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# **TikTok Marketing Strategy for Real Estate Industry**

A case study for a Leasing Agency in Vietnam

Master's Thesis

Spring 2024

Master of Business Administration, International Business Management



SEINÄJOKI UNIVERSITY OF APPLIED SCIENCES

## **Thesis abstract**

Degree Programme: Master of Business Administration

Specialisation: International Business Management

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Title of thesis: TikTok Marketing Strategy for Real Estate Industry

Supervisor: Kannasto, Elisa

Year: 2024

Number of pages: 115

Number of appendices: 10

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This is a pilot-study thesis aimed to find suitable TikTok marketing approach for the company, Urban Key to connect with their audience and increase brand awareness. The final products of this work are results of a 1-month trial campaign and TikTok marketing guide for Urban Key, which includes information gathered in the theoretical framework and insights gleaned from interviews with an early adopter of real estate TikTok marketing and an expert of TikTok marketing in Vietnam.

The thesis is mainly divided into two parts: theoretical and empirical. The main objective of this thesis was to figure out how a leasing agency can use the social service platform TikTok to become more successful in their niche, by taking a deep dive into the platform's features, content, algorithm, and marketing methods. The empirical research part of this thesis was conducted by analysing content of an TikTok channel related to real estate industry in order to support the guide with some practical examples. The study was conducted using qualitative research approaches, incorporating both primary and secondary data sources. The thesis also includes numerous figures to visualize the examples and findings.

Core findings of this research are the TikTok marketing strategies for leasing real estate company. They are (1) utilizing organic content method by creating entertainment and humorous content to capture the audience's attention in the initial phase of building the TikTok channel; (2) understand how the algorithm works and learn about the ranking and display system for users before starting to build an effective channel. Besides, (3) using in-feed ads to promote the channel and gradually testing different content to optimize ad costs, then scaling up later lead to broaden audience reach and rise in brand awareness then. The author believe that this study will offer readers a different perspective on TikTok's benefits for small leasing real estate businesses with limited marketing budgets.

<sup>1</sup> Keywords: TikTok, marketing strategy, real estate industry, social media marketing, brand awareness

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## Terms and Abbreviations

<b>B2B</b>	Business to business
<b>B2C</b>	Business to customer
<b>CCs</b>	Content creators
<b>CTA</b>	Call to action
<b>CS</b>	Customer services
<b>eWOM</b>	electronic word-of-mouth
<b>Gen Z</b>	Generation Z
<b>HCMC</b>	Ho Chi Minh City
<b>SMM</b>	Social media marketing
<b>SMMA</b>	Social media marketing activities
<b>SMEs</b>	Small and medium enterprises



# 1 INTRODUCTION

## 1.1 Background

Previously, advertising was limited to traditional channels such as television, radio, and magazines. However, thanks to the rapid development of information technology worldwide, businesses have increasingly more options to promote their products, services, and attract potential customers more easily. It can be said that advertising on social media platforms such as Facebook, Twitter, Instagram, TikTok, is one of the most popular promotional techniques in the business world (Pricopoaia & Susanu, 2021). This is seen as a great opportunity and potential for businesses to easily reach their target customers.

In January 2023, Vietnam had 70 million social media users, reached 71.0% of the total population (VNETWORK, 2023). According to GWI and data.ai organizations, the popularity of social media in Vietnam continues to increase without signs of slowing down. Interestingly, according to data from leading social media advertising planning tools, there were 64.40 million users aged 18 and over, reaching 89.0% of the total population aged 18 and over. Also, not every social media user account corresponds to a unique individual. In other words, 89.8% of Vietnam's total Internet users had used at least one social media platform in January 2023. Among social media users in Vietnam, the proportion of females is higher than males, with 50.6% being female and 49.4% being male. The increase and popularity of social media in Vietnam bring to many businesses opportunities to access a large potential market and customer base.

Among those top social media platforms, TikTok, also known as Douyin in the Chinese market, was launched by ByteDance in Beijing, China in September 2016. Initially, the app was called A.me before being renamed Douyin in December 2016 (Li, 2023). Within one year of its launch, the short video platform had amassed 100 million users, with over a billion video views per day. In 2023, TikTok had 1.5 billion monthly active users, expected to reach 1.8 billion by the end of 2024 (TikTok Revenue and Usage Statistics (2024) - Business of Apps, 2024).

The number of TikTok users is increasing day by day and the time users spend on TikTok is also increasing. According to Statista (2024b), an increase of nearly 18 million users compared to 2023 leading to TikTok has emerged as one of the most used social media apps in Vietnam in recent years. This presents an opportunity for advertisers and businesses to introduce their products to consumers through advertising on TikTok. Many Vietnamese businesses have seized the opportunity and effectively advertised on TikTok. TikTok advertising has become a powerful tool, particularly in generating revenue for businesses.

## **1.2 Research gap and topic argument**

Firstly, TikTok has become the most downloaded app worldwide, presenting a lucrative opportunity that businesses are extensively trying to capitalize on. With TikTok's significant growth rate and positive user interaction, businesses globally, and specifically in Vietnam, have begun implementing TikTok marketing strategies. Secondly, TikTok has evolved beyond being just an entertainment platform; it has become a popular channel for online sales and marketing. Consequently, traditionally "dry" content such as real estate has been creatively transformed to attract users and is increasingly appearing more frequently. Moreover, to the best of the researcher's knowledge, there are no research articles on TikTok marketing for the real estate market in Vietnam.

Additionally, Vietnam is projected to experience significant growth in the Residential Real Estate Leases market. In 2024, the revenue of this market segment in Vietnam is estimated to reach US\$16.00 billion (CBRE Vietnam, 2023), indicating a positive outlook for the Residential Real Estate Leases market in Vietnam. Particularly, the search for rental apartments in HCMC increased by 157% (Hoai Phong, 2023). Another significant point is that Urban Key is a relatively young agency in the apartment leasing niche market in Ho Chi Minh City (HCMC), leading to the current development strategy of Urban Key is in Phase 2, which focuses on branding and brand recognition across social media platforms.

Therefore, recognizing the current potential of the TikTok social media platform and in line with the development strategy in Phase 2, the company's management board wishes to explore the platform and build a marketing strategy on TikTok. The objective is to increase awareness of their products and brand among more users and integrate this with the current

marketing activities of the marketing department to strengthen branding efforts during the period from 2024 to 2026.

For all the reasons, this study aims to execute a project that provides guidance to support the company in planning their TikTok marketing and running a trial campaign on TikTok. The author hopes to assist Urban Key in breaking through by keeping up with trends, attracting new potential customers, and increasing brand awareness through this platform.

### **1.3 Research objective and question**

As mentioned above, the research on TikTok marketing activities in real estate industry, particularly in residential real estate lease market is a new issue for Vietnamese business. Moreover, the Urban Key company is focusing on rising brand awareness strategy. They are hoping to learn more about its possibilities for their business on the TikTok platform so that they can expand their customer segmentation to Generation Z in the next 2 years. Therefore, to contribute the study of TikTok marketing strategy for the Urban Key company as well as the residential real estate lease market in Vietnam, this research intends to build a TikTok channel and a suitable marketing strategy for Urban Key (also my start-up business in Vietnam) in Rising Brand Awareness and Brand Recognition. To clarify this goal, the research needs to answer the following questions:

- Question 1: What are current Social Media Marketing (SMM) situation and needs of the company for TikTok marketing?
- Question 2: What are strategies for marketing on TikTok to grow brand awareness towards a leasing company in Vietnam?
- Question 3: How to run an effective Tiktok marketing plan for leasing agency in Vietnam?

### **1.4 Methodology and data overview**

In this research, a qualitative method together with a pilot experiment strategy will be deployed to reach the mentioned objectives. In the first stage of this research, the research author will analyse the context of the company (including the macro environment, its internal operations, its development strategy) and TikTok market (its key features, target demographic

of users) in general so as to gain a profound understanding of the current this platform as well as the company's desired objectives. Next, the study will review the theories of social media marketing, social media marketing activities on TikTok and its influence in rising brand awareness to understand accurately the factors that associated with research matter.

After reviewing and having enough knowledge from several previous studies to investigate the factors of TikTok marketing activities influence in rising brand awareness, and the company information as well, an initial deep interview discussion was conducted with Director and Vice Director of the Urban Key company to examine and take their opinion on this study. They could provide more information to find out the starting point such as their resources and budget, knowledge of TikTok marketing, expectations for the work, and decide whether this research has a right approach. After having defined their situation, the author proceeded to develop the initial structure of the work. The subsequent empirical part after the theoretical framework had constructed was a benchmark study of the successful cases of TikTok marketing focused on Generation Z in Vietnam that have offerings to the Urban Key company.

Finally, the research will make a guideline of marketing strategy on TikTok platform for Urban Key company. The researcher's aim is that the study's fruit can support Urban Key well with valid and reliable data so as to enhance their marketing activities as well brand awareness growth on social media platforms.

## 1.5 Research structure

This thesis follows a logical structure to figure out the answers to the research question include 6 main chapters as follows:

**Chapter one** introduces the study by focusing first on the broad picture by defining topic definition, research background, practical problem, research objective and methodology. This chapter is highly significant because it provides comprehensive guidance on the implementation of research.

**Chapter two** reviews literature and selected theoretical model that attempts to prove the thesis. Literature provides information about main theoretical issues relates to social media mar-

keting activities on TikTok and brand awareness. Adapted key terminology, a summarize table of 18 articles related to TikTok marketing strategies will make the topic clear to understand and contribute for this study to be more reliable.

**Chapter three** clarifies a case company – Urban Key – to understand deeply about Vietnam residential real estate leases market, as well as their current business operation and marketing activities.

**Chapter four** examines TikTok as a social media platform, including its key features, demographic of users, algorithm, effective marketing methods. TikTok in Vietnam will be added as well in order to provide readers an overview and understandings this platform in Vietnam market.

**Chapter five** determines the research method, qualitative, and collection of data (secondary data and primary data). Besides, a successful case studies of TikTok marketing strategy related to the topic is collected and analyzed in this chapter to set a benchmark. Then, a project which is a trial marketing campaign is run within a month with a core purpose of testing and measuring the results to make a guideline for the company.

**Chapter six** gives the key findings, comparisons with benchmarks, and evaluate the feasibility, practicality, resources, time, and cost of the trial campaign.

**Chapter seven** is the final chapter to conclude a TikTok marketing strategy for Urban Key company as a recommendation for the real estate industry in general. In addition, an assessment of the work and reflection on own learning also are shown in this chapter.

## 1.6 Research contribution

The researcher has identified a need to explore TikTok marketing strategies specifically for the leasing real estate industry in Vietnam. To address this, the author has established a foundation by running a trial campaign and creating guidelines for future researchers or other companies in the same industry to apply. Furthermore, this paper consolidates my own knowledge of Social Media Marketing and provides an extensive knowledge about TikTok platform, TikTok trends for marketing in Vietnam. To sum up, the thesis is also fundamental

research and encourages other in-depth research for TikTok marketing in Leasing Real Estate in the Vietnamese market.

Based on the literature review, the empirical research, and the pilot study, this paper will bring benefits for Urban Key by analyzing, testing and evaluating the effectiveness level and potential success of TikTok marketing strategy in rising brand awareness, leading a motivation for developing marketing activities for the company in the future. In the beginning, the author has been struggling to acquire research literature pertaining to TikTok marketing strategy for leasing agency businesses. From this point, the author does hope this thesis will contribute a part of scientific research and practical applications for the leasing real estate SMEs through further extensive research.

## 2 SOCIAL MEDIA MARKETING ACTIVITIES ON TIKTOK AND ITS INFLUENCE IN RAISING BRAND AWARENESS

### 2.1 Social Media Marketing

According to Kotler and Keller (2016), social media platforms is a place for consumers to exchange information in various formats, including text, images, and videos, pertaining to products, facilitating interactions both among consumers themselves and between consumers and companies or producers. There are numerous social media platforms available to users, including the most popular ones such as Facebook, Instagram, WhatsApp, YouTube, and TikTok. One of characteristic and the advantages of each social networking website has provided to users similar and typical tools and services. Kim and Ko (2012) categorize social media activities within the realms of entertainment, lifestyle, and product promotion, functioning as channels for word-of-mouth communication. Also, as noted by Alves et al. (2016), conversations between customers provide companies with new ways to increase brand awareness, brand recognition and brand recall.

In essence, social media represents an internet-based technological infrastructure that facilitates conversation. This digital phenomenon reflects new sources of online content, dynamically generated, shared, and consumed by users, aimed at mutual enlightenment on a spectrum of subjects including products, brands, services, personalities, and relevant issues that are currently happening. Cheung et al. (2019) outline two interrelated promotional role of social media: enabling companies to engage directly with their customers and empowering customers to interact amongst themselves.

Social media plays a key role as a company's marketing activity in building healthy mutual relationships with customers and giving companies an advantage in approaching customers (Adzhani & Widodo, 2023, according to Adriana & Widodo, 2019; Sari & Widodo, 2022). Social media marketing involves in using a variety of tactics and techniques, including creating engaging content, sharing content consistently, interacting with users, and using paid advertising on social media platforms. Zander (2020) also depicts the same that social media marketing describes the strategies and tactics using different internet networks in such a way that the goals of the companies will be achieved. Social media marketing relates more than just setting up a Facebook profile or occasionally posting photos on Instagram for example.

Social Media Marketing reflects significant changes in the way of communication and marketing carried out along with the development of social media. Since the emergence of electronic platforms such as Facebook, TikTok, Twitter, Instagram, and LinkedIn at the beginning of the 21st century, social media has become an inevitable center of online interaction. The number of billions of social media users makes it a very potential platform for businesses to reach a wide range of targets. Social media has also become a vital and powerful tool for building brands, advertising and communicating directly with customers. Additionally, social media grants businesses access to an extensive repository of user data, which can be used for in-depth data analysis of consumer behavior. With increasingly fierce competition in social media, developing an effective SMM strategy and adapting to ongoing trends in these platforms is key to achieving success in modern marketing. Therefore, a solid understanding of the background of SMM has become a surviving matter for today's business and marketing (op. cit.).

SMM plays a considerable role in influencing consumer's perceptions of brands (Cheung et al., 2020; Kotler & Keller, 2016; Langaro et al., 2018). The more social viewers, the more opportunities for brands being exposed. As a result, the number of viewers is one of the most important background factors for SMM. As the number of social media users continues to increase rapidly, platforms like TikTok, Instagram, Twitter, LinkedIn, and others could have millions to billions of active users every month. This growth creates huge rates for brands to impress and communicate with a wide audience. In return, consumers can provide feedback, express their preferences, and share their experiences with brands directly and actively. This creates a two-way interaction allowing brands to build closer relationships with consumers. In addition, easy access to social media also provides a simple way to acknowledge the information about brands, products and services. All vital insights such as the information of the products, user reviews, or visual contents could be searched and achieved in seconds. This available information must be accessible, accurate and interesting to consumers. Meanwhile, to reach the target audience more effectively, a good target segmentation is a need as well.

Social media advertising and analytics tools have been applied heavily to gain a better understanding of their audience's behavior and preferences, and then direct messages and ads to them specifically. Internet influencers and recommendations from them also have a great effect on user opinions and on consumer purchasing decisions. If brands are able to build



strong relationships with consumers, they can generate positive figures and receive compliments among consumers' social loops. Better algorithms provide more powerful measurements and analysis tools based on mass data such as campaign performance, consumer engagement levels, follower base growth, and other indicators, allowing brands to evaluate the effectiveness of their marketing efforts and optimize sales strategies (Gogl, 2023).

Every activity on social media is connected to receiving attention (Zander, 2021, according to Grabs & Bannour, 2011). In order to drive traffic to the websites, brands shall interconnect their diverse social media channels or cross-reference them on respective platforms. By embedding links within social media content, such as videos or photos, a substantial audience can be efficiently engaged and directed towards the brand's official website. Regarding the impact of social media on brand awareness, these researchers defined **the main advantages of social media especially for businesses** include following aspects:

- **Increase of awareness**
- Customer loyalty
- Image enhancement & communication
- Increased traffic

Interestingly, the most common reason for using social media is to increase awareness of the brand, which is achieved primarily due to the enormous reach of social media channels. Few other mediums rival the capacity of social media to reach numerous customers or potential consumers simultaneously. (op. cit., p. 29).

Thus, SMEs and entrepreneurs can anticipate whether they will adopt social media to grow their current customers as well as reach potential customers. Furthermore, using social media for marketing can reduce marketing costs, compared to more traditional marketing efforts such as advertising on television, paper, billboards, and others. Establishing an account is typically free for most of the commonly utilized social media platforms, and launching social ad campaigns tends to be comparatively cost-effective. Therefore, social media can be considered and used as a channel to have a larger community reach (Liu, 2022, according to Bowen, 2015; Ebrahim, 2019), which has the potential to provide good opportunities when business marketing campaigns want to establish connections with individual consumers (Liu, 2022).

## 2.2 Social Media Marketing Activities on TikTok

Typically, marketing efforts on social media are executed through various brand engagement activities commonly referred to as Social Media Marketing Activities (SMMA) (Sheak & Abdulrazak, 2023 according to Choi et al., 2015). Prior research has evidenced a significant correlation between social media marketing activities and their impact on brand recognition and image (Seo & Park, 2018). Moreover, Zhang et al. (2019) describe that SMMA is a process which marketers achieve the creation, communication, and delivery of online sales commodities that attract support through social media platforms.

Moreover, actively engaging in social media marketing activities has demonstrated a noteworthy influence on consumers' brand awareness (Bilgin, 2018; Yapa, 2017; Parmar, 2019), as well as brand image and loyalty (Bilgin, 2018; Johansson & Hiltula, 2021). A favorable brand image plays a key importance role for a company as it humanizes the brand, thereby fostering trust between the company and its customers. This trust, in turn, generate brand loyalty and facilitates organic word-of-mouth marketing, subsequently attracting new, interested customers who share similar values. The table 2.1 below show the key aspects of brand engagement on social media, according to Sheak and Abdulrazak (2023).

Table 2.1. Key aspects of brand engagement on social media (Sheak & Abdulrazak, 2023).

SMMA dimension	Social media uses' motivations	Social media users' requirements	Recommended action for brands
Entertainment	<ul style="list-style-type: none"> <li>Hedonic: pleasure seeking (enjoyment, fun, delight)</li> <li>Eudaimonia: meaning seeking (personal, expressiveness, reflection, self-realization)</li> </ul>	<ul style="list-style-type: none"> <li>Interest in domain or topic</li> <li>Empathy</li> <li>"Transported" to a different or fictional context.</li> <li>Escapism from daily grind</li> </ul>	<ul style="list-style-type: none"> <li>Provide aesthetic appeal (of content design and presentation)</li> <li>Facilitate interactivity</li> </ul>

<b>SMMA dimension</b>	<b>Social media uses' motivations</b>	<b>Social media users' requirements</b>	<b>Recommended action for brands</b>
Customization	Personalized information and services that account for users' respective preferences	Offerings which may be relevant to their needs and requirements	Facilitate dialogue with users to attend to their unique requirements or preferences
Interaction	<ul style="list-style-type: none"> <li>• Socialization</li> <li>• Information seeking</li> <li>• Entertainment</li> </ul>	<ul style="list-style-type: none"> <li>• Perception of greater control of the communication environment</li> <li>• High levels of communication responsiveness</li> <li>• Perception that the goal is information exchange rather than persuasion</li> </ul>	<ul style="list-style-type: none"> <li>• Facilitate active communication among users</li> <li>• Provide flexible timing to meet users' needs</li> <li>• Create a "sense of place" for users</li> </ul>
Trendiness	<ul style="list-style-type: none"> <li>• Surveillance: to stay updated about the users' environment</li> <li>• Knowledge: to learn from other users' knowledge and expertise about the brand</li> <li>• Pre-purchase information: gain pre-purchase information by reading reviews or brand community discussions to assist with purchase decisions</li> <li>• Inspiration: obtain new ideas and inspiration</li> </ul>	<ul style="list-style-type: none"> <li>• Looking for latest information about brands</li> <li>• Seeking recommendations and opinions from other users</li> <li>• Able to participate in current trends</li> </ul>	<ul style="list-style-type: none"> <li>• Identify coordinated trends where the trendiness of a topic can be characterized by the number of connected pairs of users discussing it.</li> <li>• Identify uncoordinated trends based on the number of unrelated users interested in a topic</li> </ul>

<b>SMMA dimension</b>	<b>Social media uses' motivations</b>	<b>Social media users' requirements</b>	<b>Recommended action for brands</b>
	from brand-related information		
eWOM	<ul style="list-style-type: none"> <li>• Showcase/demonstrate tastes and preferences</li> <li>• Provide support for other users</li> <li>• Facilitate negotiation of identities</li> </ul>	<p>Means for self-construal:</p> <ul style="list-style-type: none"> <li>• Display connectedness to group</li> <li>• Display uniqueness from other users</li> </ul>	<ul style="list-style-type: none"> <li>• Promote sense of belonging through shared values with the brand</li> <li>• Create online brand communities</li> <li>• Facilitate self-enhancement by providing "smart-tips" and/or expert advice</li> </ul>

In the context of TikTok, SMMA include various activities such as publishing entertaining brand-related video content, initiating branded hashtag challenges, cultivating a community of followers and fans, or even promoting through ads. Many scholars have identified five dimensions of SMMA: entertainment, customization, interaction, electronic Word-of-Mouth (eWOM), and trendiness (Cheung et al., 2020; Cheung et al., 2021; Kim & Ko, 2012; Seo & Park, 2018).

### **2.3 Target group customer: Generation Z and Y**

Kotler et al., (2017, p. 194) state that market targeting involves evaluating each segment's attractiveness and selecting one or more segments to enter. Besides, researchers highlight that the issue is not really "who" is targeted but rather "how" and "for what". Marketers can define the key characteristics of their target audience through segmentation (Geographic, Demographic, Psychographic and Behavioural) and then direct marketing efforts to their unique needs, interests, and personalities (op. cit., p. 195).

Regarding defining generations, it is not an exact science to determine the boundaries, according to Dimock (2019). Instead, it should be seen as useful tools for conducting the analyses. However, it is important to note that these boundaries are not random. Generations are typically defined by their duration, yet there is no agreed upon formula for determining this duration. For analytical purposes, it is believed 1996 is a meaningful cutoff between Millennials and Gen Z for several reasons, including key political, economic and social factors that define the Millennial generation's formative years (op. cit.).

### The generations defined

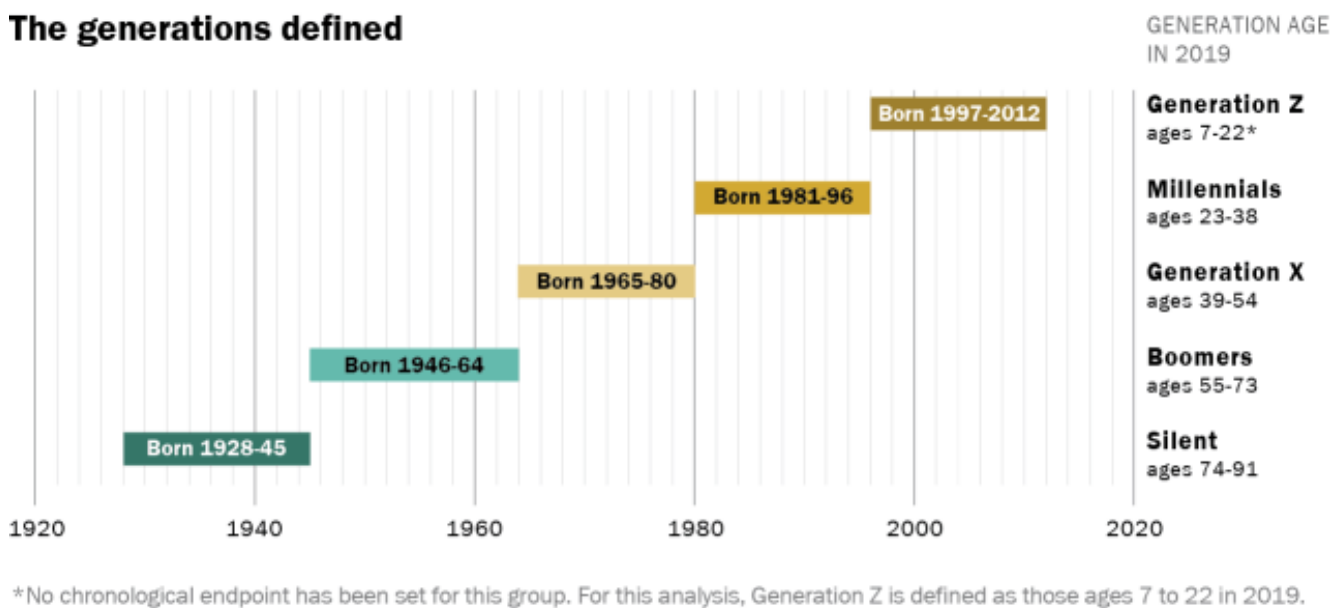


Figure 2.1. Generations Defined (Dimock, 2019).

Technology, especially the rapid advancements in communication and interaction methods, plays a pivotal role in shaping different generations. Baby Boomers experienced the expansion of television, which significantly changed their lifestyles and connections with the world. Generation X witnessed the emergence of the computer revolution, while Millennials came of age during the proliferation of the internet.

