F. 2019. Digital Marketing. New York: Pearson. Referred 25.03.2020. <https://www.dawsonera.com/readonline/9781292241586>
- Coles, L. 2015. Marketing with social media: 10 easy steps to success for business. Queensland: Wiley. Referred 01.04.2020. <https://ebookcentral.proquest.com/lib/samk/detail.action?docID=1767915>
- Edwards, R. & Holland, J. 2013. What is qualitative interviewing?. England: Bloomsbury. Referred 03.05.20. <https://www.bloomsburycollections.com/book/what-is-qualitative-interviewing/ch3-what-forms-can-qualitative-interviews-take>
- Flick, U. 2014. The SAGE handbook of qualitative data analysis. London: Sage. Referred 03.05.20. <http://sk.sagepub.com.lillukka.samk.fi/reference/the-sage-handbook-of-qualitative-data-analysis/i1799.xml>
- Ginty, M., Vaccarello, L. & Leake, W. 2012. Complete B2B online marketing. New Jersey: John Wiley & Sons. Referred 22.03.2020. <https://ebookcentral.proquest.com/lib/samk/reader.action?docID=818102>
- Jones, K. B. 2013. Search Engine Optimization: Your visual blueprint for effective Internet marketing. Hoboken: Wiley. Referred 17.04.2020. <https://ebookcentral.proquest.com/lib/samk/reader.action?docID=335847>
- Ledford, J. L. 2008. *SEO: Search engine optimization bible* (1st edition.). Wiley ; John Wiley [distributor]. Referred 01.5.2021. <https://ebookcentral.proquest.com/lib/samk/reader.action?docID=331516>
- Treadaway, C. & Smith, M. 2012. Facebook marketing: An hour a day. 2nd ed. Indianapolis, Ind.: John Wiley & Sons. Referred 01.5.2021. <https://ebookcentral.proquest.com/lib/samk/reader.action?docID=821834>
- Website of Antevenio. Referred 27.04.2020. <https://www.antevenio.com/usa/>
- Website of Emarkable. Referred 10.4.2020. <https://www.emarkable.ie/>
- Website of get smarter. Referred 10.04.2020. <https://www.getsmarter.com/>
- Website of Invest Northern Ireland. Referred 23.04.2020. <http://bnibusines-first.co.uk/>
- Website of Marketing Intelligence Ltd. Referred 10.4.2020. <https://www.smartinsights.com/>
- Zahay, D. 2015. Digital Marketing Management: A Handbook for the Current (or Future) CEO. New York: Business Expert Press. Referred 20.03.2020. <https://ebookcentral.proquest.com/lib/samk/detail.action?docID=1934295>

APPENDIX 1

Interview questions for the regular clients of Thien Thuong Trading – Manufacturing Co., Ltd

1. How long have you been doing business with the company?
2. How did you get to know about the company's products? (Knowing through trade fairs, social media, recommended, advertisement?)
3. Have you ever visited the company's website? What about its Facebook page? (If not, what kind of recommendations would you give for developing the company's website? What about for developing its Facebook page?)
4. What are your purposes for visiting the company's website? What about for visiting its Facebook page? (Looking for new products, product information, place orders?)
5. How long do you usually stay at the website? What about the Facebook page?
6. Have you had any problems when accessing the company's website? What about when accessing its Facebook page?
7. How does the company's website look according to you? How does its Facebook page look to you?
8. What is your first impression when visiting the company's website? What about when visiting the Facebook page?
9. How would you describe the display and the content of the company's website? How would you describe the display and the content of its Facebook page?
10. What kind of recommendations would you give for developing the company's website? What about for developing its Facebook page?