What sets Generation Z apart is that they have been exposed to all these technological advancements from the very beginning. The iPhone, which launched in 2007, was a staple in their childhood, with the oldest Gen Z being just 10 years old at the time. As they entered their teenage years, mobile devices, Wi-Fi, and high-speed cellular networks became the primary avenues through which young people accessed the internet. Social media, constant connectivity, and on-demand entertainment and communication became integral parts of

their lives from an early age, distinguishing their technological experiences from those of previous generations.

## 2.4 Brand Awareness

Brand awareness is the knack of a brand to be present in consumers' minds when they consider a particular product category, and the ease with which its name springs to mind (Kamadi, 2022, according to ElAydi, 2018). According to Shabbir et al. (2017), brand awareness plays a significant role in consumer decision-making. The stronger the brand awareness, the more likely the brand or product will be included in the consumer's consideration set. Brand awareness pertains to whether customers can easily recall or recognize a brand, and it precedes the development of brand equity (Gesmundo et al., 2022, according to Amiri & Maroofi, 2016). Additionally, the research suggests that once customers become aware of a brand, there is a heightened likelihood that they may consider its intention to purchase. The impact of brand awareness initiates the consumer journey, with potential buyers becoming acquainted with the brand during the initial stages of the purchasing decision process (Dasyanti et al., 2018). Kamadi et al. (2022) (according to Wahid and Puspita, 2017) reveal that there are several levels of brand awareness in the formation process in company activities, namely:

**Unaware Of The Brand.** At this stage, customers feel doubtful or unsure whether they already know the brand mentioned or not. This level should be avoided by the company.

**Brand Recognition.** At this stage, the customer can identify the brand mentioned.

**Brand Recall.** At this stage, customers can remember the brand without being given a stimulus.

**Top Of Mind.** At this stage the customer remembers the brand as the first thing that comes to mind when talking about a particular product category.

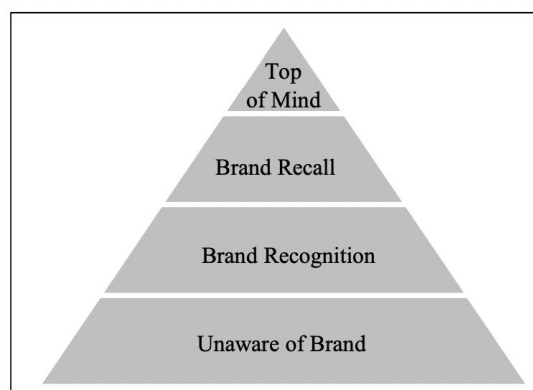


Figure 2.2. Levels of Brand Awarenesss (Kamadi et al., 2022).

Effective brand management by companies cultivates positive perceptions of the brand among consumers. Rising brand awareness enhances the likelihood of a brand being considered in a specific product category (Langaro et al., 2018), thereby influencing consumer decision-making processes. This need for heightened brand awareness is particularly pronounced in today's market landscape, characterized by the continuous introduction of new brands to consumers (Dao et al., 2014). In recent years, companies have leveraged the popularity of social media platforms, collectively known as social network sites (SNSs), to establish and maintain brand awareness (Hollebeek & Macky, 2019). Unlike traditional marketing channels, social media offers brands a more cost-effective means of reaching consumers. Additionally, social media also facilitates engagement and interaction between brands and consumers, fostering increased brand awareness. As a result, branded content now can be found across major SNSs, including TikTok, where brands from various product and service categories offer actively branded content on the platform (Ehlers, 2021).

## **2.5 Literature review of theoretical models/strategies analyzing TikTok Marketing, SMMA on TikTok and its influence in Raising Brand Awareness**

According to Sheak and Abdulrazak (2023), SMMA on TikTok has a positive influence on brand awareness. The key findings of this research provide the underlying basis of the proposed heuristics. Specifically, four SMMA dimensions – entertainment, interaction, trendiness, and eWOM – were found to influence brand awareness on TikTok. The proposed heuristics are divided into three sections, which correspond to the “why?”, “what?”, and “how?” aspects of maximizing the potential for raising brand awareness on TikTok. In other words, they address social media users' motivations, expectations, and social media managers' actions. Additionally, Entertainment was found to be the most significant dimension that brands can leverage in the following ways:

- Use viral soundtracks or memes for branded content to relate to and entertain users.
- Create humorous or relatable scenarios that resonate with the audience.
- Incorporate Gen-Z lingo and terminologies that are currently popular.
- Develop unique and entertaining brand challenges.

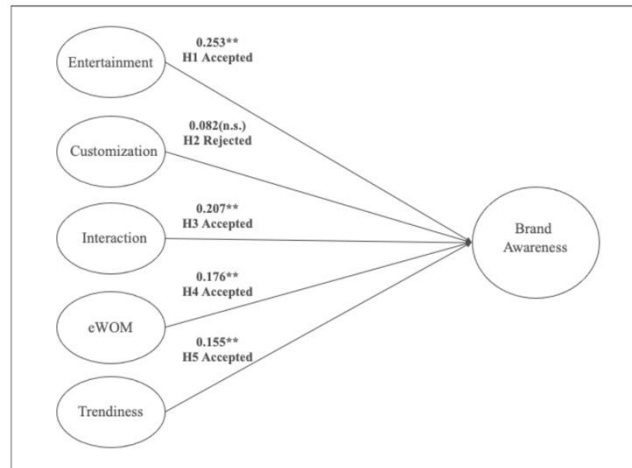


Figure 2.3. SMMA on TikTok has a positive influence on brand awareness (Sheak and Abdulrazak, 2023).

Another study of Adesyafira et al. (2023) mentioned that five SMM aspects have a significant impact on brand awareness which are entertainment, interaction, trendiness, customization, and electronic word of mouth. Entertainment appears to be a contributing factor to increased brand awareness thanks to its ability to entertain and attract attention, as well as active interaction between brands and consumers. Besides, trendiness and the ability to adapt to consumer needs or customization also have a significant impact on brand awareness. Lastly, eWOM or electronic recommendations from individuals or other users have also been shown to positively influence brand awareness.

Interestingly, Liu (2022) studied that among the five dimensions of SMM, only entertainment and customization have positive significant correlations on Consumer-Brand Engagement. By marketing campaigns on social media with high entertainment, customization, and trendiness, it shows an increasing brand awareness of brands promoted in generation Z, under the influence of consumer brand engagement, the researcher emphasized. Furthermore, when marketers aim at brand image building and raising brand awareness, eWOM is an important influencing factor.



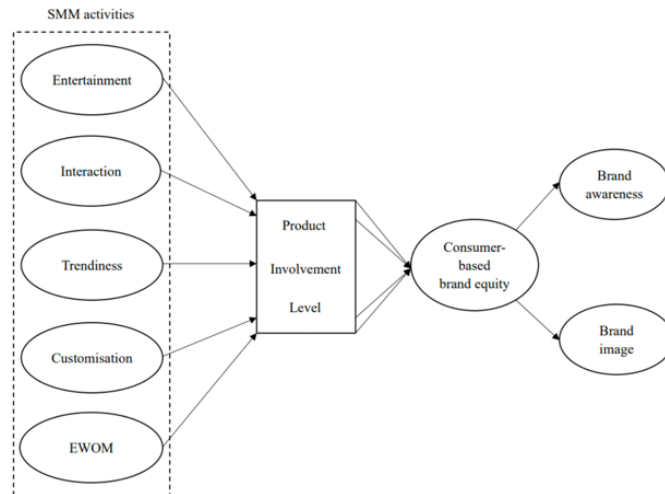


Figure 2.4. The impact of using social media marketing on consumer-brand engagement among generation Z (Liu, 2022).

Regarding eWOM factor, Hanifa and Kurniawan (2022) highlighted two key findings in their research that Credibility and Entertainment in TikTok Branded Augmented Reality Advertisement significantly affect eWOM, and eWOM significantly impacts attitude toward the brand. Marketers must provide trusted, amusing, enjoyable, and entertaining messages to stimulate eWOM. The messages should also be a good reference for potential consumer purchasing. Since eWOM influences attitude toward the brand, marketers should also provide a call-to-action element in their Augmented Reality ad content to attract customers to share the ads. Besides, the marketing campaigns using the TikTok Branded Augmented Reality Effect are more creative because they utilize shareable stickers, filters, and customized special effects from brands that can help increase user creativity and promote a brand's products. It can provide users with a fun and enjoyable visual experience and unite users worldwide with a visual language.

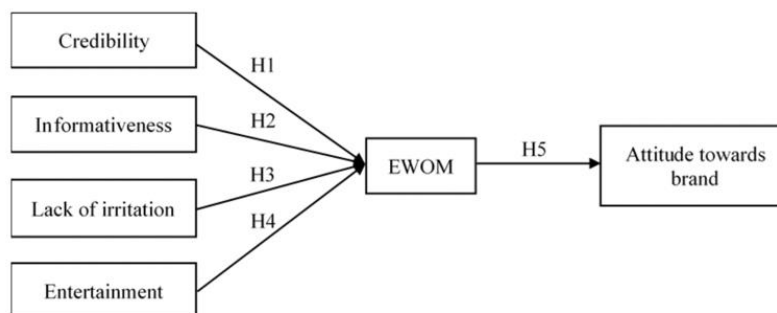


Figure 2.5. The role of TikTok branded augmented reality advertisement towards eWOM and attitude towards brand (Hanifa and Kurniawan, 2022).

The brand awareness of Millennials is significantly influenced by Marketing Campaigns on TikTok (Gesmundo et al., 2022). The researcher observed that most of the respondents stated that they could recall it after seeing the brand on TikTok. Hence, TikTok holds opportunities for businesses to grow through marketing (Azpeitia, 2021). Businesses must adapt to the constantly changing of social media to stay relevant. Similarly, Ghiasi (2023) also stated that TikTok is particularly useful for businesses looking to build brand awareness and drive engagement with their products or services. When the target audience is addressed and expanded appropriately to the platform, brand awareness can increase. Companies must keep up with the topicality and fast pace of TikTok. Then, making it a good tool to stay up to date on the latest trends, both target audience and industry. The short video format, focus on music and creativity help businesses create engaging and entertaining content, leading to connect with their audiences and build their reputation.

In terms of content, creating content is crucial for marketing purposes (Erdogan, 2023). Stories also help the brand to form a niche in the kind of content people like, which is basically through people's impressions, likes, and comments. However, time management is a significant obstacle to create content. An adequate time is crucial to be planned to get the right engagement with users. Besides, Yusoff and Roffe (2023) demonstrated nine (9) themes from the selected TikTok contents analysed as followed:

- The most dominant theme of quality contents is 'general knowledge'. general and random knowledge of various topics, explained in the simplest way to their audience.
- The second dominant theme is 'factual information', contains information that are science-based and facts that are taken from a verified source.
- 'opinion' is the third theme, answering questions that were asked by their followers.
- 'Sharing' is the fourth theme
- The most interesting theme is 'humor' for videos that contain light-hearted jokes (entertainment purpose). In the videos, elements of laughter are edited in to make it look and sound more realistic.
- 'Religious' is the sixth theme. This theme is for videos involving religion and religious activities.
- The seventh theme, 'psychological', for video that share about psychological information or facts.
- The eighth and ninth theme are 'tutorial' and 'advertising'.

What is more, Ahlse (2020) proposed six categories 'Entertainment', 'Socializing', 'Personal Identity', 'Information Seeking', 'Convenience', and 'Status' of UGT, which are applicable motivators in content creation on TikTok, and Entertainment should be highlighted as the key motivating factor, see figure 2.3. Therefore, Rezek (2022) claimed that successful Tik Tok content need to be a central part of the marketing mix to accelerate the popularity of brands and products which target Generation Z consumers. The target generation's shifting media preferences and Tik Tok's above-average engagement rates are the factors that lead to this result. Participating in challenges and content trends and using popular sounds behind their videos is crucial to connecting with this audience. This strategy will also help brands perform better with the TikTok algorithm. This algorithm has importance beyond deciding how many views a video receives (op. cit.). Likewise, Artemova (2018) stated that it is extremely crucial to be aware of the latest ever-changing trends in the industry in order to stay competitive in the hectic digital marketplace. In addition to reaching Generation Z followers via appropriate social media platforms, it is important to capture their attention through interesting, engaging and appealing content.

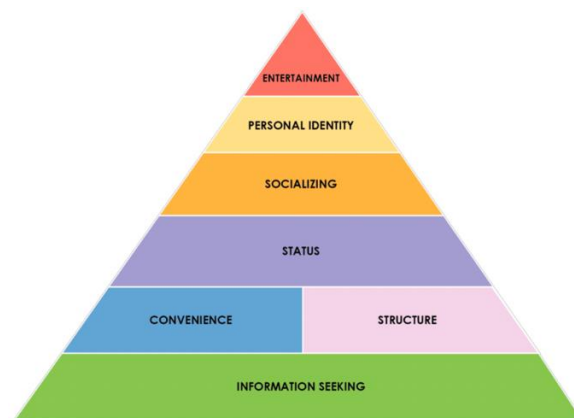


Figure 2.6. motivators in content creation on TikTok (Ahlse, 2020)

As regards guidance or strategies to being successful on TikTok marketing, Marrufo (2022) suggested a specific guide including three main sections campaigns should consider which are: campaign pre-production and concept, campaign production and execution, and lastly, post-campaign launch. This guide was created by using a combination of sources such as a benchmarking of successful campaigns on TikTok, online interviews with TikTok strategists and previous research and references. This author also advised evaluating campaigns through SMART objectives to assess its success and indicated the most commonly used Tik-Tok strategies to market to Gen Z including:

- Branded effect
- Branded Hashtag Challenge
- Partner with key content creators / influencers
- Dynamic, easy motions & dancing
- Recognizable brand style
- Encourage user generated content
- Original soundtracks
- Picking your voice
- Storyboard and mood-board
- Interesting storyline

Additionally, Perreau (2021) provided a practical and clear initial guidance such as advice on execution, brand examples and pragmatic approach to help marketers and readers feel educated on the TikTok platform and to being successful on TikTok. Particularly, there are two rules of engagement, which are 'connect authentically' and 'create adaptively'. Content that are performed well when considering 'connect authentically' includes the following: Identity stories, Duets, Challenges, Slice of life, Recycled sound. Also, some content considering 'create adaptively' includes DIY (Do It Yourself) videos, Food, Travel. Furthermore, the paper recommended being in the mindset of creation, testing and learning:

- Brands and music licensing: Royalty-free music, original sounds, Brand library
- Format Trends
- Test, learn and reconfigure

Meanwhile, Ghiasi (2023) defined that utilizing TikTok trends such as Branded Hashtag Challenges and influencers, the companies successfully addressed their target group on TikTok. Afterward, the businesses can raise their brand awareness with further content and thus promote themselves in the long term. To be successful and generate reach, it is necessary to actively follow trends. Therefore, internal capacity must be divided appropriately. It is also recommended to make creative content that is both humorous and authentic.

### 3 URBAN KEY OVERVIEW – A LEASING REAL ESTATE AGENCY

#### 3.1 The establishment and development description

Urban Key is a residential leasing agency specializing in consulting and assisting tenants and property owners in the centre areas of Ho Chi Minh City (Saigon), the largest city in Vietnam. Since 2022, the first Urban Key people gave up jobs and attractive positions at large corporations to come together under the same flag. The founders have experienced Real Estate business in Vietnam market, especially in HCMC, for many years. While working, they realized the residential real estate leases market is quite potential to develop and penetrate.

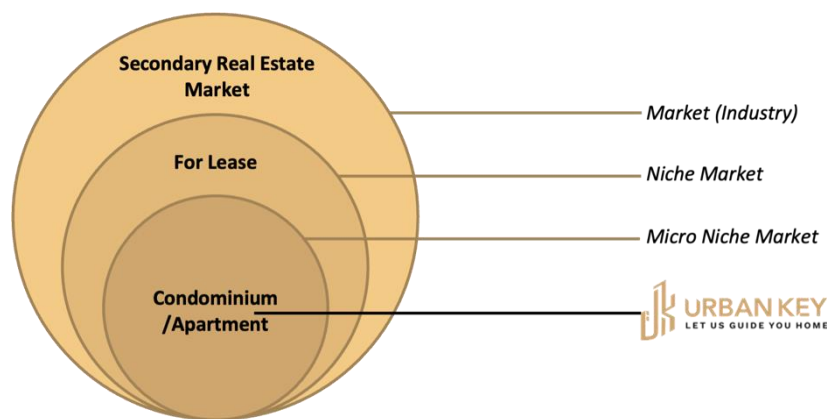


Figure 3.1. Urban Key's market segmentation.

According to Ho Chi Minh City Department of Construction, the supply market is super huge which the city has 1,440 condominium buildings in 2019. In Q4 2022, this number continues to grow by 1,312 new condominium units were launched in HCMC. The total launched units of 2022 to be 18,440 units. Furthermore, according to Savills Vietnam, Q3 2023 Ho Chi Minh City real estate market report stated that the number of new apartments increased by 572% demand.



Figure 3.2. Condominium Supply Market in HCMC (CBRE, 2022).

As regards the market demand, demand for rental properties in HCMC recovered well in 2022, witnessed a stronger recovery with the level of interest in rental properties increasing by 103 per cent compared to the beginning of the year.

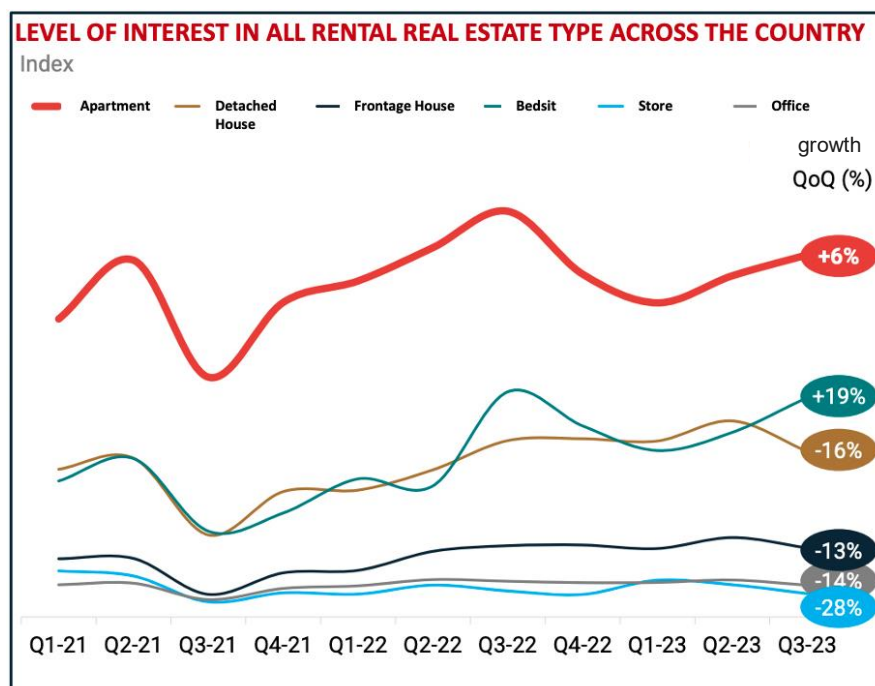


Figure 3.3. Market demand for all rental real estate type across the country (PropertyGuru Group, 2023).

Another key point, according to the report on housing information and the real estate market in the first quarter of 2022 by the Ministry of Construction, housing and land prices are increasing significantly compared to people's incomes. Data from the International Monetary

Fund (IMF) shows that the average-income workers in Vietnam need 57 years of salary to afford an urban apartment. Consequently, the demand for renting houses has become an essential trend. Furthermore, this fact also leads to a current trend in young Vietnamese people both Generation Z and Y which is prefer renting an apartment rather than saving money to buy it compared to their parent generation (Chairman of Vietnam Real Estate Association, according to VTC News, 2022). With the aim of experiencing and aiming for convenience, they want to occasionally switch to a new space. And they will also change the interior of the apartment. They like this because it is a way to refresh themselves and their lives.

The number of people moving to HCMC is increasing, especially in areas with many industrial zones and universities. A significant portion of those who need to rent apartments are students studying and newly graduated individuals who need to work in the city. Alongside this is the expansion and development of foreign businesses in Vietnam, making the segment of foreign guests also increasingly a large supply source for the rental real estate market.

Nevertheless, there is a lack of professional service providers focused solely on the rental sector to quickly connect individuals in need of renting apartments with property owners, and provide some services related to renting apartment. Therefore, Urban Key Real Estate Vietnam Co., Ltd has been established as a start-up agency since February 2022. The company has a head office located in District 1, HCMC (Lux 6 Building, Vinhomes Golden River, No. 2 Ton Duc Thang Street, Ben Nghe Ward, District 1, Ho Chi Minh City, Vietnam).

### **3.2 Company structure and Human resources**

The Director directly manages Sales and Customer Relationship Management department. Sales department has a manager who will directly manage its operations for both B2B and BC2, and he has the responsibilities to report to Director. The Vice Director will report to the Director. She and her assistant oversee Administration, Finance and Accountant, Human Resource, and Marketing.

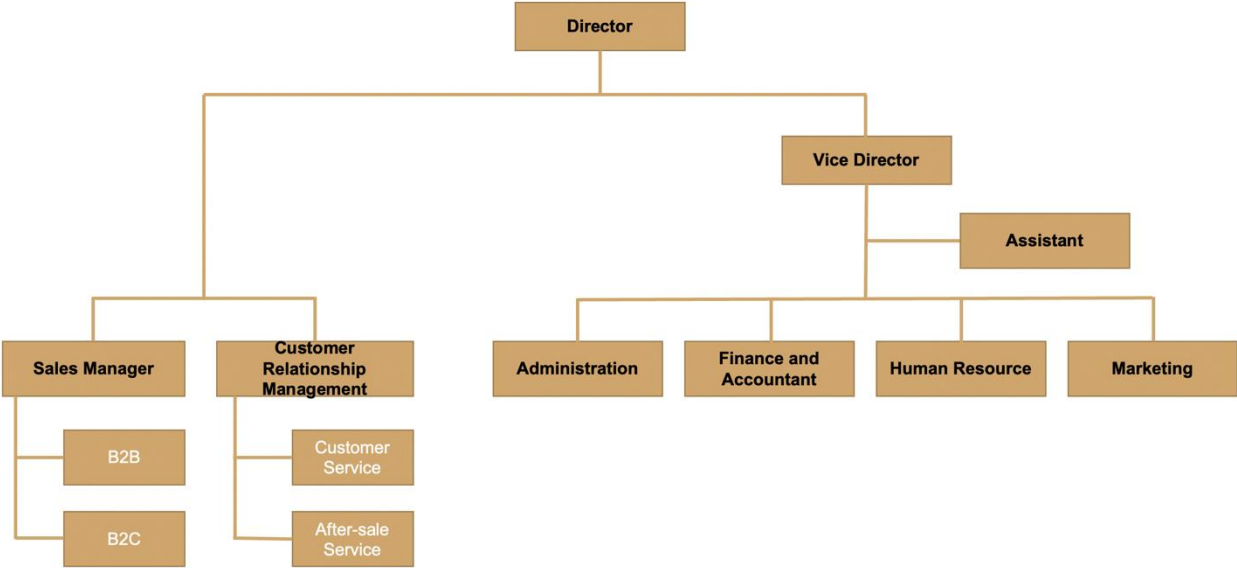


Figure 3.4. Urban Key organization (Urban Key, 2023).

From the first bricks, Urban Key have more than 30 employees. All of them are Vietnamese people and have owned educational levels from Bachelor to Master’s degrees. The head-quarter is based in Ho Chi Minh City, so the majority workforce is concentrated in there, while only one person who is based in Finland working remotely.

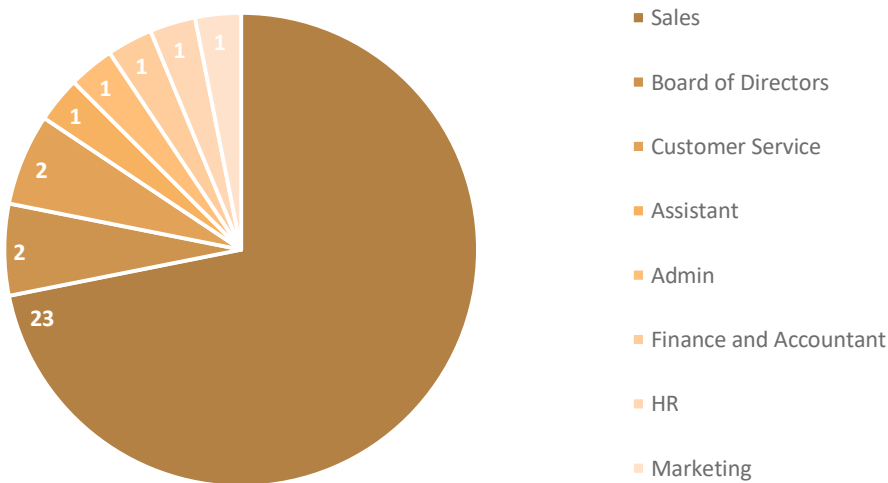


Figure 3.5. Workforce allocated by department (Urban Key, 2024).



### 3.3 The product and services

As an agency company specializing in leasing, Urban Key's main products are apartments for rent in premium condominium projects, focusing mainly on the Central Urban Area and Eastern Urban Area.

In the Central Urban Area, Urban Key has two big projects which are Vinhomes Golden River and Grand Marina Saigon located in District 1. This is the busiest district in the city with the highest living standards. The fact that District 1 is considered as a financial centre of Saigon and Vietnam, contains most of the city's administrative offices, consulates, and large buildings. Besides, Urban Key has another new project in Binh Thanh District - next to District 1 - which is SunWah Pearl.

In the Eastern Urban Area, known as a creative urban area of Ho Chi Minh City, has been focused on investing in infrastructure development by the city and the government. It leads to the acceleration of the real estate market in this area. Therefore, Urban Key has three hot condominium projects including The River, Empire City and Metropole Thu Thiem.

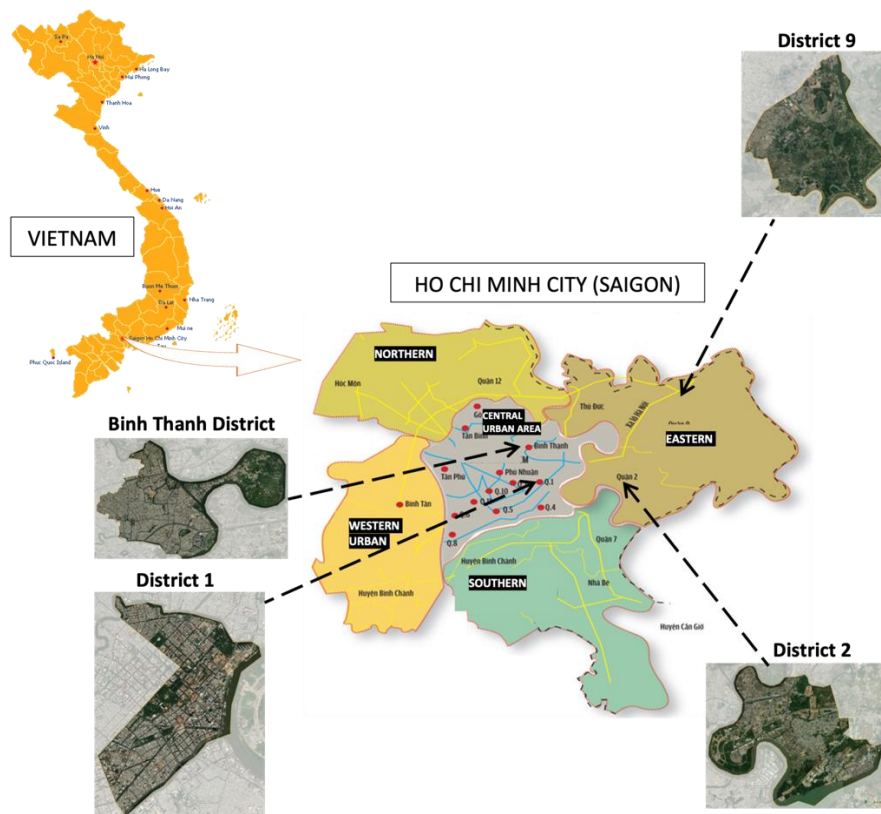
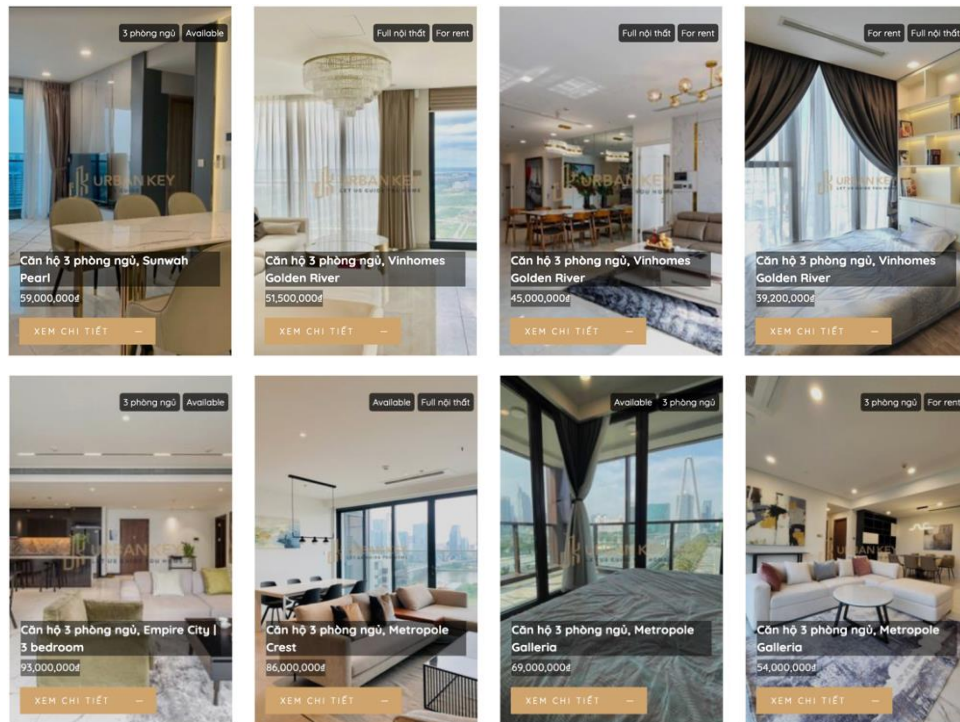


Figure 3.6. Ho Chi Minh City and Urban Areas Map.

For each project, the company offers customers a wide variety of options with different kinds of apartments including 1-2-3-4 bedrooms apartment, Penthouse and Duplex.



Picture 3.1. Product photographs on the Urban Key's website (Urban Key, 2024).

Regarding Urban Key's services, the company designs and divides into two categories to meet the needs of B2B clients, B2C customers and the property's owners (Lessors). Additionally, since a typical leasing agency company, Urban Key also has offered and committed to supporting customers 24/7.

The process of Business-to-Customer and Business-to-Business's services specifically is divided into 4 main stages. The first stage is Customer Approach which Sales will contact and help customers find suitable apartments matching their demands after receiving requests from individual customers or clients (B2B) via phone calls or chat box from social media (Facebook, Instagram and Zalo). Then, Sales will arrange with property's owners to take customers to visit selected units. The second stage is Document Supports. The company has a legal team which advises customers and helps them to clarify terms in a leasing agreement in order to save time. In addition, the CS team helps customers Declaration of Temporary Residence in Police station of District. The third one is Moving In and Out apartments Supports. Sales will help customers to prepare all moving in and out documents following Building's regulations, then provide paperwork to the reception of the building to register and make resident cards for customers. Moreover, Urban Key also has a team to assist customers work

with third parties such as cleaning service, home-moving service, and other services. The last stage is After-sales supports. The company will also support customers during the tenancy. If there is any problem with apartments such as furniture damage, electric or water issue, and more, the CS team will support as much as they can to make customer's experience to the fullest.

In terms of Landlord's service, Urban Key supports landlords finding new tenants for their property. By leaving the entire leasing process, including advertisements and viewings in the hands of a professionals which overseen from start to finish, the landlords could save time and effort. The company offers advertising services by taking photographs of the property for the first time, making high-quality and comprehensive catalogue to send to the potential tenants or/and advertising the property on company 'website. In addition, the after-sales service toward the landlords is also provided after the property has been leased. During the tenancy, things may come up on which landlords want a professional opinion, then Urban Key always be ready to advice and support them as much as the company can.

A leasing process including these services:

- Price consultation
- The handing over of the key for property viewings.
- Discuss the final rent
- Legal lease agreement and leasing terms
- Get to know and ask the customers necessary background questions in order to provide the landlords and help them choose reliable tenant candidates
- Update on the progress of the leasing process, pass on any comments the sales receive from visitors to the property viewings.

Table 3.1. Urban Key's projects and product information (Urban Key, 2024).

District	Project	Number of buildings	Number of apartments for rent	Number of apartments for rent that Urban Key has	Product information		
					Category	sqm (m <sup>2</sup> )	Rental Price (million VND/month)
1	<b>Vinhomes Golden River</b> 	5	1449	841	1 bedroom	46.7 – 58.8	16-24
					2-bedroom	61.4 – 90	20-40
					3-bedroom	99 – 126.4	29-65
					4-bedroom penthouse	157.4 – 159.4	65-100
Binh Thanh	<b>Sunwah Pearl</b> 	3	295	52	1 bedroom	52-56	17-25
					2-bedroom	88-113	28-46
					3-bedroom	122-130	41-64
2	<b>The River</b> 	3	76	20	1 bedroom	57-64	25-40
					2-bedroom	77-84	25-60
					3-bedroom	186-201	38-75
					4-bedroom	157.4-159.4	78
	<b>Empire City</b> 	10	301	69	1 bedroom	62-64	17-30
					2-bedroom	82-95	23-66
					3-bedroom	127-160	30-98
					4-bedroom	137-148	78
	<b>Metropole Thu Thiem</b> 	6	203	65	1 bedroom	49-79	17-34
					2-bedroom	68-128	23-90
					3-bedroom	103-194	30-71.5
					4-bedroom	168-181	80
					Penthouse	244	100-200
					Duplex	151-286	200-322

### 3.4 The operational process

The three main departments responsible for the working process with customers, covering both B2B and B2C interactions, are Sales, Accounting, and Customer Service. There are two working processes with Landlord: the first one is to get more leasing apartment products from property's owners to enrich the company product's portfolios. Then, all leasing apartment products will be recorded and designed in order to advertising on Urban Key's website which

is to look for potential tenants.

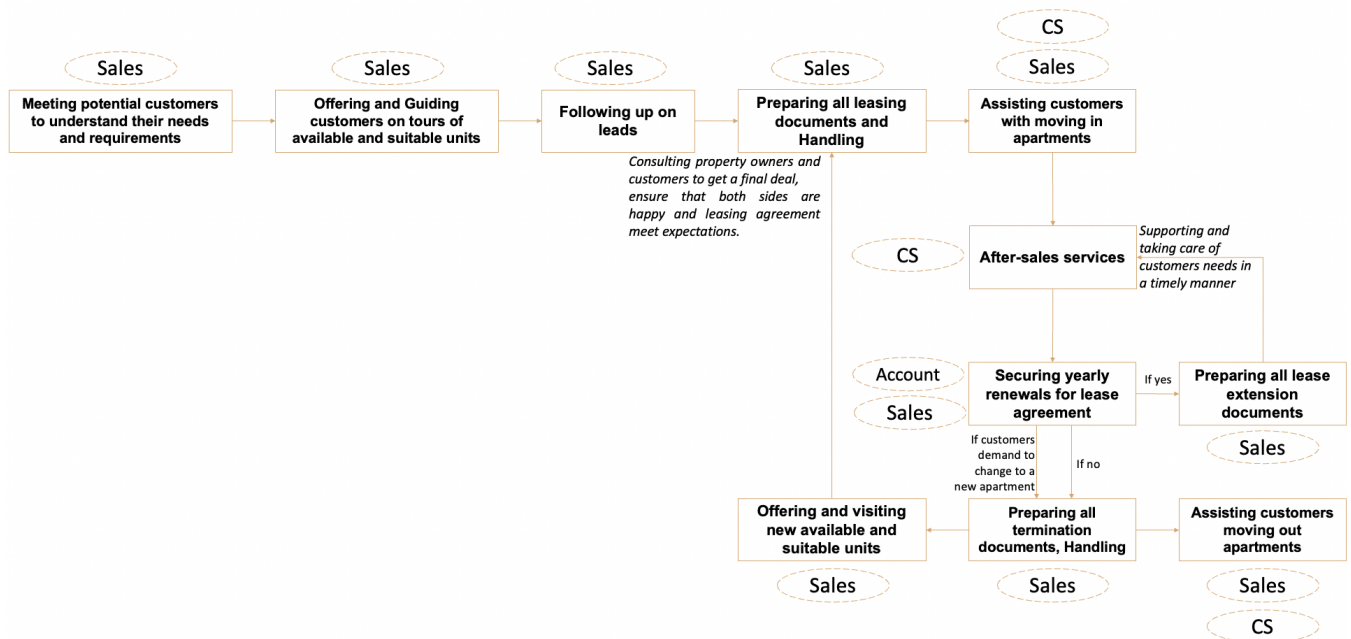


Figure 3.7. A key and basic working process with Customer (Urban Key, 2022).

The second one is a process of how the company work with landlords to lease their properties and afterwards make revenue for Urban Key through each leasing contract.

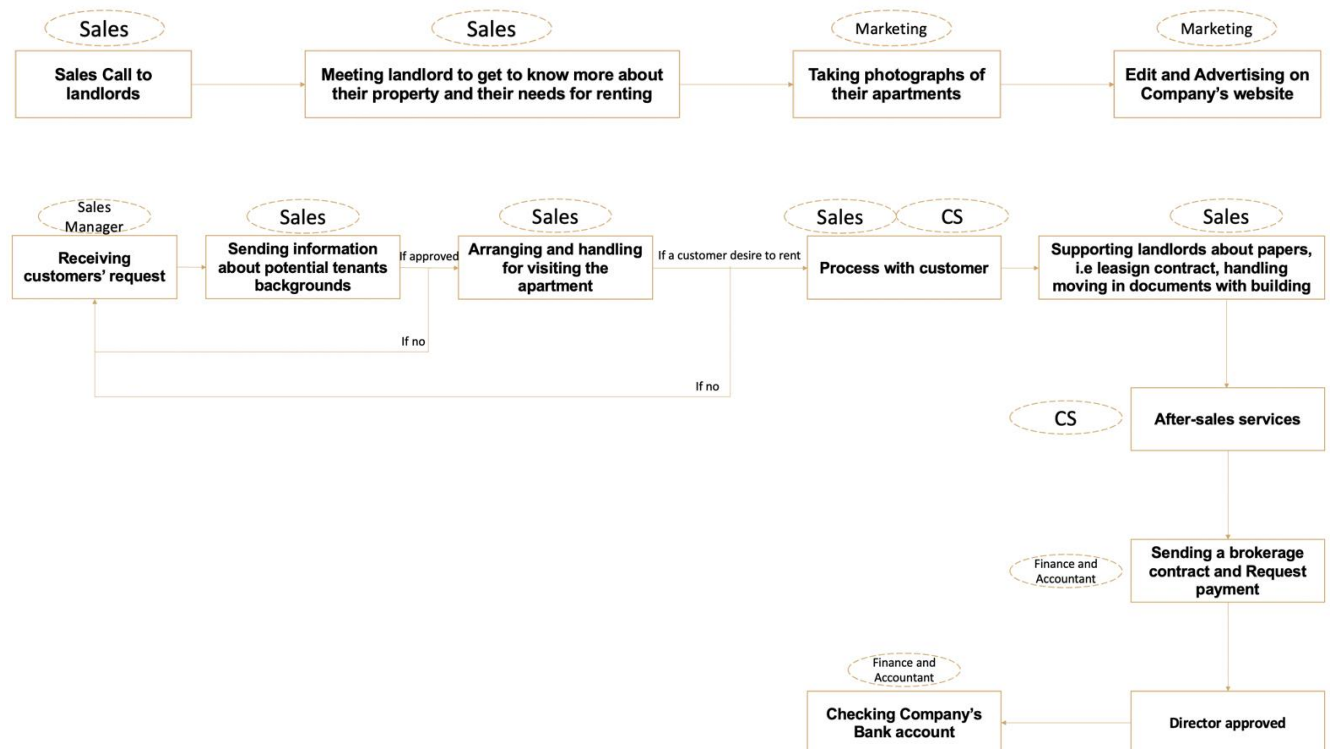


Figure 3.8. Two working process with Landlord (Urban Key, 2022).



### 3.5 Customer target

Urban Key has two main sources of customers: landlords and tenants.

Landlords, who own one or more apartments, need to find a professional and reliable leasing agency to advertise their apartments and find potential tenants. Also, landlords are the main source of suppliers for the company's product portfolio. The more landlords Urban Key gets, the more diverse rental products the company has, leading to gain more customers who have a demand to rent.

Tenants are foreign experts, international students and workforce who are moving to HCMC and looking for a leasing apartment nearby their workplace. They could be an individual customer (B2C) or a business customer (B2B). Regarding the business customers, both local and international corporations, they often have a group of experts or workforce who come from other countries every year to work in Vietnam. Thus, these organizations have to provide accommodation for their employees. Then, their human resources department will demand a third party which is an agency to support them looking for apartments for that group of employees. Currently, Urban Key achieved 5 big business customers are as followed



### 3.6 Vision, mission, and core value of Urban Key company

According to the company's CEO, Urban Key's vision is to become a reliable partner, create a long-term relationship based on trust and offer the best leasing service to its customers.

The company mission is to help the customers to find the best solutions related to the leasing and management of apartments and properties. Urban Key wants to lead the way in the field of property management and brokerage operations. In addition, their aim is to build the best customer experience in the field by implementing a training our personnel and reshaping our operating models. Urban Key's strategy is based on growth, customer experience and competitiveness.

Core Values: TRANSPARENCY - HONESTY - PROFESSIONAL

### 3.7 The achievement and limitation

After three years, thanks to the efforts of all departments, Urban Key has achieved more than 255 contracts, held large B2C accounts and gained more than 200 individual customers, according to a Sale Manager of the company. Besides, Urban key has also been reaching over 1000 landlords who trust in its services to collaborate and lease out their property.

Customer satisfaction is a top priority to Urban Key. Each contract serves as a valuable lesson for Urban Key team to further enhance their capabilities and expertise. They gather a team of very young, dynamic and enthusiastic staffs who are trained in specialized skills and knowledge to smoothly coordinate and ready to meet customer expectations. Also, the company has built a friendly and professional environment which has created engagement and got the best contributions.

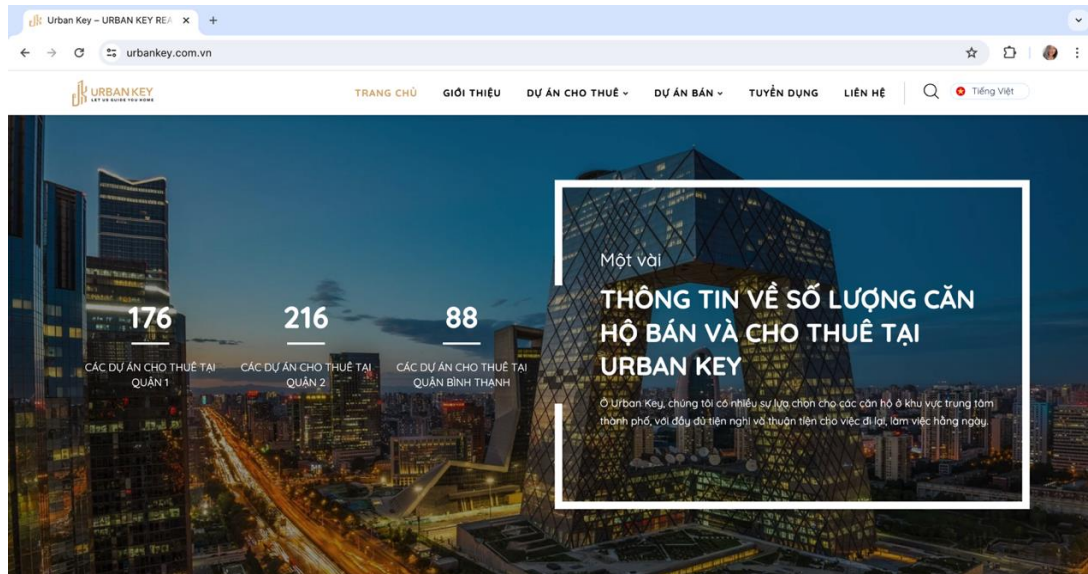
The company has not conducted maximized cost of operations such as marketing, branding, administration, and data management. Especially, the products' portfolios are quite large (up to 5000 apartments), meanwhile the company has not invested and developed data usage and management system yet to provide an efficient tool for each department, especially Sales department.

Urban Key has been focusing solely on luxury apartment segment for 3 years, sales and profits haven't seen significant growth. The company has not planned a strategy to expand its product segments, thereby broadening its customer base and increasing its revenue.

### 3.8 The company's communication activities

- Website: <https://urbankey.com.vn/>

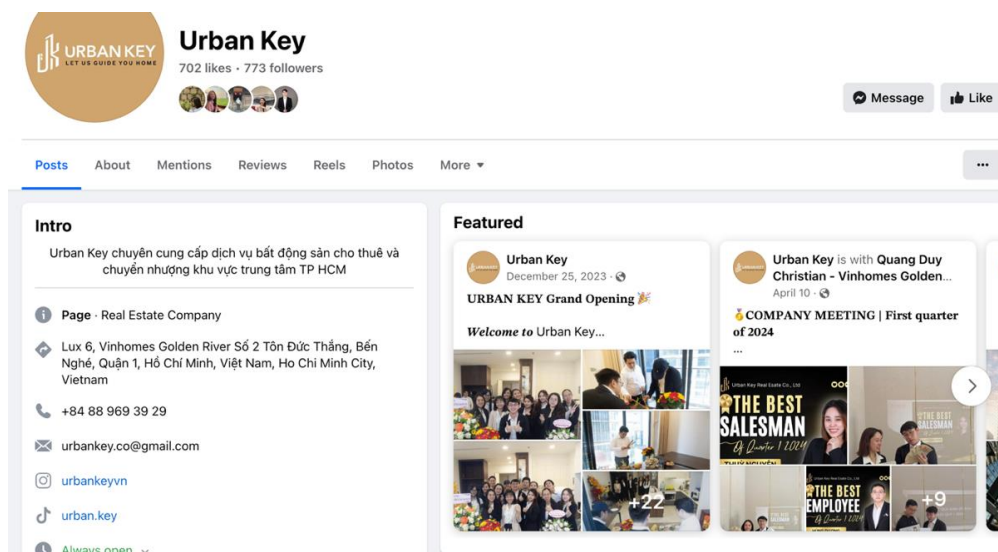
Its primary function as a tool is to offer details digital brochures on Urban Key's projects and products, and provide essential information such as business location, email address and contacts as well as company reputation (Urban Key's customers/partners).



Picture 3.2. Urban Key Website

- Facebook: <https://www.facebook.com/Urbankeyvn>

Facebook is the channel that Urban Key aims to use for connecting and establishing relationships with domestic customers. In addition to updating weekly hot rental apartment listings, it serves as a platform to present other aspects of Urban Key such as corporate culture, company meetings, company trips, outstanding personnel, business hours on public holidays, and others. Furthermore, to enhance brand recognition and reach a wider audience, Urban Key actively posts in some “Ho Chi Minh City real estate” groups, as well as in groups/communities of rental apartment projects that Urban Key focused on.

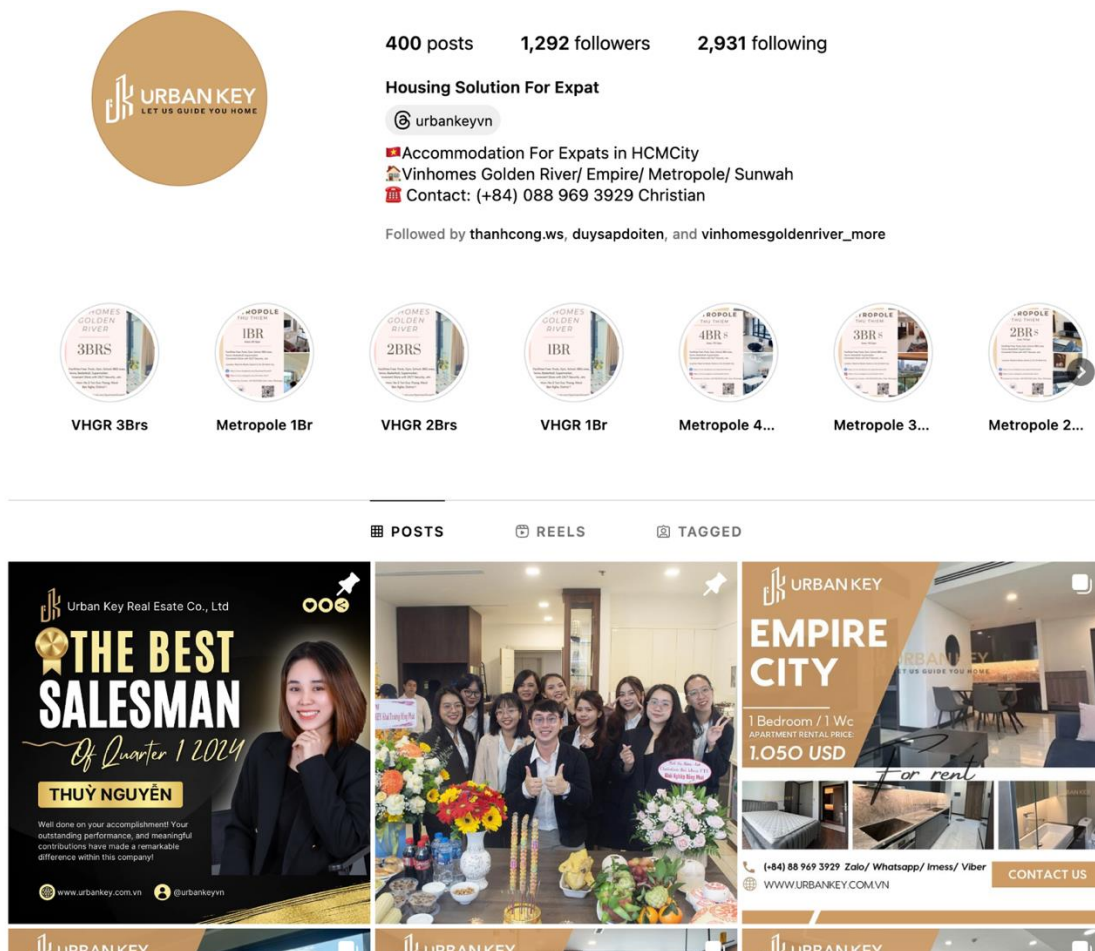


Picture 3.3. Urban Key Facebook



- Instagram

This is the channel that the company targets towards expats in HCM City. Similar to Facebook, Urban Key also consistently updates hot available rental products on Instagram through image formats and reels, as well as other cultural activities of the company.



Picture 3.4. Urban Key Instagram

Generally, Urban Key is utilizing social media platforms for digital marketing. However, the company has not yet developed a specific strategy to run effective marketing campaigns. The Marketing Department Representative of Urban Key explained that, up to now, Urban Key has been posting on social media platforms in a simple manner mainly to introduce their brand name to the niche market and provide information about the projects that Urban Key is working on. Since the company's establishment, most Urban Key's customers have come from word-of-mouth, and as a new and small start-up, the board of directors have decided to focus on product portfolios and customer services rather than investing budget in advertising

on social media platforms. Consequently, at the present, the company realizes the need to change its strategy to attract more and new potential customer portfolios.

Notably, Urban Key has mostly created content in the form of images or a few short videos in reels format on Instagram and Facebook. Besides, almost 90% of the content themes focus mainly on advertising available apartments for rent/sale. Therefore, Urban Key aims to develop an effective marketing strategy to create content with more interesting themes. The CEO of the company said:

Specifically, we are interested in exploring the TikTok platform, as we see that TikTok is currently booming in Vietnam. This is a great tool to promote brand awareness and bring products to life in a more vibrant way thanks to the combination of images, sound, and visual effects. We need something more creative on social media, something that static images or text alone may struggle to attract attention and make viewers curious and interested in the content.

## 4 TIKTOK PLATFORM UNDERSTANDING

This following session will give some background information about TikTok: how the app started, how it came to be popular, its interface, types of content, algorithm, and finally, the general TikTok in Vietnam pulls in.

In September 2016, a mobile video-sharing app called Douyin was founded by a Chinese company, ByteDance, with a focus on short music videos, created and posted by a target market of millennials. In November 2017, ByteDance bought a platform which is one of its biggest competitors, Musical.ly, and changed the name to TikTok. The international version of Douyin continued to proliferate, became popular outside of China, reaching 4.1 billion downloads worldwide in quarter 4th 2023 (Statista, 2024a).

TikTok is stating their mission: “TikTok is the leading destination for short-form mobile video. Our mission is to inspire creativity and bring joy.” (TikTok, 2021). The app is free to install on iOS and Android devices which gives users the options to create videos for as short as 15-second to as long as 10-minute set to either their own audio, audio from another TikTok video, or popular music clips (Wadhwa et al., 2020). Users do not only easily compile video clips, TikTok also allows them to add voices, apply various filters, motion editing and music to their videos. Unlike on other social media applications, TikTok is more common to see a larger variety of videos from strangers rather than just seeing content from accounts one follows. According to Choudhary et al. (2020), TikTok users add more than thirteen million videos to the platform every day. Overall, TikTok rapidly became one of the most downloaded apps ever and widely used apps in the world, its growing popularity is a testament to its appeal to younger generations and its unique features (op, cit.).

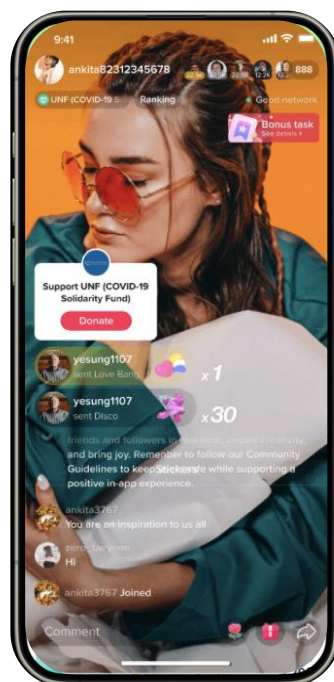
Thanks to its highly personalized algorithm and addicting content format, TikTok is quickly establishing itself as a crucial advantage in the marketing mix for those brands who wish to target Gen Z, and the newest wave of consumers. Therefore, it is crucial for businesses to understand TikTok’s potential as a branding tool and evolve their marketing strategies as media habits and consumer interests evolve too.

## 4.1 TikTok interface

TikTok's homepage consist of five main feeds: LIVE, Following, For You, Trending and Discover.

TikTok's interface is designed to prioritize seamless content consumption, encourage user interaction and engagement, and provide a personalized and immersive experience for its diverse user base. These five main feeds provide users with a variety of content and experiences, catering to their preferences and interests. The combination of curated content from followed accounts (Following), algorithmically personalized recommendations (ForYou), trending content (Trending), and exploration features (Discover) ensures that users have a dynamic and engaging experience on TikTok's homepage.

**LIVE** is a real-time feature that provides users to live broadcasts from content creators and users across the platform. Users can discover ongoing live streams, join live sessions, interact with broadcasters through comments and likes, and engage with other viewers in the live chat such as donate money in the form of gifts to creators who go live during a live streaming. One can stream alone or join and invite other users. TikTok only allows users aged 16 and above to start a live streaming, and virtual gifts (Diamonds) can be sent and received by users aged 18 and over (TikTok, 2022). The Live Feed offers users a dynamic and interactive way to connect with their favourite creators, participate in live events, and engage with the TikTok community in real-time.



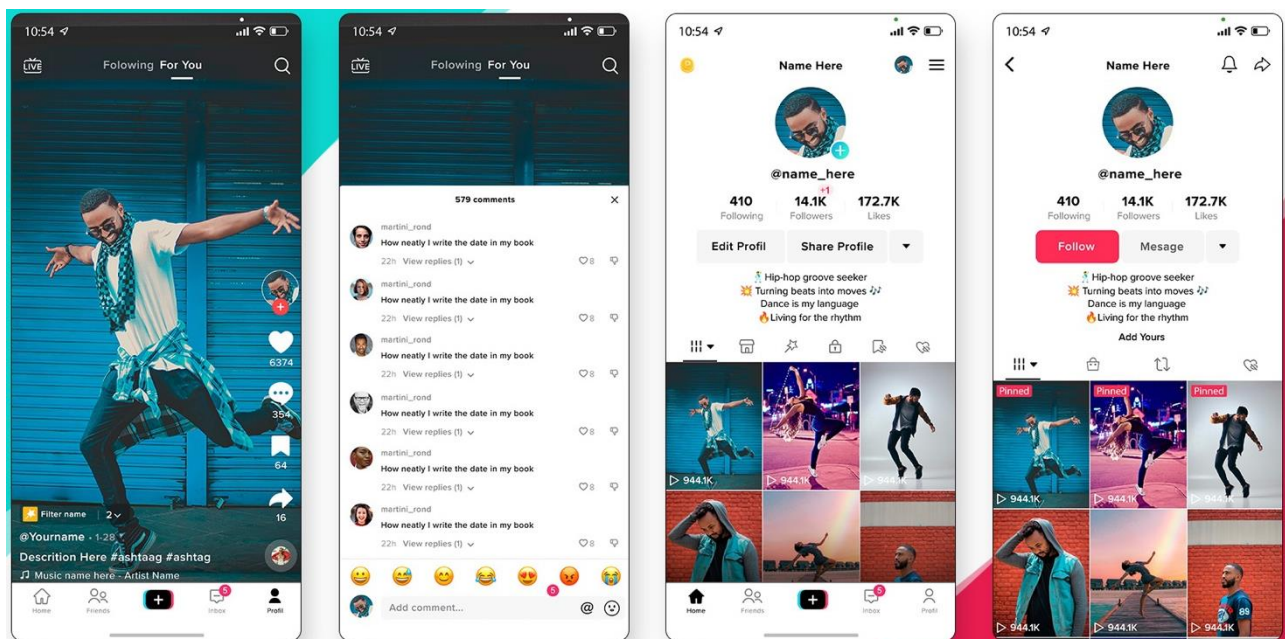
Picture 4.1. Screenshot of TikTok Live (TikTok, 2024).

**FOLLOWING** is one of the landing pages where displays videos from creators that the user follows. This feed is a curated selection based on the accounts the users has chosen to follow, which allows users to stay updated with the latest content from their favourite creators.

**FOR YOU PAGE (FYP)** is the default landing page and TikTok's algorithmically generated feed. This feed is personalized for each user based on their interests, interactions, and viewing history, where videos automatically play with sound-on. The For You Page is a key feature of TikTok's interface, as it introduces users to new, unique content and creators tailored to their preferences and in-app interactions.

**TRENDING** feed highlights videos, hashtags, challenges, and content that are currently popular or gaining traction on TikTok. It provides users with a snapshot of what's trending and allows them to explore viral content and participate in popular trends.

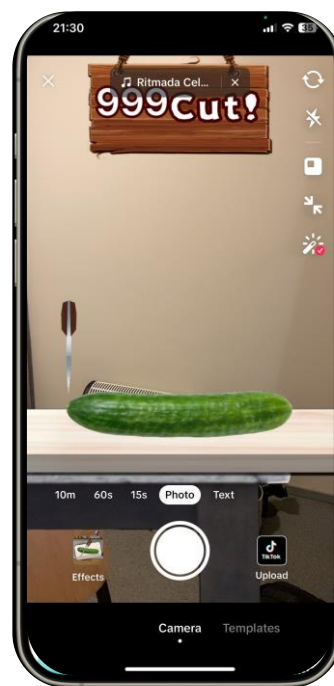
**DISCOVERY** is a search bar at the top with a magnifier icon where users can explore a wide range of content. It includes specific users, trending videos, hashtags, challenges, sounds, and content from creators that the user may not follow yet. The Discovery Feed encourages users to discover new content, engage with diverse creators, and participate in trending topics and challenges. For content creators and businesses, this feed should be especially highlighted as it can help with finding content inspirations and keeping up with the latest trends.



Picture 4.2. TikTok's interface (TikTok, 2024).

As figure 4.3 shows that TikTok's homepage user interface is carefully designed to prioritize content discovery, user engagement (Like, Comment, Save and Share), and seamless navigation. Its algorithmically personalized feeds, intuitive navigation, and emphasis on trending content contribute to its popularity and appeal among users. Besides from the homepage, the TikTok interface also include the following parts:

- **Home Feed:** a home page usually appears when users open the app, which a vertically scrolling list of short video content are displayed on an endless loop to scroll through. The videos are typically plays in full screen with options to like, comment, share, and follow the creator.
- **Create/Upload Button:** typically features a “+” sign in the center of the bottom navigation bar that allows users to create and upload their own videos. Figure ... shows the video recording interface.



Picture 4.3. Screenshot of TikTok' homepage (TikTok 2024).

- **Friends:** is a designated section within the app where users can connect with their friends and view their in-app activities.
- **Inbox/Notifications:** this section notifies users about video likes, mentions, comments from other users, and new followers. It is also where users can access direct messages (DMs). These enable communication between two users and allow one to send and receive TikToks and text messages.

- **Profile Page:** This is where users can view their own profile, edit their bio, manage settings, view their uploaded videos, and see their total follower count. A Business or Creator account can also access the Analytics tool in this page.

## 4.2 TikTok content

Content on TikTok is mainly in the form of **short videos and stories**. Stories can be added multiple and consist of photos and videos which disappear after 24-hour. Regarding short-form video content genre in TikTok, it originally focuses on entertainment and fun, but it has gradually evolved into a video service platform with several types of content for all types of viewers. In fact, “entertainment” is the most popular content category on the platform worldwide according to TikTok statistics. In addition, to make it easier for people to find the types of videos they are looking for, hashtags are a great way to categorize content on social media, and this particular hashtag has amassed 535 billion hashtag views (Shepherd, 2024). Thus, Haenlein et al. (2020) described that TikTok is more oriented to entertainment than Facebook and Twitter, which focus more on information, news and contacts with friends/acquaintances/relatives. The next five popular categories on TikTok worldwide as of July 2020 include dance, pranks, fitness/sports, home renovations/DIY, and Beauty/skincare (Statista, 2022).

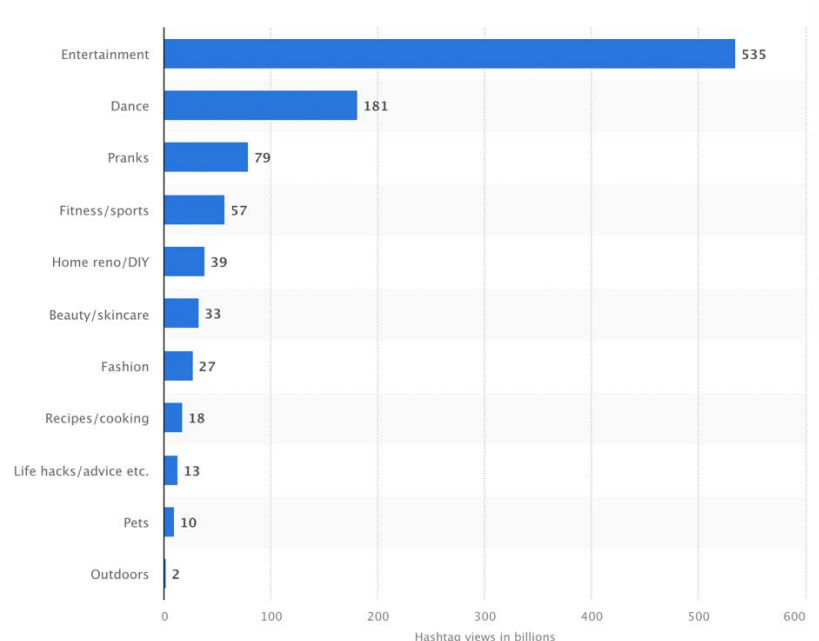


Figure 4.1. Most popular content categories on TikTok worldwide as of July 2020, by number of hashtag views (Statista, 2020).



Regardless of the field, those who are able to create their content to adapt the short-form video model can find a matching consumer group. Despite the majority of entertainment-oriented content at the moment, there has also been a growth in educational and business-oriented content (Daniel, 2022). In fact, there are numerous of content creators are educating viewers on certain and particular topics that are of random information, cooking and recipe, healthy eating and workout, psychology and mental health information, tips and tricks and many other topics. Regarding businesses, short and engaging videos are remembered by users because of their follow acting. This is unlike Instagram since a large audience can easily be reached even without many followers. Hence, the main and biggest advantages for businesses are the possible increase of the creation of an engaging user-generated content and the possible increase of the brand identity and awareness (Anna, 2023). As TikTok is a fun and interactive social platform, Forest (2022) highlighted TikTok's advice that "Don't make Ads. Make TikTok to achieve brand success. Thus, brands also see an enormous marketing potential there.

TikTok also offers two special content formats in addition to general short video content which are Stitch and Duet. Unlike most social media platforms, TikTok allows creators to collaborate on content. TikTok's Stitch tool allows users to cut out and use scenes from other users' videos in their content (while retaining credit to the original video creator) to turn it into something entirely different. For example, if a user is creating a music cover video, he/she can Stitch with another person's beat video, thereby creating his/her own complete video. As regards Duet, this feature encourages content co-creation by making up of two videos in a split-screen that play at the same time. A left-side screen shows the user-generated duet video, while a right-side screen plays the original video. (TikTok Help Center, 2022).



Picture 4.4. A a duet on @burgerkingbr account (TikTok, 2022).



### 4.3 TikTok Algorithm

According to Janes (2019), the algorithm of TikTok shows viewers with videos that they have previously expressed interest in rather than just showing videos from accounts they follow. This is how the application help businesses gain more awareness to their brand and why TikTok is relatively easy to go viral. Indeed, the TikTok uses algorithm to customizes video content for individual user's "For You" page based on their previous and continuous interactions with video content presented through viewing time, liking, commenting, and sharing. Additionally, the data feed for the "For You" page is generated from videos using trending hashtags or popular sounds (Worb, 2023). Thus, TikTok's algorithm output can display to users through the curated content feed to select videos relevant to their explicit preferences by continuously learning users' video content preferences (Simpson and Semaan, 2021).

Bandy and Diakopoulos (2020) describe that TikTok is applying natural language processing to classify text and audio components in TikTok videos, as well as computer vision technology to automatically locate and categorize visual objects. Along with analysing hashtags and video captions, this information is used to evaluate videos by the recommendation algorithm (Puris, 2020). Newly created videos are initially shown to a small group of users who are likely to interact with the video, then if the initial group interacts positively and favourably with the video, they are displayed to more users (Matsakis, 2020). In other words, any video from any user can be pushed to the "For You" page, and the "For You" page may display very recent and highly popular videos alongside older ones or videos with only a few likes.

Moreover, the algorithm evaluates favourably when a video is watched to the end. Its topic is then classified as particularly relevant and shown more often to other users. Finally, the account settings influence the algorithm. For example, the set language and location are evaluated to select future video playback.

To sum up, grasping the TikTok algorithm is vital to understanding its value as a marketing tool targeting Generation Z. Understanding how TikTok's algorithms work is incredibly beneficial for marketers. It allows them to work more efficiently, save resources in reaching their audience, better tailor their content, and ensure higher visibility and engagement (BrandCamp, 2023). There are three fundamental and essential algorithms on TikTok (op. cit.) as followed:

**How TikTok analyzes and understands video content through metadata, video content, and audio.** First, metadata includes text-based content such as video descriptions, hashtags, location, branded content, in-video text, in-video stickers, and other similar things. These fields are provided by users either intentionally or unintentionally. Metadata is a key factor for the AI system to evaluate video content. For videos with missing metadata, the AI can still identify the content based on the remaining elements. The second criterion is audio, which includes the sound from the subject in the video, dubbed audio, and music either added separately or sourced from TikTok's sound library. The sound from the subject is converted into transcript text for the AI to scan, similar to metadata. For music, TikTok uses declared metadata of the music or the content of other videos using the same track. The remaining sounds are processed and predicted separately by the AI. The final criterion is video content, which includes subjects such as people, animals, objects, landscapes, and other similar things.

For people, TikTok stores Face IDs of popular creators; additionally, the platform can predict gender, age, and region (e.g., Asia, Africa, Europe, Americas). Animals are typically common pets like dogs and cats or other familiar animals. For objects, the system can identify items like tables, chairs, phones, computers, books, cabinets, and vehicles. Landscapes are categorized as indoor, outdoor, beach, sunset, sunrise, jungle, desert, and other similar things (op. cit.). The predictive capability of AI today is relatively high in accuracy. Moreover, videos on TikTok are quite short. Therefore, even if one or two data groups are missing, AI can still analyze the video content fairly accurately. More importantly, TikTok always has a team of staff members who review videos after they are posted or have the potential to go viral, in order to adjust targeting and distribution for the video (op. cit.).

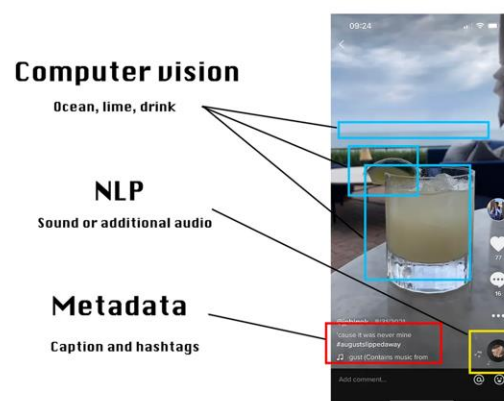


Figure 4.2. Tiktok analyzes a video content (Hinek, 2022).

**How TikTok analyzes user behavior and recommends suitable videos for each user.** In the "For You" section, TikTok recommends videos that align with each user's behaviors and individual interests. Therefore, when scrolling through TikTok, some people only see videos about dogs and cats, while others mainly see videos about fashion and cosmetics. So, how does TikTok know the types of video content users prefer? This is thanks to the user behavior algorithm. With this algorithm, TikTok can understand users' most hidden preferences without them having to express. The algorithm is built with the goal of keeping users engaged for longer by suggesting videos that match their interests.

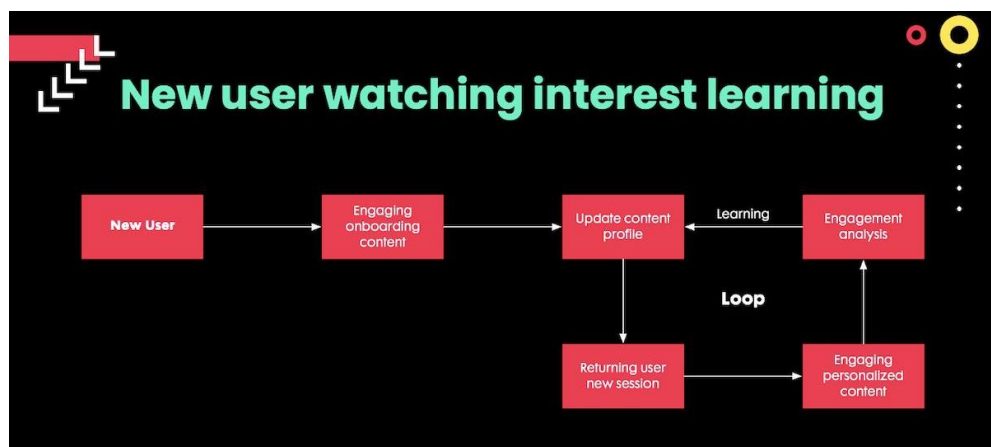


Figure 4.3. TikTok Algorithm New User Flow (Minh, 2023).

In the initial stage, when an audience is a new user, TikTok will present many onboarding videos, which are popular videos from various creators in different fields. These fields depend on the initial interest choices made by users when they first install the app. The suggested videos at this stage will be personalized based on criteria such as gender, geographic location, and age. In the next stage, the system will begin evaluating the user's level of interaction with the suggested content. For example, the time spent watching, replaying, liking, sharing, or commenting on each video.

After evaluation, the system continues to update the user's preferences and level of interest in various types of content, storing them in the user's profile. In the next TikTok session (a new session), TikTok will continue to present personalized content based on the data stored in the previous profile. The platform will continue to analyze interactions and update the user's profile. The more time you spend on TikTok, the more accurate the suggested videos become. Additionally, a user's preference profile can change due to other factors. For example,

when they search for new content on TikTok, follow new creators, or post their own videos on TikTok.

**How TikTok analyzes and distributes videos to appropriate user groups.** Most of the video distribution on TikTok occurs automatically, based on analysis and evaluation from TikTok's AI system. However, there is still a human element involved in the content moderation process to ensure compliance with TikTok's community guidelines. In the initial stage, right after a video is posted on TikTok in public mode, the video cannot be viewed or shared immediately. The view count remains at 0. Typically, videos are approved for posting within about 30 minutes to 1 hour. Although most cases are "pass," if there's an issue with the video, it usually falls into two categories:

- Minor issue: The video will be set to private, and only creators can view it.
- Serious issue: The video will be hidden, accompanied by a warning message. If the user continues to violate the rules 2-3 more times, the TikTok account will be banned, with little chance of recovery.

After the video passes the initial moderation stage, the system continues to analyze the video and predict suitable user groups for distribution. In Stage 2: Scoring, Grouping, and Distribution, once basic information about the video is gathered and distributed to some users, the evaluation process is based on user interaction with the content, with different points assigned for each interaction. According to Linh (2023), this system includes estimated indices as follows:

- Playback rate (10 points)
- View-through rate (8 points)
- Share count (6 points)
- Comment count (4 points)
- Like count (2 points)

In Stage 3: Starting the "Loop" Distribution, after the video has been scored in Group 1, TikTok's algorithm will continue to distribute it to Group 2, which has a larger user base. This process will continue iteratively until the content becomes trending or fails to meet TikTok's

scoring criteria. If the scores continuously decrease, the video will be stopped from distribution early.

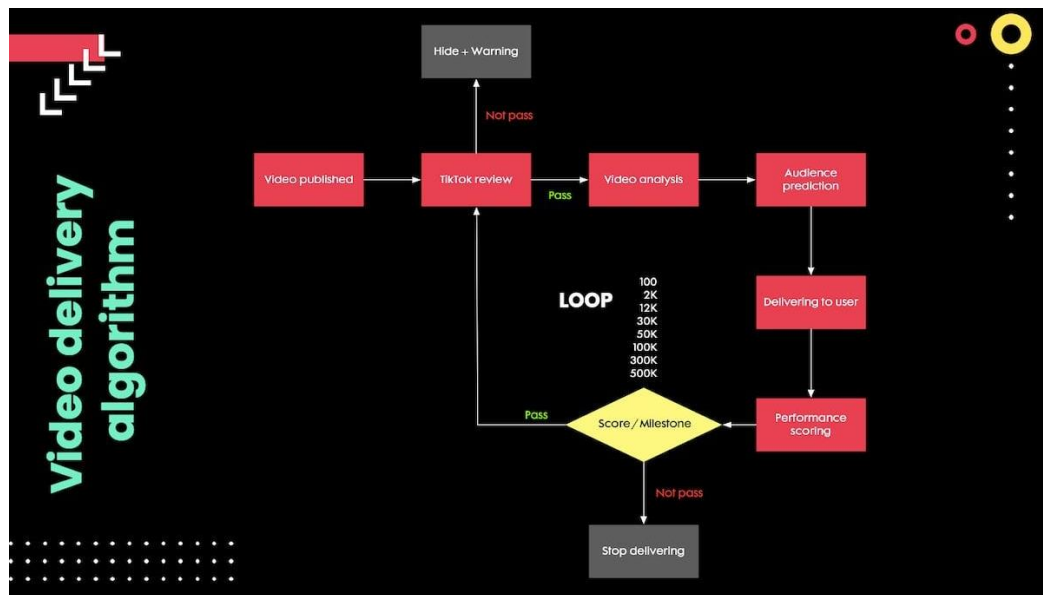


Figure 4.4. Video delivery algorithm (Minh, 2023).

#### 4.4 TikTok as a platform for marketing campaigns

TikTok appears to be a platform (both website and mobile application) for watching entertaining, and funny short videos which targets to audiences who want to entertain other audiences by expressing themselves creatively. Due to an unfortunate Coronavirus Disease 2019 (COVID-19) pandemic happened that have affected millions worldwide, remote environment and social restrictions forced children and adolescents into isolation, leading people then have to have a different way of interacting with others and entertaining themselves (Johnson, 2020). Thus, TikTok has become a social media phenomenon, with numerous publications have noticed and written about the users connecting on this platform. In fact, TikTok became one of the top emerging social media platforms that marketing professionals adopt to reach and engage with their target audience as the interaction among users strengthens the application.

Regarding TikTok as a platform for consumer targeting, Anadol et al. (2020) note that most TikTok users are regular individuals who utilize the platform to share content with their social circle or manage content created by others. Many individuals actively engage on social me-

dia platforms by performing their consumer roles in today's digital era. They share their opinions and experiences regarding products or services by producing content. As a result, marketers have escalated their use of digital marketing channels (Stephen, 2016). In addition, Shareef et al. (2017) observed that marketers, companies, and consumers are willing to expand their communication through a dynamic new social network, facilitating information exchange. According to Nikolinakou and King (2018), marketers increasingly perceive social media as a fertile environment for raising awareness, driving engagement, and enhancing brand growth.

Besides, numerous advertisers and marketers leverage video-sharing platforms as integral components of their social media advertising and marketing strategies (Lee et al., 2016). It is obvious that TikTok aims to empower users to create free videos with accessible, filters and user-friendly tools. By having these privileges, users are encouraged to conduct marketing campaigns on TikTok, enabling them to engage with and then target many potential customers. While TikTok is a popular platform for product advertising, researchers have emphasized the importance for marketing managers to maintain control over brand communication (Gesmundo et al., 2022, according to Haenlein et al., 2020). Also, Da Costa Hernandez et al. (2019) mentioned that marketers must consider consumers' scepticism towards advertising and brand extensions because of TikTok's widespread accessibility.

To conclude, being one of the widespread popularity social media platforms that one use frequently, TikTok can be regarded as a platform for marketing campaigns.

## **4.5 TikTok marketing methods**

According to Lin (2022), different marketing methods on TikTok can be divided into three main categories as follows:

### **4.5.1 Organic content**

Pektas and Hassan (2020) assert that incorporating content into a marketing strategy via various digital mediums such as websites, social media platforms, blogs, videos, and podcasts is pivotal in communicating a company's values. The emergence of the Internet and digital channels, particularly social media, has substantially reduced the barriers (and the costs) to

leverage content for attracting and engaging potential clients and customers profitably. As illustrated in Figure 4.5, digital channels overwhelmingly dominate the landscape of content marketing outlets.

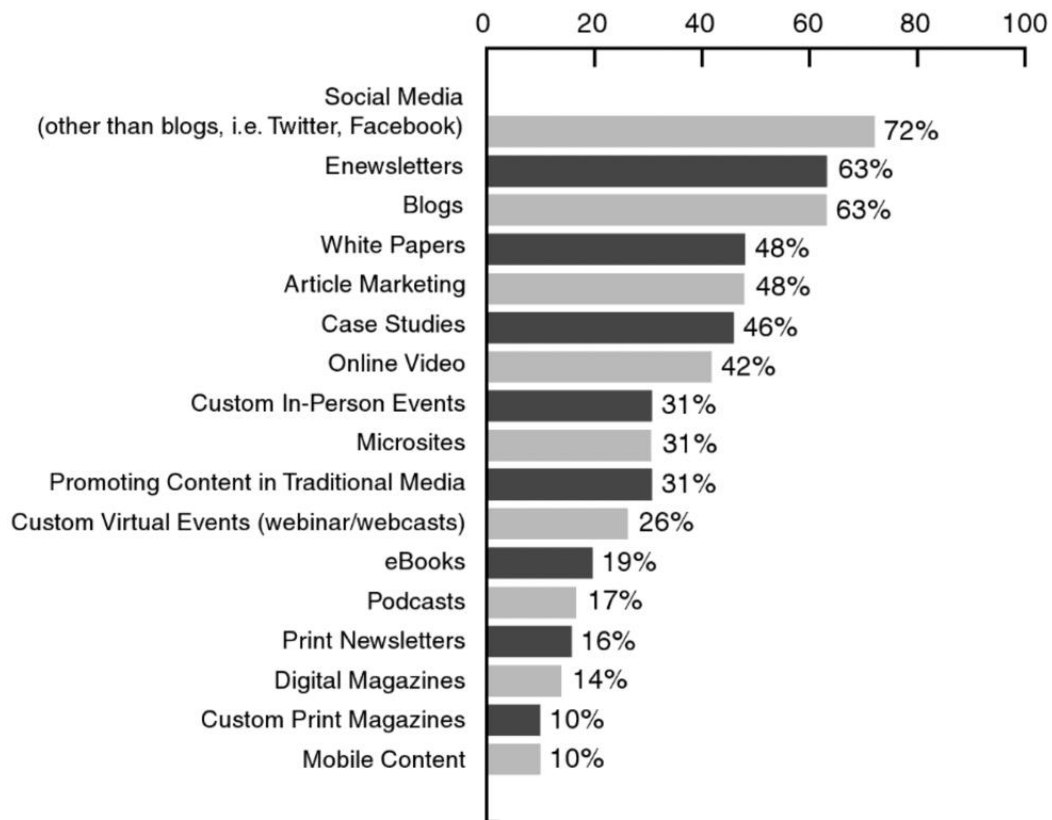


Figure 4.5. Content Marketing Usage By tactic (Lieb, 2011).

Content marketing is a strategic approach involving the planning, creation, and dissemination of content designed to attract a targeted audience, with the ultimate goal of encouraging them to become customers (Febridianti & Pribadi, 2023). The content creation process with content marketing is geared towards fostering engagement. As noted by researchers, this is done to increase brand awareness, brand association, strengthen brand loyalty, and cultivate consumer advocacy. According to Miao (2021), content marketing is a strategic activity aimed at nurturing long-term relationships with customers. Similarly, Kotler (2017) defines content marketing as a marketing approach involving the creation, distribution, and reinforcement of content that is engaging, relevant, and valuable to a specific audience. The main aim of utilizing content marketing through TikTok is to build brand awareness and foster strong relationships between the company and its customers.

Organic social media content comprises free content shared on social media profiles, including posts, videos, stories, and more. This content is visible to a segment of followers, individuals who are following any hashtags, and followers of those who share the post. In the context of TikTok, organic content marketing denotes a non-paid marketing approach involving the creation and sharing of short-form video content tailored to a business' target audience. This strategy gradually drives traffic to the business over time. However, organic marketing does not imply that it is entirely cost-free. It still requires the investment of time and resources into content planning, creation, optimization, and management.

The organic reach of TikTok surpasses that of other social media platforms, predominantly attracting Gen Z and younger millennials. To maximize content effectiveness, it is vital for businesses to comprehend the platform's algorithm and familiarize themselves with their audience preferences because ones only want to see content that are relevant to them among the vast of available content. A straightforward approach to learn the TikTok audience is by identifying popular videos and trends on the app's Discover tab and For You page. Companies then could tailor content based on these trends to engage with their audience and demonstrate that the company is active and paying attention to their interests (Lin, 2022).

#### **4.5.2 Influencer collaboration**

Influencer marketing, as defined by De Veirman et al. (2017), occurs when influencers deliberately promote products in exchange for promotional goods or payment. An influencer, as described by Martin (2017), is an individual whose opinions influence over others, often not necessarily experts themselves but possessing extensive networks and significant influence within their respective fields. This phenomenon is inherently intertwined with social media, where influencers rely on platforms to garner exposure, while these platforms derive appeal from the content generated by influencers. The essence of influencer marketing lies in engaging online influencers to disseminate brand messages to their audiences through sponsored content, aiming to enhance brand awareness and amplifying purchase intent.

Additionally, influencer marketing offers brands a fresh perspective by allowing influencers to tell brand stories from their unique viewpoints (Lin, 2022, according to Sammis et al., 2015). A key powerful attribute of influencer marketing is its sense of authenticity. An influencer's



message appears as a recommendation from a friend, which rather than presenting a cold one-way advertisement, fosters trust with the target audience and then prompts their action.

In the contemporary digital landscape, individuals utilizing social media platforms have the opportunity to generate income through content creation and brand promotion. As their posts garner higher levels of popularity and engagement, they may attract brand partnerships, fostering a cycle of creative content generation on their social media profiles (De Veirman et al., 2020). Since social media users perceive their connections with influencers as friendships rather than fans (O'Neil-Hart & Blumenstein, 2016), influencers play a pivotal role in brand building and enhancing the efficacy of social media brand promotions (Lou & Kim, 2019). Besides, according to Gillespie (2021), nano-influencers which typically have follower counts ranging from 1000 to 10,000 offer a relatable alternative to mega-or-macro-influencers, particularly appealing to adolescents. Consequently, brands increasingly opt to engage groups of nano-influencers for campaigns, rather than relying solely on mega- or macro-influencers (op. cit.).

The advent of short-format influencer videos, popularized by platforms like TikTok, has further amplified the impact of influencer marketing. TikTok, in particular, has emerged as a creative hub for influencer marketing, boasting significantly higher engagement rates compared to traditional platforms like Instagram and YouTube (Keyhole, 2024). Collaborating with well-established TikTok influencers and creators offers companies an avenue to enhance visibility and brand awareness, leveraging influencers' insights into trending content and audience engagement preferences (Geyser, 2024).

#### **4.5.3 TikTok paid advertising**

Advertising on TikTok is a form of sponsored video advertising on the app. When users watch videos on this platform, ads are prioritized in video format, with a call-to-action button appearing at the end of the video. When users click on them, they are redirected to a destination page, which could be a website link or a page to install a specific app.

Compared to other popular online advertising channels such as Facebook Ads, Google Ads, YouTube Ads, or Zalo Ads, Coc Coc Ads (Vietnamese platforms), these advertising channels are saturated, meaning that the customer base has reached its limit. However, the number of

businesses and individuals running ads continues to increase, leading to increased advertising costs, reduced customer volume, and decreased advertising effectiveness. With TikTok Ads, it is different totally. This is a new platform with fewer advertisers participating in advertising, a large potential customer base, new users, and high shopping demand. Businesses using TikTok Ads will provide opportunities for good advertising prices, reaching many customers, and being effective.

In the current multi-channel advertising trend, TikTok offers various advertising options for individuals or businesses:

- *TikTok In-feed*: This is the most cost-effective form of advertising on TikTok. Therefore, it is suitable for individuals/businesses with limited advertising budgets. This format functions similarly to a sponsored post on Facebook or Instagram. It allows users to use songs and sounds in the background which are identical to all TikTok videos. Moreover, advertisers can customize the call-to-action of these ads by choosing from options like “Learn more” or “Download now”. In-feed ads can also be enhanced with the app’s common effects such as music, sound effects, and voice-overs (Puris, 2020). Fanbytes (2021) observed that these ads seamlessly blend into the feed as they are not different from ad-free TikTok contents. Also, due to the short video characteristic and the natural integration into the stream, these advertisements are less intrusive to viewers. The effectiveness of this advertising model is supported by the role of the “TikTok Ads Manager”, which offers companies a tool and the opportunity to optimize their marketing campaigns and measure performance. This aims to empower small businesses and startups to active and succeed on the platform at a large scale.
- *Brand Takeover*: This form of TikTok advertising, with a three-second image or a 3-5 second GIF that is displayed to the user in full-screen mode when the TikTok app is opened, requires businesses to have a large advertising budget. This is one of the factors that TikTok does not allow direct setup from personal advertising accounts but must connect with partner agencies or directly with TikTok if you want to use it.
- *TikTok Hashtag Challenge*: This is an enhanced form of brand recognition advertising. The Hashtag challenge can be created by creators, celebrities or sponsored by brands and then played out on the Discover page. However, it does not really gener-

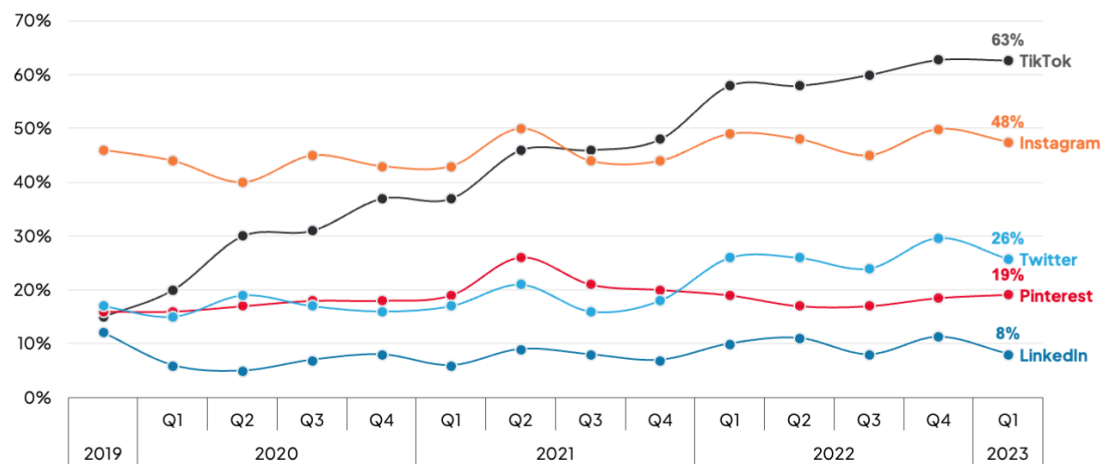
ate many direct conversions. Businesses can collaborate with Influencers to increase the viral effect for Challenge videos and brands. However, this is one of the TikTok advertising forms that require a high budget and may incur costs.

- *TikTok TopView*: TopView attracts the attention of TikTok users as soon as they open the app. After 3 seconds, users are allowed to click "Skip ad" or swipe up to skip. TopView is displayed 100% and ensures millions of views within 24 hours. Therefore, it brings outstanding brand interaction and awareness. Therefore, businesses that want to run this form must have a very high advertising budget.
- *TikTok Branded Effect*: Creative brand effects are a TikTok advertising format that explores the creative potential of the brand through custom stickers, filters, and specially designed 2D, 3D, AR effects. It connects brands more seamlessly through memorable moments with users.

#### 4.6 TikTok in Vietnam

Since 2019, there has been a consistent rise in the number of smartphone users in Vietnam, paralleling the significant number of Vietnamese people using TikTok during this period. It can be seen that TikTok, with its advantages and huge development potential, will be an excellent advertising channel to connect businesses with users.

According to data from the Statista Research Department as of January 2024, there were approximately 67.7 million individuals in Vietnam which were actively engaging with TikTok through ads reach. This figure represents a notable surge of nearly 18 million users compared to the previous year. TikTok has solidified its position as one of the foremost social media platforms utilized by Vietnamese users in recent times (Statista Research Department, Mar 21, 2024).



Q: Which of the following social media platforms are you using? (Choose all that apply) – Q1 2023, n=1741

Source: Decision Lab

Figure 4.6. Top social media platforms – Penetration rates (Decision Lab, 2023).

Regarding the user penetration rates among top social media platforms in Vietnam, TikTok has grown from 15% (2019) and made up a highest proportion (63%) in quarter 1, 2023 according to Decision Lab (May 2023). Indeed, TikTok has seen a surge in usage among teenagers and young adults. Delving deeper into the age demographics, a report from Statista Consumer Insights Global (August 2023) reveals a TikTok landscape dominated by youth and young adults: 27% of users fall within Generation Z, embodying the pulse of emerging trends and youthful dynamism. Meanwhile, Millennials constitute the largest segment at 44%, characterized by significant purchasing power and a preference for digital consumption. Additionally, Generation X, representing 25% of the user base, presents brands with an opportunity to engage with a slightly older audience. Despite being a smaller fraction at 3%, Baby Boomers' presence highlights the platform's broad appeal across age groups.

TikTok audience in Vietnam primarily comprises females accounting for 54% of the total audience base, and male users stand at 46%, reflecting a balanced gender engagement that offers a fertile ground for targeted marketing.

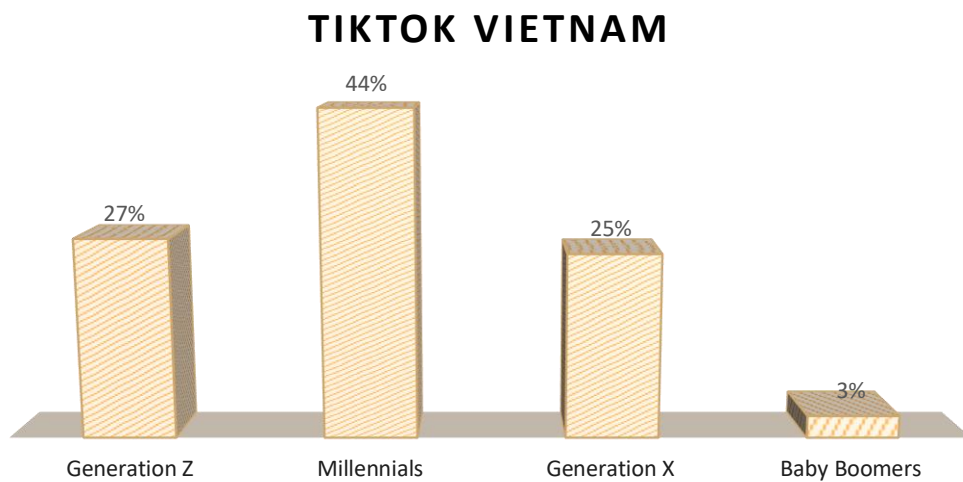


Figure 4.7. TikTok User Age Group in Vietnam (Statista Consumer Insights Global, 2023).

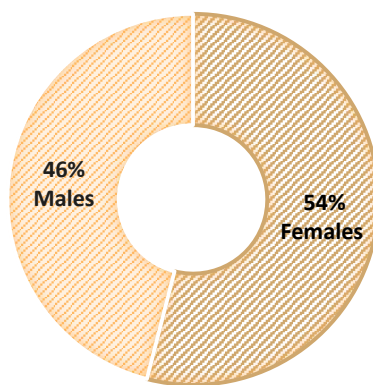


Figure 4.8. TikTok User Gender in Vietnam (Statista Consumer Insights Global, 2023).

According to TikTok Marketing Science Global Community and Self-Expression Study (2021) conducted by Flamingo, there are some general TikTok insights for businesses in Vietnam as followed:

Firstly, one notable finding is that a vast majority of TikTok users (86%) express appreciation when brands actively engage with user-generated content by showing enthusiasm towards others' videos. This highlights the importance of genuine interaction and participation within the TikTok community. Moreover, a staggering 91% of TikTok Creators agree that the wide variety of challenges, trends, and things to do on TikTok make it easy to feel part of the community. This aspect underscores TikTok's unique ability to facilitate connections and shared

experiences among its users. Additionally, users appreciate brands that embrace authenticity, with 90% agreeing that TikTok serves as a platform for brands to showcase their personality and 85% emphasizing the importance of a homemade, 'real' feel to brand videos (TikTok Insights: Research Tool | Learning and Resources, n.d.).

Furthermore, the study underscores the significance of active brand presence on TikTok, with 88% of users favouring brands that maintain a consistent and engaging presence on the platform. This suggests that regular interaction and content creation are essential for brands to establish a strong presence and resonate with TikTok's user base. The survey also reveals a preference for collaborative engagement, as 90% of users appreciate brands that share ideas and collaborate with their audience. This mutual exchange fosters a sense of partnership and inclusivity, enhancing the overall user experience on TikTok. Besides, users value brands that contribute to special interest groups (87%) and initiate new challenges or trends (87%), further emphasizing the importance of active participation and creativity within the TikTok community (op, cit.).

In the realm of user experience, TikTok fosters a sense of community, with 85% feeling connected to like-minded individuals and 87% enjoying brand interactions related to their hobbies or interests. The platform's open dialogue atmosphere is also praised, with 88% of users feeling that conversations and comments on TikTok are open to anyone. Regarding authenticity, it is not just about content, it is about connections. Eighty-nine percent appreciate brands that interact with everyday people, while 87% enjoy glimpses behind the scenes, deepening their connection with the brand. TikTok's influence extends beyond the screen, inspiring 91% of users to explore new interests and try new activities in real life. 90% believing that anyone, doesn't have to be famous or have thousands of followers, already to go viral on TikTok. Finally, seventy-five percent of users feel that TikTok videos have a profound impact on their lives, and an overwhelming 71% consider it a safe space for creativity and self-expression (op, cit.).

Overall, the findings highlight the dynamic nature of brand-user interactions on TikTok, where authenticity, active engagement, and collaborative creativity are key drivers of user satisfaction and brand success on the platform. Besides, Future of Commerce research (Vietnam Results) conducted by BCG also shows TikTok users are 1.6 times more likely to share entertaining content with their friends (versus non-TikTok users). Moreover, TikTok users are

1.6 times more open to experimenting with new things, compared to their non-TikTok counterparts. When it comes to the influence of branded video content, TikTok users stand out once again, being 1.3 times more motivated to make purchases after engaging with such content, highlighting the platform's efficacy as a marketing tool. Notably, TikTok users are 1.8 times more effective at convincing their friends and family to buy the item they purchased previously. This underscores the trust and influence cultivated within the TikTok community (op, cit.).

## 5 RESEARCH METHOD AND METHODOLOGY

### 5.1 Research Process

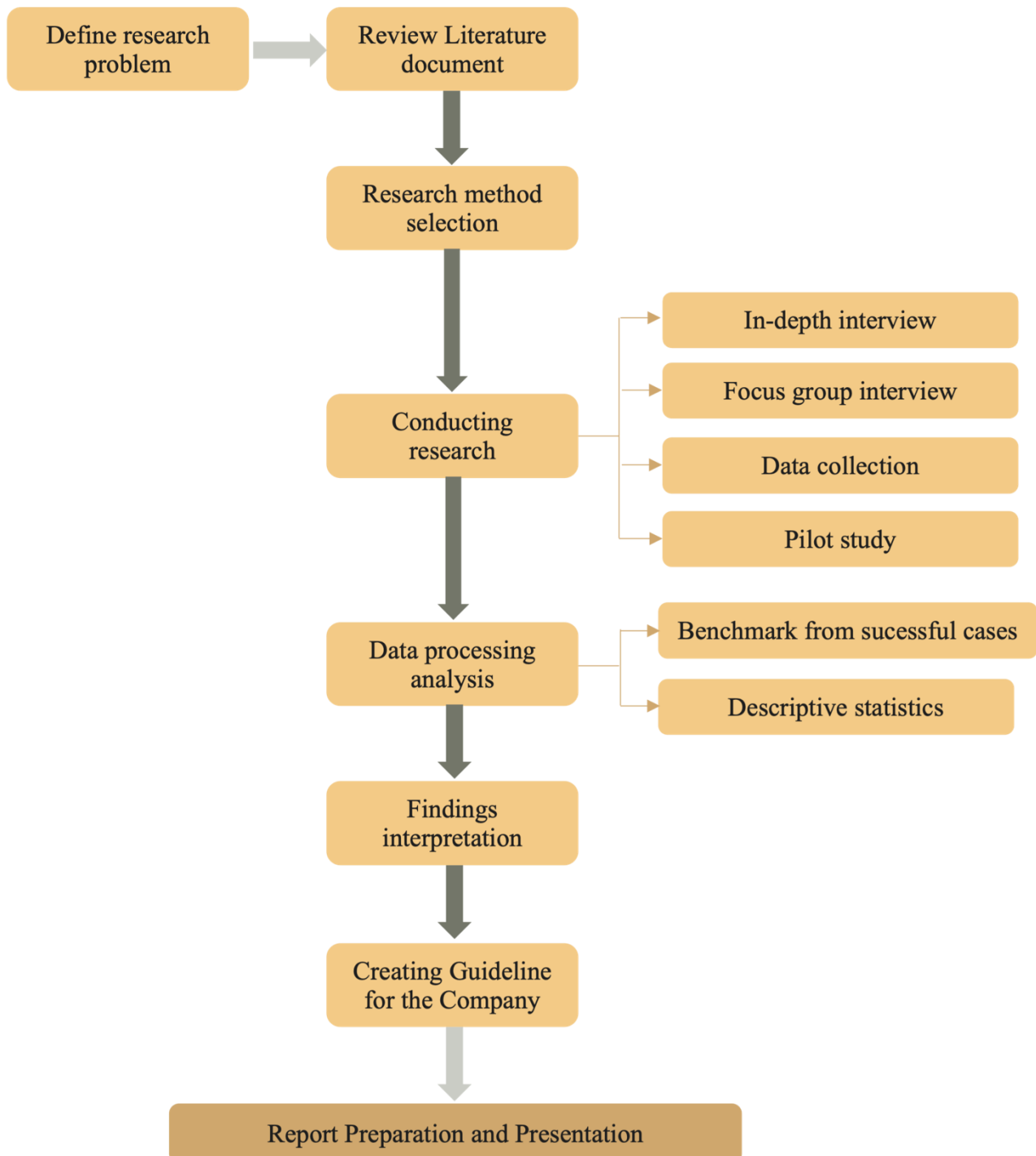


Figure 5.1. Research Process.



## 5.2 Data Collection Methods

Data are collected and analysed from two type of data collection method (Saunders et al., 2009) which are primary and secondary data to help researcher conclude and answer for research questions and carry out a pilot study.

### 5.2.1 Primary Data

The self-collected data is a principal method for data collection in this paper, are called primary data. They are usually collected by utilizing qualitative research and quantitative research. In this study, the author uses both, a mix method including qualitative research (in-depth interview and focus group) and quantitative research (pilot test – a trial campaign). The in-depth interview was conducted on February 15th, 2024, with a CEO of the company and an expert from IQI agency on February 25th, 2024, through online video call meeting via Zoom. The total time of each interview is approximately 60 minutes. The first meeting in focus group interview was conducted on March 1st, 2024, with 8 participants from the Urban Key company (02 sales manager, 01 marketing manager, 01 Customer Service leader, 04 salesman) via online Zoom meeting. In conclusion, participants in this interview also assisted the author in developing ideas, content and planning in trial campaign project.

### 5.2.2 Secondary Data

According to Thompson (2000), secondary data refers to datasets that were previously gathered by someone other than the researcher for purposes unrelated to the current research project, yet are useful in addressing the research issues of the study. Secondary data is not directly collected by the researchers since it can be either raw data or processed data. There are several referential sources of secondary data can be used, including research reports from agencies, institutes, universities, governments, ministries; corporate data on business results, reports; market research; curriculum materials or scientific publications related to research topics; as well as journal articles and academic journals. Utilizing such secondary data can significantly save time and resources for a study, particularly when relevant topic and data are accessible.

In this research, researcher collect data from hundreds of journal articles, academic journals, books, e-newspaper, reports (from credible market research organizations and marketing

agencies) related to this topic, especially the website of TikTok Business Center, to provide readers valuable information. According to TikTok Business Center, it gives a vast amount of information about the context of TikTok in global and in Vietnam, such as what's trends, insights of users, and other helpful indicators for marketers.

### **5.3 Research Approach**

According to Hair et al. (2013), the qualitative research uses a list of questions including text and/or image to collect data in order to answer for issues needed to be solved. This method is applied widely since it can target the core meanings of the research problems via unpredictable findings. The answers from the questionnaire survey and from the observation of behaviours could be exploited to have a deep understanding of the issues and achieve the goals of the research.

Open-ended questions have been used to collect the data which will be analysed and interpreted providing materials for this report. Then, the research questions and the information related to the topic are gathered. This method can offer more reliable results since the interviewees are more relaxed and give more accurate answers. Using this method could help the author to find out the starting points such as knowledge of TikTok marketing, expectations for the work, the company's resources and budget and decide whether this research has a right approach. After collecting the data, researcher could brainstorm, draw ideas and plan how to conduct the Pilot Test.

#### **5.3.1 In-depth interview**

In-depth or unstructured interview is considered as one of the most significant and popular qualitative research techniques to seek for the perspectives on specific ideas, programs or situations from an significant figure of respondents through thoroughly individual interviews. This approach could propose more detailed information rather than the data from other collection methods (Morris, 2015, pp. 3-11).

In the in-depth interview process, during the fourth week in Feb 2024, I intended to have an online meeting via Zoom with my co-founder as a current CEO of the company and an expert

who masters of TikTok and teaches courses on how to build an effective channel on this platform for young people and businesses in Vietnam. In light of understanding the current marketing activities of the company, some notes in this niche market in 2024, and gaining experiences in creating strategic content on TikTok, they could suggest insights and ideas for this topic.

At the beginning, I intended to introduce briefly about the topic, what we are going to survey about to make clearer and more specific. Then, we began with a plenty of warm-up questions related to the current leasing market, next targeted potential projects and customer segmentation of the company. In the ultimate step, I inquired a series of opened-end questions for the expert to determine the major points, the overall picture of the TikTok platform in Vietnam as well as its marketing strategy to increase brand awareness. After those meetings, those help me to adjust, add some more necessary details and complete a questionnaire and some key notes to conduct the survey in the next step by group discussion.

Additionally, based on the author's knowledge and research, there is almost no Vietnamese real estate brokerage company specializing in leasing utilizing TikTok as a marketing platform, with the sole exception of Batdongsan.com.vn under PropertyGuru Vietnam. Therefore, the author conducted a thorough analysis of Batdongsan.com's TikTok channel through observation and an in-depth interview with the marketing director to understand and learn from their experiences. This would also serve as a benchmark to create a guideline for a TikTok marketing strategy suitable for Urban Key.

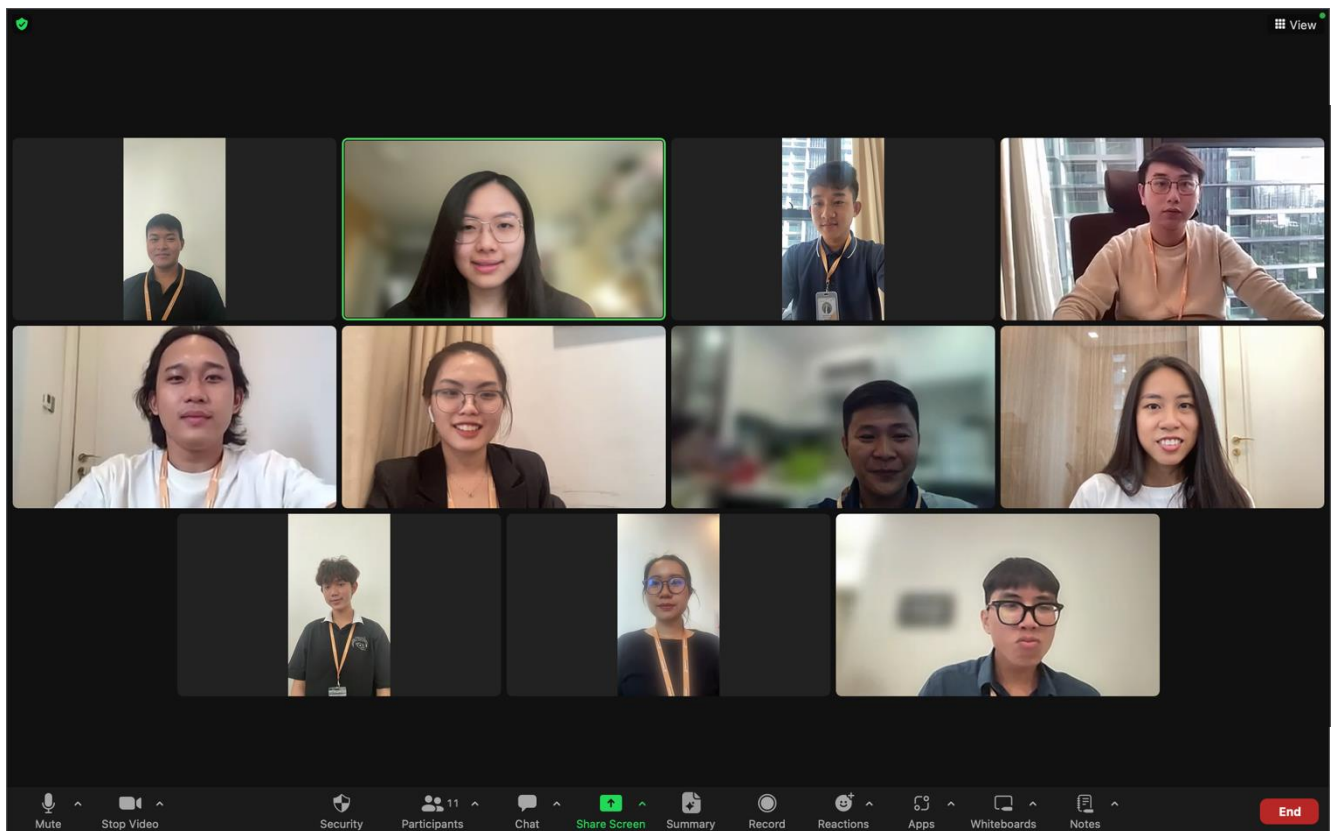
### **5.3.2 Focus-group interview**

According to Hair et al. (2013), focus group research, relatively small in size, including 8-12 participants, lasting about 2 hours, led by a professional moderator, is a group discussion particularly interested in specific issues or topics. Those who have similar characteristics related to the topics will be gathered as group members. Then, they are encouraged to share their ideas and opinions freely to reach the goals (Krueger and Casey, 2014).

In the focus-group interview, I intend to choose 8 selected people within Marketing team, Customer service team and Sales teams in order to collect their individual thoughts and insights about leasing market, consumer behaviors, as well as to brainstorm ideas for the forthcoming content on TikTok.

Furthermore, selecting 8 different individuals from various departments will enhance the multiple data sources and avoid the bias information. Focus-group interview will be carried out from the last week of March 2024.

After constructing the content for the trial campaign plan, in the next meeting, the author also consult with these 8 individuals from the group discussion about production plan. They assist the author in building the TikTok marketing trial campaign project, which includes Project Planning, Project Execution, and Post-launch Project.



Picture 5.1. Focus-group interview with Urban Key via Zoom.

#### 5.4 Empirical Research - A successful case of TikTok Strategy in Real Estate industry in Vietnam

[Batdongsan.com.vn](https://batdongsan.com.vn) is a website that is utilized by 5 million users searching for real estate, with 70 million page views per month. It is ranked as the number one real estate information channel in Vietnam by popular evaluation tools like Google and SimilarWeb. This website is owned by PropertyGuru Vietnam Joint Stock Company, which is a part of the PropertyGuru Group in Singapore and was established in 2007. PropertyGuru is a trusted and pioneering

real estate technology company in Asia. Property seekers can find comprehensive information and data about real estate, as well as market news, feng shui, architecture, and useful advice on Batdongsan.com.vn. Batdongsan.com.vn is also a reliable and frequent partner of most real estate developers, exchange companies, and individual real estate brokers in Vietnam.

Batdongsan.com.vn started its presence on TikTok in November 2021. Currently, their account has reached over 68,600 followers, and their videos have garnered nearly 322,000 accumulated likes. Over the course of two years, Batdongsan.com.vn has created a variety of diverse and creative content formats to attract audiences and increase engagement, with a total of 275 videos accumulating over 50 million views.

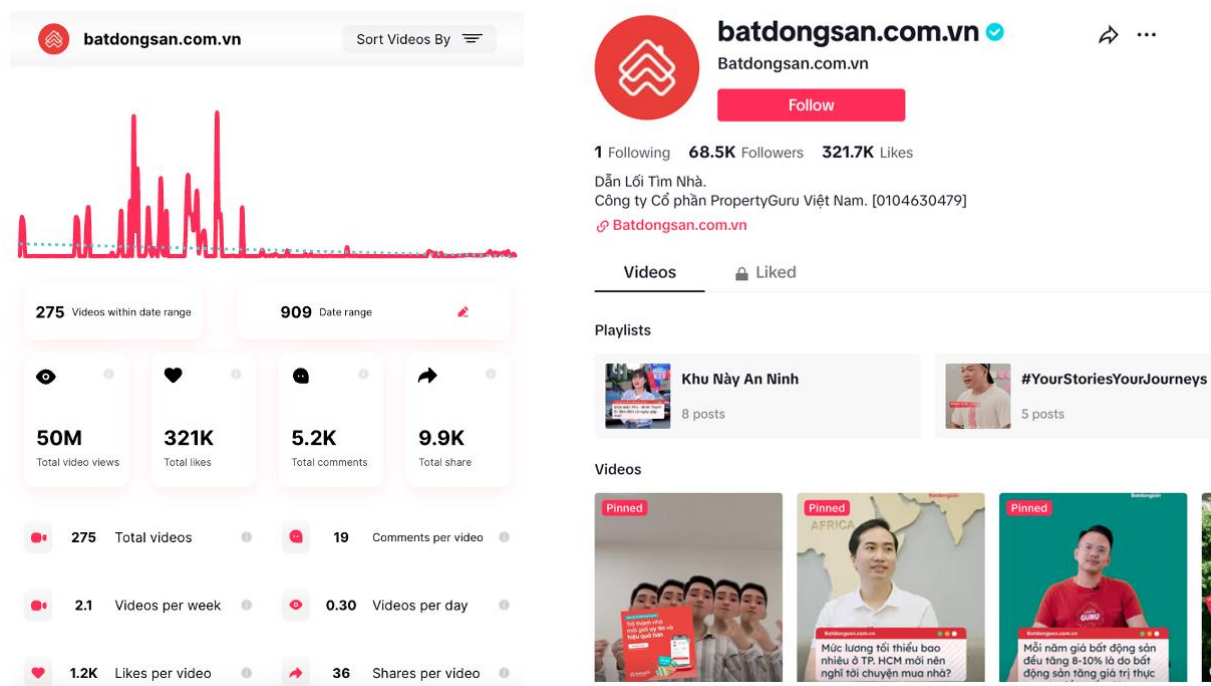


Figure 5.2. Batdongsan.com.vn TikTok channel and its data analysis.

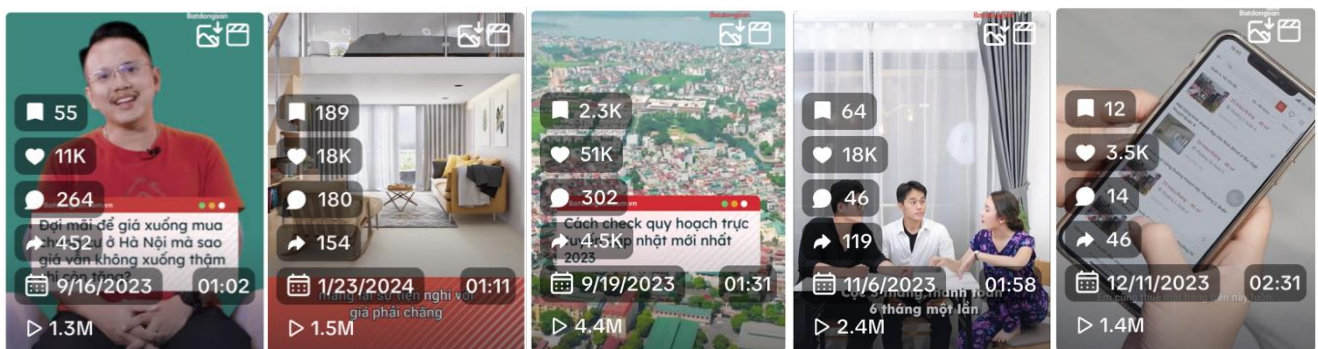
According to Batdongsan.com.vn's Marketing and Communication Manager, Batdongsan.com.vn has leveraged all three marketing methods on TikTok, including organic content, influencer collaboration, and paid advertising. Among these, organic content forms the core of their channel. As a result, organic content combined with paid advertising has proven more effective (in terms of view count and engagement rate) than their previous attempts to go viral by collaborating with micro-influencers. Therefore, the author will thoroughly study their organic content.

Most of their organic content concept on TikTok are informational videos, which are under different types of themes such as factual information, opinion, sharing, humor, and psychological (Yusoff and Roffe, 2023). All these videos are featured with delightful music, visual and sound effects so that it makes the viewing experience of the business account enjoyable rather than giving the impression that it is all about advertisement. In particular, videos that have achieved over 1 million views are the best performing in terms of views and engagement (likes and comments). Batdongsan.com.vn's TikTok account has five main themes, which are explained as follows:

- **Opinion theme.** Batdongsan.com.vn has created a series called "hỏi gì cũng đáp" ("ask anything, we'll answer") with a total of 88 posts over the past two years, addressing questions related to buying, renting houses/apartments/land, prices, feng shui, investment issues, legal matters, and financial matters surrounding real estate. The video format is expert-based, with videos lasting over 25 seconds, presenting in front of the camera to provide in-depth information. Initially, this content was produced as part of a Talkshow campaign on YouTube. Later, Batdongsan.com segmented and tested this content in smaller parts on the TikTok platform. As a result, this content gained significant audience interest day by day, reflected in the view counts. Consequently, Batdongsan.com.vn continued to develop with this format and theme.
- **Sharing theme.** A typical content example of Batdongsan.com.vn is a video sharing tips for checking the latest online land planning in 2023. This content is extremely useful for those interested in and intending to buy lands or houses in the future. The video format is voiceover, which is providing guidance, integrating images, and recording audio.
- **Humor theme.** This content aims to entertain the audience and demonstrates that Batdongsan.com.vn also has its own personality through funny staff and amusing stories that leave an impression on the audience. The video format is acting-based, creating humorous situations while also providing useful tips for first-time renters or those looking to quickly find a rental accommodation.
- **Psychological theme.** Batdongsan.com.vn has leveraged psychological facts or information related to real estate industry to attract the viewers. One of content videos reached 1.4 million views and over 3.5 thousand likes which is a story of Young Man's Journey from rural area to a big city to make a living. They have shared his

journey in finding a place to stay and establishing a small restaurant. The story highlights the challenges he faces and how the Batdongsan.com.vn platform helps him. The video format is acting-based.

All content on the TikTok platform reflects the brand voice of Batdongsan.com.vn as a brand specializing in providing the latest and most useful information about real estate in Vietnam, covering everything from apartments to townhouses and land. The aim is to build brand awareness among customers as the number one website in Vietnam specializing in real estate, according to the Marketing manager of Batdongsan.com.vn.



Picture 5.2. Top content reach over 1M views (@Batdongsan.com.vn TikTok account)

## 5.5 Pilot study – A trial campaign Project

According to Simply Psychology (2023), pilot studies are an essential step in the research process, serving to identify design issues and assess the feasibility, practicality, resources, time, and cost of a study before the main research is undertaken. They also offer researchers preliminary data to anticipate potential results. Conducting a pilot study provides valuable experience and training for the research team, especially when utilizing new experimental techniques or procedures. In essence, a pilot study is a critical phase of research, conducted on a small scale before larger research endeavors, aimed at answering questions about the feasibility of a large-scale project and guiding decisions on whether to proceed further. Additionally, it aids in determining the viability of the plan and its applicability to future projects. Furthermore, Polit and Beck (2017) argued that the main aim of a pilot study is not to address specific research questions but to ensure that researchers do not embark on a large-scale study without thoroughly understanding the proposed methods. In essence, a pilot study is conducted to avoid critical errors in a study that could be costly in terms of time and money.

Generally, researchers use pilot studies to test the feasibility of their planned methods and procedures (op. cit.).

In this paper, the author outlines a pilot study designed as a trial marketing campaign project on TikTok, which aims to testing the effectiveness of marketing on the TikTok platform, explore strategies for building channels and creating authentic content, and seeks to address key research questions of this article.

### **5.5.1 Project Planning**

A social media goal outlines what a business intends to accomplish with its social media marketing strategy. It's crucial to establish measurable metrics and define clear objectives that tie into broader business goals (Lin, 2022). Olutadre et al. (2019, according to Valtari and Kärkkäinen, 2016) and Sjöberg (2017) recognize the importance of social media in achieving various organizational marketing goals and objectives, such as increasing traffic, enhancing brand equity, generating positive electronic word-of-mouth, boosting financial profitability, improving search engine rankings, fostering idea generation and new product development, influencing consumer loyalty with favourable attitudes, providing marketplace insights, and reducing budget expenses. Therefore, writing SMART goals (Specific – Measurable – Attainable – Realistic) is fundamental to effective planning of results-oriented action (Ogbeiwi, 2017). Then, the SMART framework is utilized to identify marketing objectives that support long-term goals of building a solid connection with the customers and increasing overall brand awareness (Chaffey, 2019). According to Christine (Urban Key's CEO), the core goal of Urban Key's social media marketing is to build a youthful brand image so that the company can reach out to younger audiences online and become their favourite brands, then convert them to face-to-face customers. Regarding this project, the company sets the goals and SMART Objective as followed:

Goals:

- Create a new TikTok account.
- Make the brand more widely known to consumers.
- Create virality to rise brand awareness through viral videos.
- Provide useful and diverse information about Leasing topic with funny and entertained tone of voice.



- Provide product information such as rental price, square meter, number of bedrooms, rental status, project name.

#### SMART Objectives:

- Reach at least 1,000 followers.
- 50% of the videos uploaded to the channel reach at least 10,000 views.
- Reach at least 1 video per 10,000 views.
- Likes for videos reach at least 1,000 times.
- The share of videos reach 100 shares during the project implementation.

In terms of segmentation and target audience, Urban Key and the author have decided not to limit users by income, gender, or age for the initial phase on TikTok because the main goal is to increase brand awareness and test the platform's effectiveness. However, according to Urban Key's Sales Manager, the typical customers are those renting apartments in city centre areas in Ho Chi Minh City. They are usually office workers, specialists from multinational corporations, or individuals relocating for work from other cities. Additionally, the company's projects are exclusively located in the centre of Ho Chi Minh City. Therefore, geographical distribution focus will be on major cities like Ho Chi Minh City, Hanoi, and Da Nang. Lastly, the target audience also includes individuals interested in or seeking information about real estate.

As regard strategies and tactics, since its establishment, Urban Key has maintained its image as a young, professional, and reputable leasing agency that offers enthusiastic customer care. Consequently, the upcoming content to be produced and posted on Urban Key's TikTok channel must align with this brand image. The videos will feature youthful key personalities providing accurate and clear information to foster authenticity and trust with the audience. Besides, as this is a trial campaign, the author and the company have agreed to initially target the high-end segment in Ho Chi Minh City, with a particular focus on the Vinhomes Golden River project, which is currently a key product of the company. After conducting focus group interviews with experienced salespeople and sales managers of the company, and learning from the Batdongsan.com.vn channel, the author shall develop a message strategy. This strategy aims to provide the audience with entertaining content delivered in a humorous, witty, youthful, and enthusiastic tone of voice, while maintaining professionalism consistent with Urban Key's brand image. The content will also offer valuable advice and tips related to

apartment renting, which gives viewers the benefits of following the TikTok channel. Additionally, the author considers utilizing multiple platforms to facilitate easier access to the TikTok channel by providing links across various platforms such as Facebook, Instagram, and Urban Key website. For marketing method, the author intends to use 90% organic content and 10% paid advertising, with a small budget of 1.5 million Vietnam dong (approximately 55 euros). Therefore, a well-planned content strategy is crucial and must be clearly outlined before moving into the production phase. The content will focus on three main themes: sharing, humour, and advertising. The concept formats will be mixed including character acting, photo slides, and text + visuals, and voiceover. The material and ideas will be derived from insights and stories of rental customers shared by Urban Key's salespeople, as well as from studying content on the Batdongsan.com.vn TikTok channel and other trending content creators in Vietnam market.

In particular, the sharing theme will include ideas such as 'Tips on supportive and friendly landlords, a crucial factor when renting an apartment', 'Opinions from young people (Gen Z, Gen Y) on renting versus buying an apartment', and 'Showcasing a beautiful luxury apartment and discussing the income required to rent such an apartment'. The humour theme will feature content such as 'Taking clients on apartment tours', 'Two friends showing off their apartments', and 'Exaggerated reactions from agents dealing with clients looking to rent'. The advertising theme will include posts about apartment products, allowing the audience and followers to see Urban Key's diverse and continuously updated inventory.

To effectively convey content ideas and grab users' attention, creating an effective hook is crucial. Businesses and CCs have only about three seconds to hook a viewer on TikTok (Team, 2024). According to a study conducted by Metrixlab (2023), a hook is a tactic utilized at the beginning of a video to capture consumers' attention and interest, encouraging them to engage further with the content. Once the hook is successful, businesses or CCs must provide value by fulfilling the hook's promise. While creating a strong hook is crucial, maintaining cohesion throughout the video content is equally important. On TikTok, a compelling hook can determine whether consumers watch the content long enough to connect with the brand and achieve business objectives. Notably, 90% of total content recall and 80% of total awareness impact occur within the first 6 seconds, underscoring the importance of a powerful hook (TikTok For Business, 2023).

The table 5.1 below illustrates an example of the author's approach to creating hooks and content (translated from Vietnamese to English).

Table 5.1. An example of Hook and Content for Urban Key.

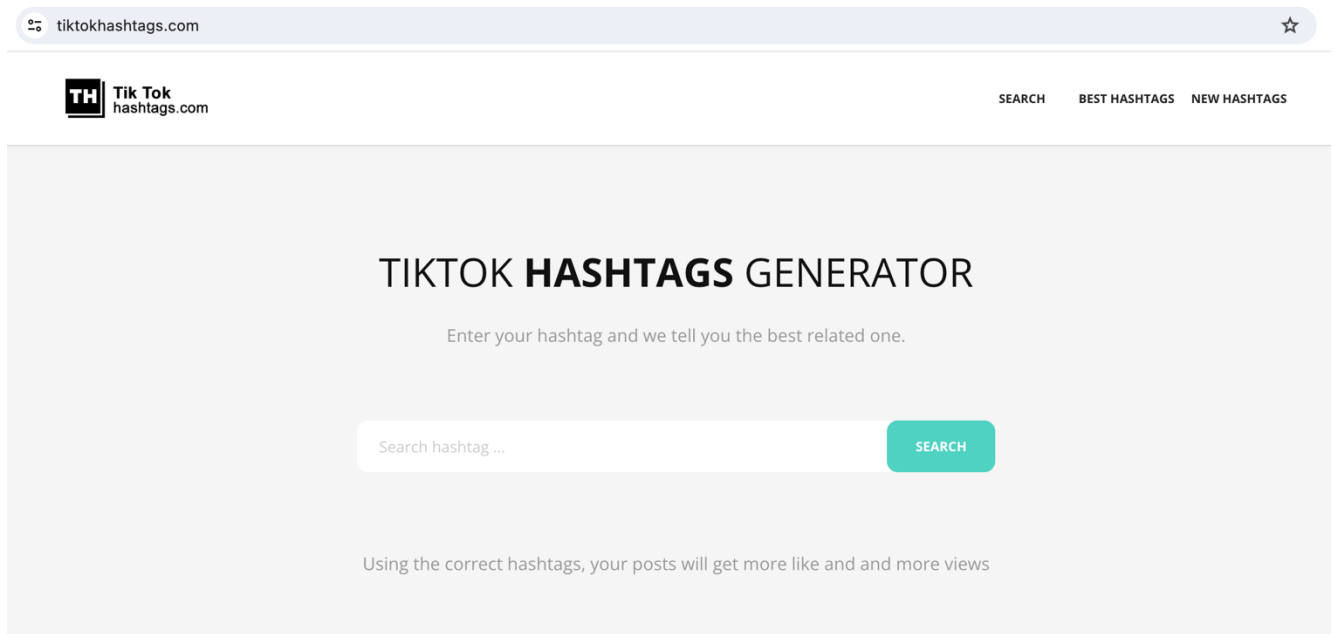
<b>HOOK</b>	<b>CONTENT</b>
<b>With a salary of 5 million VND per month, when can you own this apartment?</b>	Showcasing a beautiful luxury apartment and discussing the income required to rent such an apartment
<b>90% of renters don't pay attention to this before signing the lease...</b>	Tips on supportive and friendly landlords, a crucial factor when renting an apartment
<b>Which apartment project gathers the most TikTokers and showbiz celebrities?</b>	Opinions from young people (Gen Z, Gen Y) on renting versus buying an apartment
<b>An easy-going customer</b>	Taking clients on apartment tours
<b>Apartment battle</b>	Two friends showing off their apartments
<b>The art of closing a deal on an apartment</b>	Exaggerated reactions from agents dealing with clients looking to rent

Regarding posting schedule and frequency, in the first two days, the author plans to post twice a day. Subsequently, content will be posted at least 3-4 days per week, from March 15 to April 15. According to Patel (2024), if the posting frequency is not maintained regularly and consistently, it will take too long to build momentum, and future videos will not perform well even if the content is good. He also suggests posting 1 to 3 times a day on TikTok.

Music and sound are indispensable for attracting audiences as well. According to a Kantar report (TikTok for Business, 2021), 88% of users admit that sound is an integral part of the TikTok experience. Therefore, the author will use trending music in Vietnam that fits the tone and mood, along with sound effects to capture attention and create a psychological impact. From an in-depth interview with an expert who masters TikTok, it was suggested that to

choose trending music on TikTok, one must frequently browse TikTok to stay updated, as trends change weekly and are commonly used by CCs.

Furthermore, Hashtags are a crucial feature that helps algorithms sort content and determine its relevance to specific audiences. By using the correct TikTok hashtags, the videos are more likely to be featured in the “Discover” and “For You” sections (Cruz, 2024). To maximize the visibility of videos, always provide TikTok and its users with as much relevant information as possible. This includes utilizing detailed caption text and appropriate hashtags, which help the platform better understand the content of the video. Users who watch or create videos with specific hashtags are more likely to see other videos using those same hashtags in the future. TikTok recommend videos that are most likely to resonate with target audience, choose highly relevant hashtags. The strategy, which includes both hashtags specific to the product and broader hashtags, ensures that the content reaches users who are most likely to engage with them (Team, 2024). In addition, businesses could also use other online free tools to plan their hashtag strategy. A practical tool (see Picture 5.3) called "HASHTAG GENERATOR FOR TIKTOK" provides useful statistics, such as the total number of posts using a specific hashtag, the total views for posts using that hashtag, along with a list of related hashtags. The tool can be accessed at <https://tiktokhashtags.com/> (West, 2024).



The screenshot shows the web interface of the TikTok Hashtags Generator tool. At the top, the browser address bar displays 'tiktokhashtags.com'. The website header includes a logo with 'TH' and 'Tik Tok hashtags.com', and navigation links for 'SEARCH', 'BEST HASHTAGS', and 'NEW HASHTAGS'. The main heading is 'TIKTOK HASHTAGS GENERATOR'. Below this, a subtext reads 'Enter your hashtag and we tell you the best related one.' A search input field with the placeholder 'Search hashtag ...' is followed by a teal 'SEARCH' button. At the bottom, a message states 'Using the correct hashtags, your posts will get more like and and more views'.

Picture 5.3. TikTok Hashtags generator tool.

Consequently, the author plans to use these hashtags for each post, which are relevant to Urban Key's product, niche market, and brand name: #Vinhomesgoldenriver, #canhocaocap, #urbankey.

For production plan and video script, they are deployed in 3 phases. The video production process follows three main stages: script production, video recording, and video editing.

Table 5.2. The video production plan.

No	Content	Start	Deadline
<b>Phase 1 (1/3 – 10/3): Sharing theme</b>			
1	Script phase 1	1/3	2/3
2	Filmed TikTok phase 1	3/3	5/3
3	Editing phase 1	6/3	10/3
<b>Phase 2 (3/3 – 13/3): Humour theme</b>			
4	Script phase 2	3/3	5/3
5	Filmed TikTok phase 2	6/3	8/3
6	Editing and posting phase 2	9/3	13/3
<b>Phase 3 (6/3 – 15/3): Advertising theme</b>			
7	Script phase 3	6/3	7/3
8	Filmed TikTok phase 3	9/3	11/3

9	Editing and posting phase 3	12/3	15/3
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Finally, risk management and estimated costs are also established to ensure that this trial campaign project is completed on time. The table 5.3 below demonstrates risk categories, how to control and contingency plan in details.

Table 5.3. Risk management.

Category	Risk identification	Reason	Risk management	Precautionary plan
<b>Human resource</b>	Staffing shortage	Insufficient personnel to produce media products: cameraman, actors, editors	Arrange shooting schedules and clearly assign personnel for each production process.	Make a backup list for each department.
	Actors do not perform well.	Actors could not express the emotions that the author wanted to convey in media products.	The author clearly disseminates to the actors the script, acting direction, and communication of the media product.	Find more backup casting.
<b>Operation and Production</b>	Missing files	The cameraman lost the file during the recording or copying process.  Device or memory card error	Check the device and memory card before recording.  Check the file after filming the scenes.	Record multiple backup files from different camera angles.  Check and copy the file immediately after recording to make sure there are no errors.  If there is no backup, we need to set the

Category	Risk identification	Reason	Risk management	Precautionary plan
				schedule to return as soon as possible.
	The arrangement of the production plan schedule is not suitable.	Scenes with inappropriate contexts	The production team checks the script and lines to find the right context.	In the process of reviewing the script, it is necessary to check the content carefully before putting it on the filming set.
	Locations are canceled	The owners of apartments change their mind suddenly	The production team checks each location before filming 2 hours.	Contacting another owner immediately.

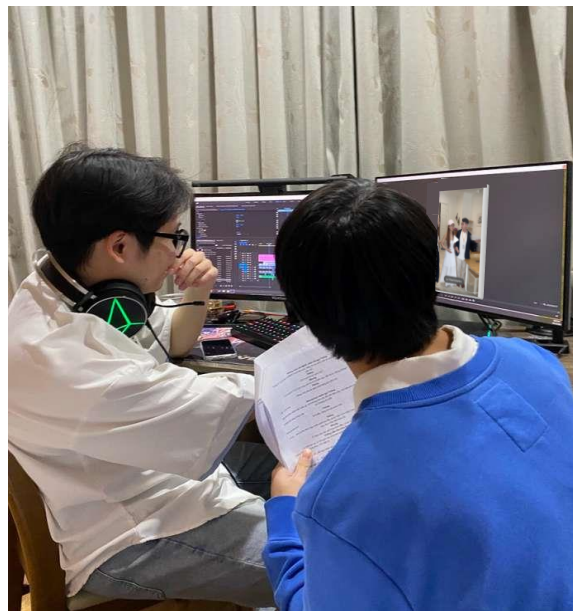
### 5.5.2 Project Execution and Production Process

After completing planning stage, team meeting and team works with the brand on ideas and finalizes the content will be happened on 26-28/2. The table below shows the timeline of project execution.

Implementation Process includes scripting, recording, editing and uploading. First is script production process, the author is responsible for sketching and completing the details of the script at the discretion of the brand. The author has created a Google Sheet to share it with the company's marketing team, and easily get feedback and comment (see Appendix). After the script is completed, it will be handed over to the editor, who will work with the actors to edit it. Afterward, the author and the production team have several online meetings to discuss about suggested shooting location so that the sales team can support and prepare to contact with the owners' apartments for production. In terms of preparing recording tools, the team had to use a gimbal to support recording and microphones to record sound so that the videos have good anti-shake quality and sound. Next is the video recording process. In addition to setting up equipment, the production team needs to coordinate with actors, prepare costume

changes, and apply makeup. The cameraman works directly with the actors to match the dialogue, unify script ideas, take test shots, and check camera angles to best suit the actors. After the end of the production session, the team cleans up and maintain the production equipment.

The final major production phase the team must undergo is video editing, where the editors are responsible for publishing the video. The first critical step in video editing is preserving and archiving the recording file. Typically, the recording file is stored in two copies: one on the computer used for post-production and another on an external hard drive. This dual storage ensures the safety of the recorded file during post-production and mitigates risks. Next, the editors adjust, cut, and enhance the characters' emotions using music effects (such as emotional effects, humour, and tension) and perform colour and sound correction. Commonly used effects like distortion, transitions, fast forward, speed changes, voice modulation, slo-mo, and black and white are added to boost creativity and make the visuals more engaging. Finally, adding captions and subtitles ensures the best viewing experience for the audience.



Picture 5.4. Editing process.

The final step is uploading the videos to the TikTok channel. The author will first check the quality of the final product to ensure it aligns with the intended script and concept. Next, the author will review the video for any possible violations before publishing. Once the video passes these checks, it will be uploaded to the Urban Key channel along with the pre-planned hashtags. The author will also add a thumbnail, video title, and caption, and set the



privacy settings. The uploading process typically takes 3-5 minutes. Once complete, the video will be successfully published on the channel.

Table 5.4. Video upload schedule.

<b>15/3</b>	<b>16/3</b>	<b>17/3</b>  Sharing theme:  → With a salary of 5 million VND per month, when can you own this apartment?  Advertising theme:  → 3-bedroom apartment in Vinhomes Golden River 19Billion VND	<b>18/3</b>  Humour theme:  → The art of closing a deal on an apartment  Advertising theme:  → What makes the million-dollar apartment with the most unique layout at Vinhomes Golden River valuable	<b>19/3</b>
<b>20/3</b>	<b>21/3</b>  Advertising them:  → a very nice 1 bedroom apartment in the centre of District 1	<b>22/3</b>  Sharing theme:  → Opinions from young people (Gen Z, Gen Y) on renting versus buying an apartment	<b>23/3</b>	<b>24/3</b>  Humour theme:  → an easygoing customer
<b>25/3</b>	<b>26/3</b>	<b>27/3</b>  Sharing theme:  → 90% of renters don't pay attention to this before	<b>28/3</b>	<b>29/3</b>

		signing the lease...		
<b>30/3</b>	<b>31/3</b>	<b>1/4</b>  Advertising theme:  → an 2-bedroom apartment for those who love beauty	<b>2/4</b>	<b>3/4</b>  Advertising theme:  → Is \$1200 per month worth it to enjoy a fully furnished, high-end two-bedroom apartment?
<b>4/4</b>  Humor theme:  → Apartment battle	<b>5/4</b>	<b>6/4</b>	<b>7/4</b>	<b>8/4</b>
<b>9/4</b>	<b>10/4</b>	<b>11/4</b>	<b>12/4</b>  Advertising theme:  → 1 bedroom apartment in Vinhomes Golden River	<b>13/4</b>
<b>14/4</b>  Sharing theme:  → How many of these projects have you visited?	<b>15/4</b>			

## 6 FINDINGS AND EVALUATION

### 6.1 Channel Statistic

After 1 month of project implementation (from 17/3/2024 to 25/4/2024), the author has completed and achieved key metrics as followed:

- Total **Followers** are **1,019**
- Total **Video Views** are **100,908**
- Total **Likes** are **2,516** times
- Total **Comments** are **130**
- Total **Shares** are **88** times

In which, number of unique viewers and profile views reach 99,899 and 847 respectively. The below graph illustrates specifically the number of video views during the period of trial campaign, which was collected by

TikTok Analytics. By taking a closer look at the graph, it is clear that the number of video views started at 5,186 on March 18. What stands out from the graph is that this figure peaked at 20,396 views on March 29 after the author decided on combining organic content with paid advertising method.

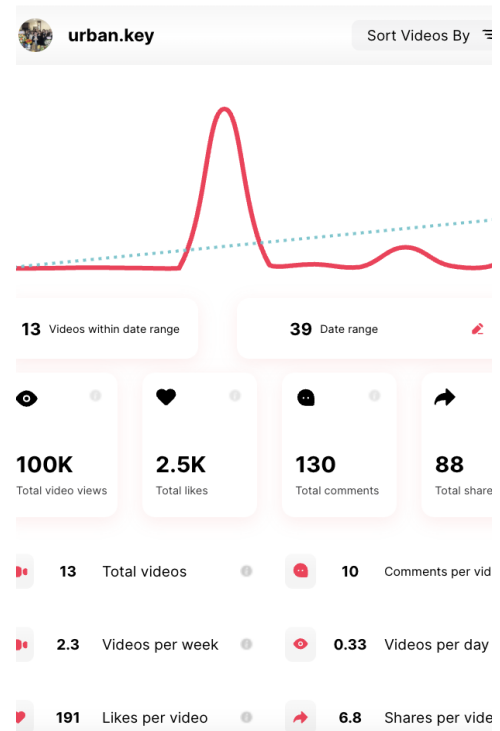


Figure 6.1. Urban Key Profile analysis from Tokaudit tool.

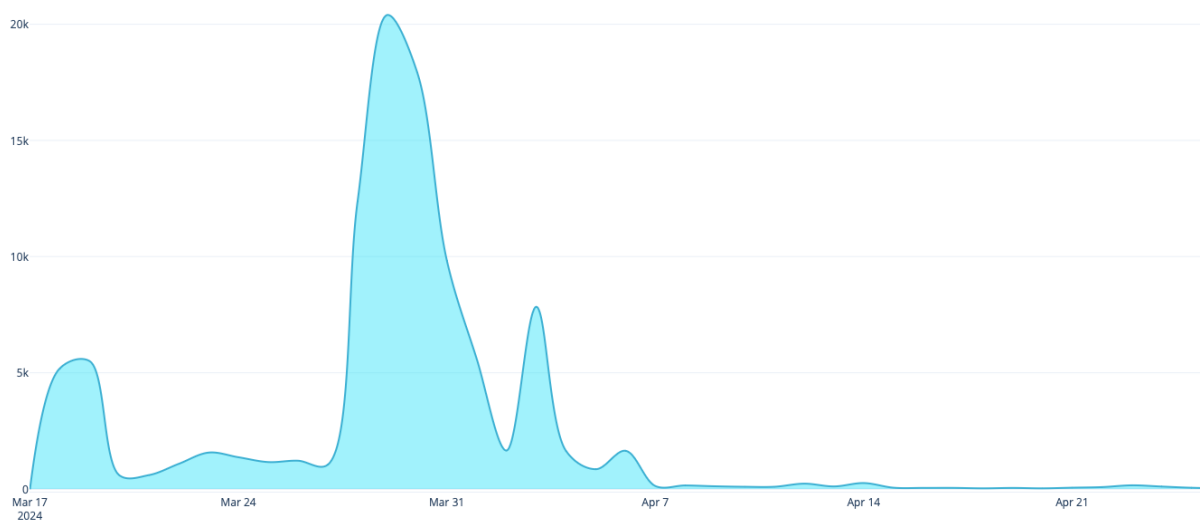


Figure 6.2. Video views in the date range shown (TikTok Analytics).

This below figure 6.2 reveals that there are a difference between male and female audiences. Most viewers of video content on Urban Key's TikTok channel are male, accounting for 64% of the audience. Besides, the data also describes a diverse audience across various age groups. Specifically, viewers aged 18 to 24 make up 28% of the audience, while those aged 25 to 34 constitute 30%. Additionally, the 35 to 44 age group represents 23% of the viewers. The remaining percentage is comprised of viewers aged 45 and above. This distribution indicates that the channel appeals to a broad range of age demographics, with a particularly strong presence among viewers aged 25 to 34. Next, based on the TikTok analytics data provided, the majority of viewers, 98.5%, are from Vietnam. It is interesting to note that there are also some viewers from Laos, Taiwan, and the United States, although they represent a very small percentage, less than 1%. Specifically, regarding the geographical locations within Vietnam, it aligns well with the author's initial target and planning. Approximately 49.4% of viewers are from Ho Chi Minh City, 26.9% are from Hanoi. Viewers from other cities such as Hue, Nha Trang, and Da Nang make up 4.3%, 4.1%, and 4.0%, respectively.

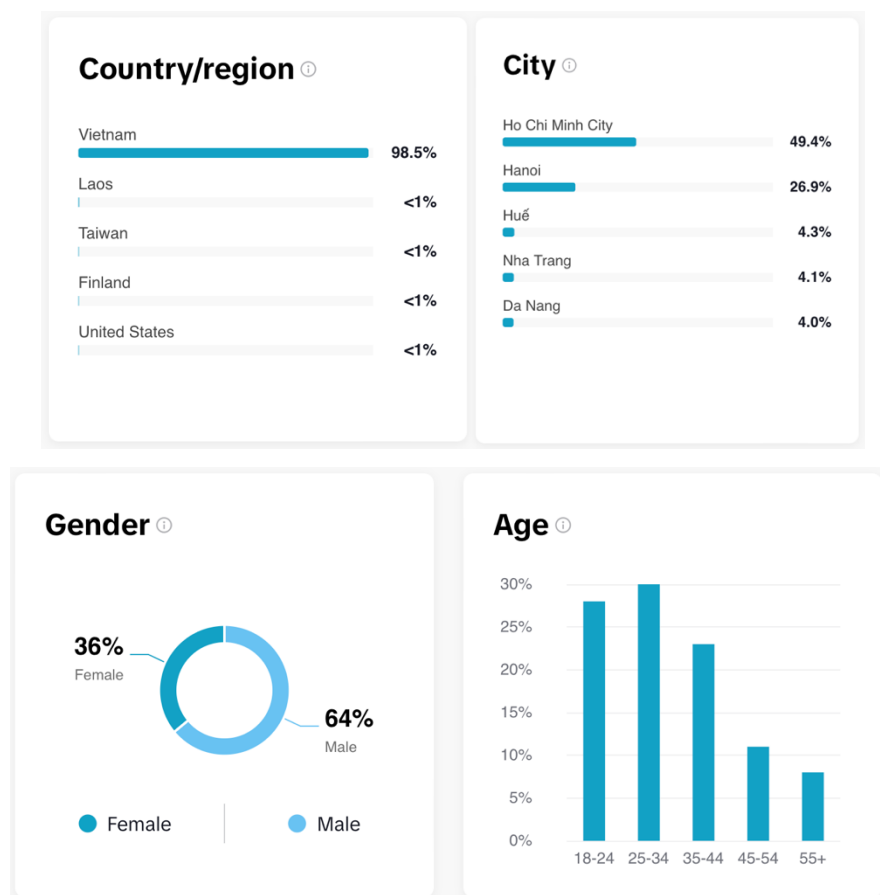


Figure 6.3. Percentage of viewers by country, city, gender and age (TikTok Analytics).

It is surprising and impressive that out of the total of 13 videos the author tested for this project, as many as 9 videos were identified by TikTok Analytics as trending videos. Trending videos are defined as those experiencing the fastest growth in view numbers over the past 7 days (TikTok Analytics tool). This suggests that the content is resonating well with the audience and gaining traction rapidly within a short period.

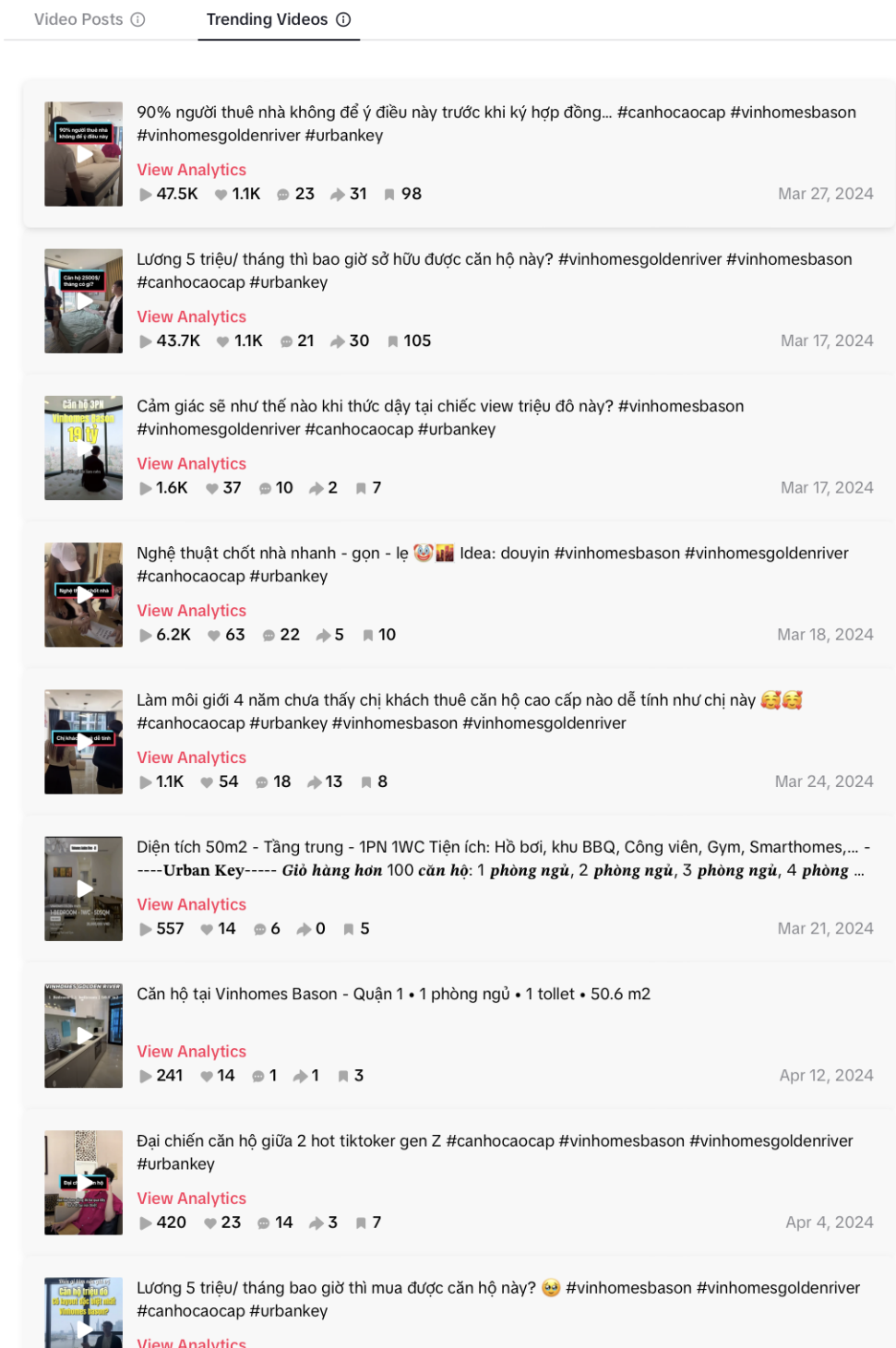


Figure 6.4. Top 9 trending videos (TikTok Analytics).

## 6.2 Qualitative Results

There are two feedbacks from the CEO and Marketing Manager of Urban Key as followed:

First and foremost, I would like to extend my congratulations to the author for the efforts in successfully and properly completing the task over the past two months. Initially, we faced some challenges due to differences in time zones, which caused a bit of a tough in adjusting to the workflow. However, after approximately two weeks, we found ourselves swiftly catching up with the project's development. The KPIs had been met, resulting in highly satisfactory outcomes. Our adherence to the strategy and the initial consensus on the project's concept and direction remains unchanged. Witnessing various adjustments and the team's flexibility throughout production not only generated fresh ideas but also facilitated my learning from the author's insights. As we wrap up the project, both the author and the marketing and communication team express were pleased with the outcomes. Despite its completion, I eagerly await comments and suggestions from the author to further enhance our TikTok marketing (Christine Ho, CEO).

Through this trial campaign, the marketing team has had the opportunity to learn extensively from the author about TikTok's knowledge, content production techniques, understanding which content garners high interaction and views, and much more. This serves as a stepping stone for our Marketing team to concentrate on and formulate plans for the future. Despite the mere duration of one month and 13 videos, with a very modest advertising budget, achieving over 1000 channel followers is commendable. Additionally, the positive engagement and particularly the inquiry from a user, who eventually became a customer by renting an apartment in District 1, were unexpected but truly remarkable outcomes. (Sunny Huynh, Marketing Manager).

The Urban Key TikTok channel has proven to be highly effective by receiving many positive customer feedback regarding the quality of its videos. Users have praised the content for being entertaining and informative, as well as providing valuable insights into the featured products (apartments). Especially, Ms. Sunny's comment as mentioned above highlighted that a user who left a comment on **March 22th** ultimately became a customer of the company after being approached by Urban Key's salesman.





Picture 6.1. Users feedback on Urban Key TikTok channel.

### 6.3 Comparison and Evaluation Metrics for Brand awareness


TikTok offers account holders such as companies and CCs to access data analytics, which divided into Overview, Content, and Followers (TikTok, 2020). In the "Overview" section, account holders can view their profile's performance retrospectively over the last seven or up to sixty days. This performance data includes video views, the number of followers, and profile visits. The "Content" section provides an overview of videos from the past seven days, indicating whether any of them are currently trending. By clicking on a video, users can see detailed metrics for various KPIs, including likes, comments, shares, total playtime, total views, and average watch time. Insights about the traffic source reveal whether viewers found the video through For You Page (FYP), search, hashtags, sounds, or by visiting the profile. Additionally, the geographic origin of the viewers is displayed. In the "Followers" section, companies or CCs can access demographic information about their followers, such as gender, and view their usage habits on TikTok, including which videos or sounds they have interacted with previously (TikTok, 2020b).

Based on these insights, a company can develop a strategy for its content and the above KPIs can be measured as brand awareness metrics such as Reach, Follower growth, Brand mentions (Tate, 2023). TikTok for Business (2023) defines Reach represent the number of unique viewers on TikTok page. Brand mentions metric describes the number of companies mentions (i.e., tags). Follower growth metric shows the total number of new TikTok followers. In addition, Ghiasi (2023) highlighted that the Engagement Rate (ER) is a crucial metric for

analysing content on social platforms. A high ER indicates the quality and popularity of the content, with a higher metric signifying better content. According to White (2022), there are two formulas to calculate an ER, which are  $(\text{Number of likes} + \text{Number of comments}) / \text{Number of Followers} * 100$ , or  $(\text{Number of likes} + \text{Number of comments} + \text{Number of shares}) / \text{Number of Followers} * 100$ . These calculations show that engagement includes various interactions, and measuring interactions is an important aspect of competitor analysis.

In particular, Urban Key TikTok channel belongs to Growing Brands group (brands have 0 – 11,500 followers). Urban Key exceeds the average all industry engagement rate by 268.3%, by comparison with a benchmark of Beaton (2024). Moreover, the indicators of Urban Key including Video Views, Shares, and Reach also surpass the average performance across all industries, with 100k, 88, and 99k respectively.

Table 6.1. TikTok benchmark: performance by all industries (Beaton, 2024).

 AVERAGE TIKTOK PERFORMANCE <b>Across All Industries</b>								
	Follower Count	Weekly Posts	Monthly Follower Growth Rate*	Video Views	Shares	Reach*	Entertainment Score*	Engagement Rate
Overall	335.3K	5	7.7%	130.9K	111	99.9K	3.6	4.1%
Growing Brands (0 – 11.5K Followers)	4.1K	3	13.1%	12.7K	9	9.7K	3.4	3.4%
Established Brands (11.5K – 110K Followers)	46.1K	4	7.4%	64.4K	32	45.5K	3.2	3.4%
Large Brands (110K+ Followers)	804K	7	4.1%	189.1K	172	148.1K	3.9	4.6%

In comparison to Batdongsan.com.vn TikTok channel, Urban Key also posted 13 videos similar to Batdongsan.com.vn within the first month of launching. Nevertheless, there were notable differences in their marketing methods and strategies. While Urban Key focused solely on organic content combined with in-feed ads (with a small budget), Batdongsan.com.vn utilized a mix of paid advertising and influencer collaborations. According to Batdongsan.com.vn's Marketing Manager, the company allocated a substantial budget for advertising and collaborated with influencers to boost the viral effect of dance challenge videos and brand promotions. As a result, Batdongsan.com.vn TikTok channel achieved higher metrics than Urban



Key, such as total video views (865k), total likes (3.3k), and total comments (239). Interestingly, the total number of shares for Batdongsan.com.vn were two-thirds less than those of Urban Key.

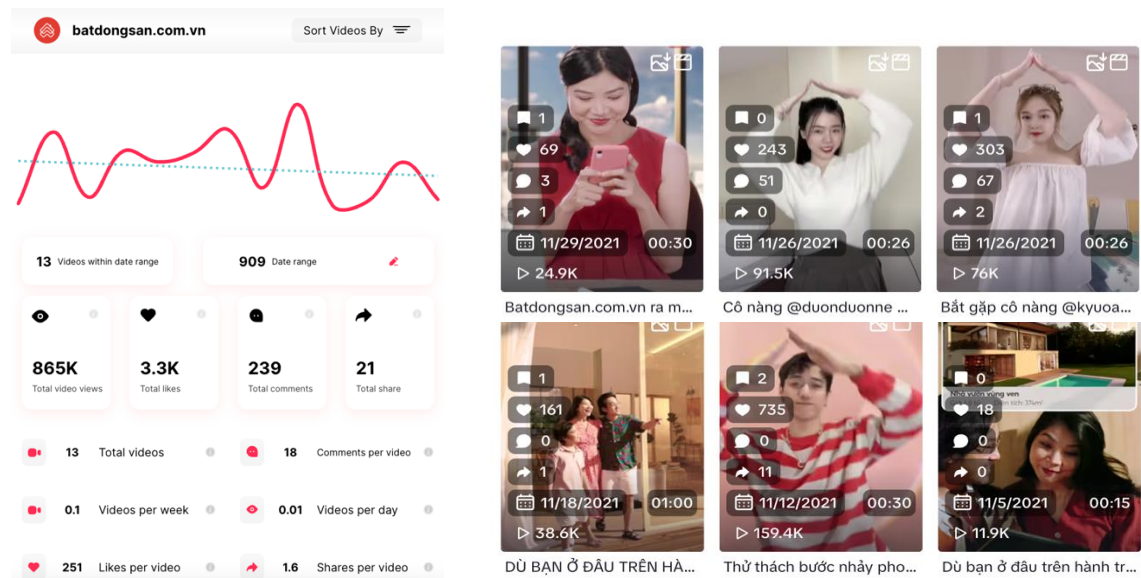


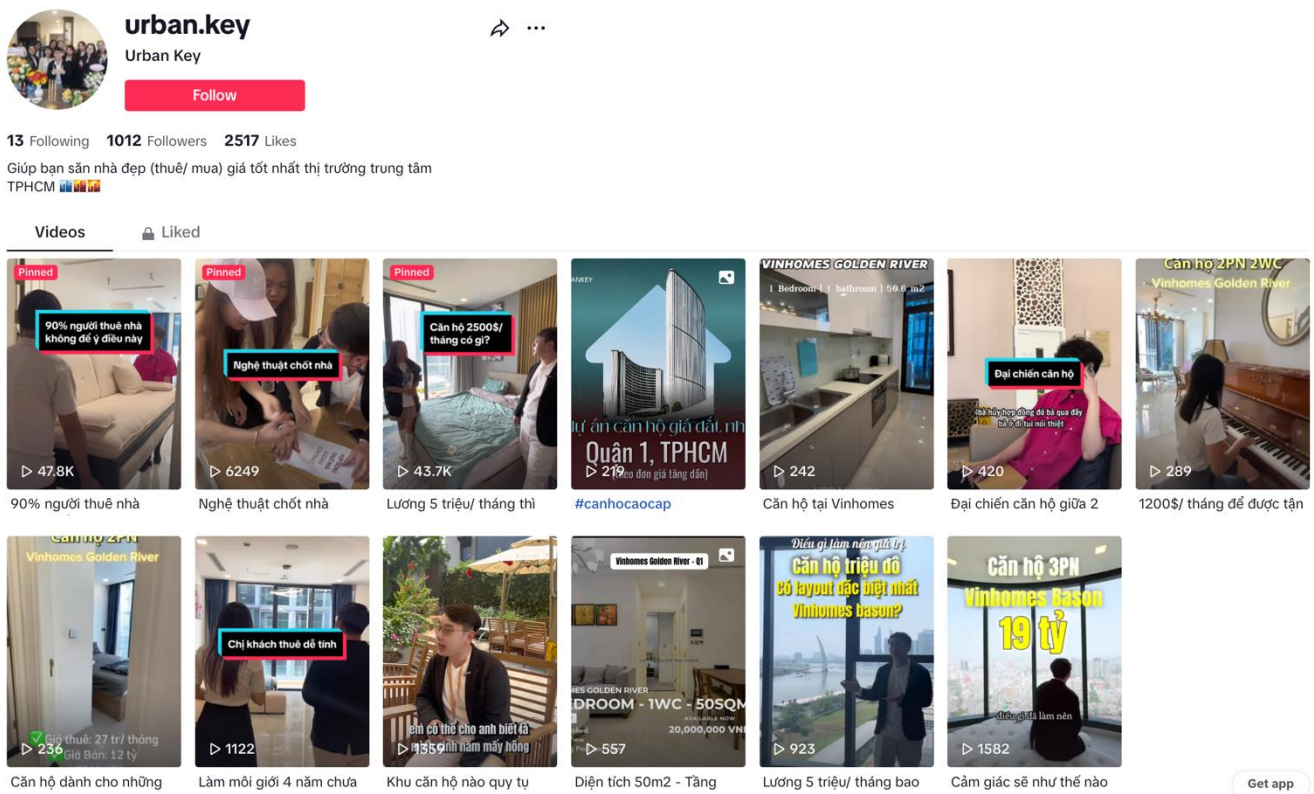
Figure 6.5. Batdongsan.com.vn profile analysis from Tokaudit tool.

Finally, the study shall evaluate the trial campaign from a SWOT perspective so that the company is able to understand and identify its weaknesses and threats that need to be addressed for effective solutions. Additionally, it will highlight strengths and opportunities, providing valuable insights for planning in future campaigns.

**Strengths:** The channel's concept is clearly defined and well-structured, comprising three main components: the brand purpose, content strategy, and personality. The brand purpose focuses on helping customers find beautiful apartments (for rent or purchase) at the best prices in the central market of Ho Chi Minh City, positioning the brand in a niche market. This is performed well in a bio section of the channel (see Picture X). The content strategy features three main pillars: first, diverse characters and creative storylines (sales team, renters, buyers) that resonate with customer insights and create a friendly, relatable atmosphere; second, expert analysis of products, providing in-depth knowledge that addresses the pain points and desires of the target audience, facilitating easier sales closures; and third, product introductions, showcasing a diverse portfolio of high-end properties in central Ho Chi Minh City,

making the content appealing and market-relevant. The personality of the channel is enthusiastic, supportive, professional, and humorous, reflecting the genuine characteristics of the team and serving as unique selling points compared to current market competitors.

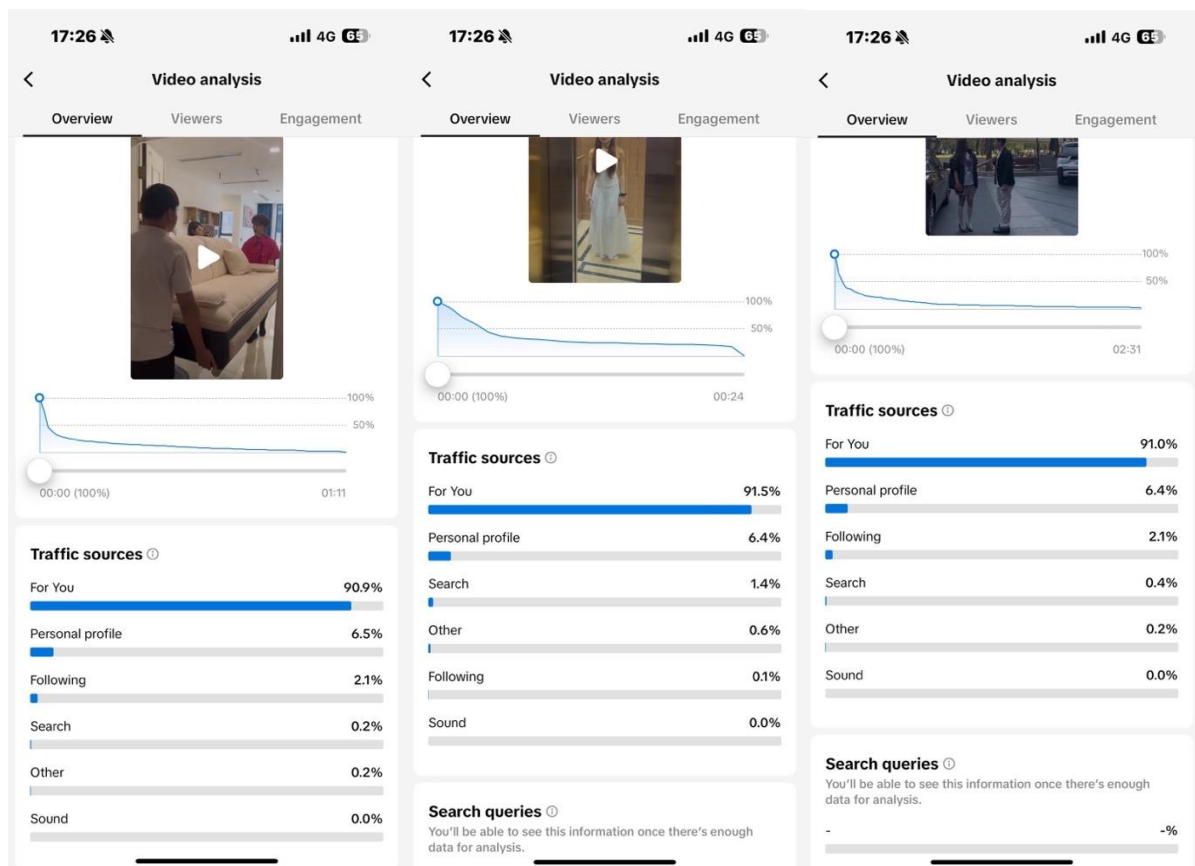
Moreover, the organic content has performed well, achieving approximately 30k natural views, with two viral videos exceeding 10k views, generating positive comments and shares. This indicates high-quality content favored by TikTok's trending algorithm. Advertising content has also shown good conversion rates, attracting nearly 900 followers with a budget of only 1.5 million VND, effectively targeting potential customers interested in the products. The brand guideline uses yellow tones, evoking optimism, friendliness, authenticity, and trustworthiness (Ibarra, 2022).



Picture 6.2. Urban Key channel.

**Weaknesses:** The advertising budget is limited, focusing primarily on organic content. The products are high-end and expensive, necessitating a message delivery that close to the high-end customer segment.

**Opportunities:** The current follower and viewer base consists of individuals aged 18-44, the main working demographic in Vietnam (Statista, 2024a), with 49.5% living in Ho Chi Minh City—the largest proportion and a fitting customer segment for the product range. Besides, in the central Ho Chi Minh City real estate market, most competitors focus solely on product content, lacking creative scripts and diverse characters like Urban Key. In addition, the traffic from the personal profile ranges from 6.3% to 6.6%, indicating a highly interested viewer base in the channel's content (see Picture 6.3).



Picture 6.3. Video analysis - Traffic sources (TikTok Analytics).

**Threats:** Major competitors are willing to spend high budgets to reach customers. Plus, other competitors may contact potential customers through comments to steal leads. With TikTok's recommendation algorithm, customers can easily access competitors' content when the platform learns their interest in real estate. Thus, it is crucial to have a strategy for collecting customer data, engaging, and closing sales as quickly as possible.

## 7 CONCLUSION AND DISCUSSION

### 7.1 Conclusion and Recommendation

After 30 days of posting thirteen videos on TikTok, the account has garnered over 100,000 views. Additionally, it has gained more than 1,000 followers, and all its videos have collectively received 2,516 likes. Overall, the data indicates that Urban Key's brand awareness is positively increasing among TikTok users. Consequently, the author has transferred the TikTok account to the company's marketing team to ensure they continue to monitor and build on this success.

**Based on findings from a one-month marketing trial** on TikTok for UrbanKey, along with **several previous studies on models and strategies for TikTok and its influence in increasing brand awareness**, this paper proposes a comprehensive marketing strategy. This strategy involves the initial phase of building the TikTok channel with ***organic***, ***entertaining***, and ***humorous content*** to capture the audience's attention while ensuring the following elements:

- Provide value-added content and informative insights related to leasing topics.
- Maintain consistency with the brand image, ensuring authenticity and alignment with current trends.
- Select a target audience that aligns with the company's customer segmentation strategy.

Besides, using in-feed ads to promote the channel, gradually testing different content to optimize ad costs, then scaling up later. Depending on the company's goals and budget, companies can customize the promotion. For companies with limited budgets, select TikTok's suggested audience can be more cost-effective than creating a custom by your own. In the next phase, continuous monitoring the channel development. Companies should regularly track and analyze the performance of viral videos and those with high engagement, engage actively with the audience by responding to comments and interactions, and produce content similar to successful viral videos. Last but not least, integrate influencer collaboration and other forms of paid advertising, such as TikTok hashtag challenges, to broaden audience reach.

Due to time constraints, this study does not extend to the development phase and subsequent stages of the channel. Future researchers should continue to explore comprehensive TikTok marketing strategies for leasing companies and the real estate sector in general. However, the author does believe and emphasizes the importance of the growth phase in building an effective channel and content strategy. To achieve this, companies should first familiarize themselves with the application, understand how the algorithm works, and learn about the ranking and display system for users (Hirose, 2024). Therefore, the author hopes that the guideline developed for the company in an attachment part (*TikTok Marketing Guideline for Urban Key company*) will be beneficial for other real estate companies in Vietnam and for the readers of this paper as well. In terms of studying suggestion, the author encourages the company to read carefully this study and a marketing guideline in the final chapter, especially, to use TikTok in an appropriate and effective way.

## **7.2 Assessment of the implemented work and Reflection on own learning**

The author has found this thesis topic related to her strong interest in the digital marketing field, especially in real estate sector. The author's strength in writing the thesis were her four years of experience and knowledge in the leasing real estate industry in Vietnam. Furthermore, since the company is also her co-startup business, the author was highly motivated and deeply interested in the working process. Throughout the implementation process, the author has acquired numerous new and useful materials that broaden her understanding of TikTok marketing. This study is practice-based, allowing the author to engage in realistic actions and gain practical experience that will benefit her business future. Furthermore, through this research, the authors have learned about TikTok marketing such as how to create content and build a channel to achieve optimal performance. The combination of theoretical knowledge and practical application has helped her develop creative thinking and robust practical skills.

Despite these achievements, the study has its limitations, which the authors acknowledge. Since the case study focused on a company in Vietnam, the author encountered several challenges, including differing time zones and working remotely with the production team in Vietnam. The most challenging part was finding relevant literature in the library, necessitating the comparison of multiple online sources to ensure reliability. Social media marketing and the TikTok platform are both broad subjects. The author had to continually reflect on what

was truly important to the subject matter. As a result, building a suitable marketing strategy and developing the trial campaign project took more time than expected. Additionally, regarding time management, balancing the thesis writing with work commitments was quite demanding. Despite these obstacles, the author has completed the project that herself was satisfied with.

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## **APPENDICES**

**Appendix 1. Interview with Marketing Director of Batdongsan.com.vn**

**Appendix 2. Sketching and Scripting the ideas and content by using Google Sheets.**

**Appendix 3. A statistic about key metrics of the last 39 days of trial marketing campaign on TikTok for Urban Key in detail.**

**Appendix 4. TikTok Marketing Guide for Urban Key company**

**Appendix 1. Interview with Marketing Director of Batdongsan.com.vn**

**Question 1:** When did you start to do marketing on Tik Tok?

Actually, we started the Tiktok account in November of 2021 to test the platform in this month first. Then, in 2022, we still continue did marketing on TikTok but it was not kind of strategic. Until last year, I mean in 2023, we did focused on TikTok marketing seriously.

**Question 2:** Do you get any help from external professional marketers for doing TikTok? Or are you managing the business account by yourself or by an internal team?

Yes, we hired an marketing agency to navigate the platform's advertising options and support us to create contents as well as execute marketing campaigns on TikTok. We still have an in-house team to manage the account and learn the Tiktok platform day by day so that it can be worked and value in the long run.

**Question 3:** Why did you decide to do TikTok marketing for Batdongsan.com.vn? What possibilities do you know of using TikTok marketing?

TikTok is a rapidly growing and promising social media platform in Vietnam over the past 2-3 years. Particularly, this platform attracts and is suitable for promoting brand products to Generation Z and Millennials. Users find "joy" in the opportunity to learn and experience new things, designed specifically for them, which is also the reason why TikTok can attract and retain such a large user base. Additionally, in a study including a list of countries with the most TikTok views, Vietnam ranks at the top in Asia, with an average of 128 TikTok videos viewed per day. I also see many other brands and industries doing well in marketing on this platform. I wonder what our real estate industry can achieve and how. Will it be effective? What will be our purpose in marketing on this platform? Therefore, I met with the Board of Directors and the Marketing Department to discuss and make decisions on the marketing plan. As we all know, Tiktok is one of the promising social media platforms, which is growing users continuously. We want to use the platform to reach more audiences. And integrate with other digital methods to boost sales. (Ultimate goal)

**Question 4.** How do you see the online presence of your business?

Although we are currently the number one real estate website platform in Vietnam, it can be said that we are doing very well in the fields of SEO and Google AdWords. However, we do not stop there; we have long-term development strategies, and digital technology is constantly evolving. This means that we need to constantly update and innovate to reach more users, increase brand recognition, especially with Generation Y and Generation Z, our potential future customers in Vietnam. With the TikTok platform, we started more than 2 years ago. At the beginning, it was a trial period, and both the inside marketing team and the agency were quite confused because the real estate industry in Vietnam had hardly anyone doing it. Gradually, we invested in high-quality real estate content, and now the results are quite satisfactory. I do believe that every platform needs time to show the result, but also to present the results will acquire a comprehensive plan of collaboration with multiple platforms' support.

**Question 5.** What's your purpose in doing social media marketing?

Firstly, we aim to brand exposure to ensure our brand is seen, noticed, and recognized by consumers and audiences. Then, the more exposure our brand has, the more it can grow brand awareness. In addition, we would like to intergrate all social media marketing activities in order to boost sales which is our ultimate goal.

1. brand exposure
2. brand image and awareness
3. customer community
4. boost sales

**Question 6.** What kind of brand image do you want to build for Batdongsan.com.vn on social media? Is TikTok your priority platform on social media?

Throughout the social media, we would like to present our brand personality of:

1. We care about product quality
2. We have our company culture
3. We are a brand with a vivid personality

Instagram and Facebook are our priority platforms.

**Question 7.** What kind of content works the best on Tik Tok to reach new audiences? And what doesn't work?

Based on our recent content, educational posts have the best views. However, based on my study the most popular contents of Tiktok are in those categories (Which apply to us):

1. Challenge
2. Educational
3. Influencer
4. Tutorial

**Question 8.** How do you interact with your customers/ followers on TikTok?

Our content is most educational posts, the external partner has a person running our community that the person is responsible for interacting with our audiences.

**Question 9.** How long does it take to create a video post on Tik Tok, from planning to completion of the video?

Our external partner will spend about 3 weeks drafting the script, planning, shooting, and editing it before posting it.

**Question 10.** What is your monthly budget for Tik Tok marketing?

Over 500 euros.

**Question 11.** Have you run TikTok paid ads before? Or do you have any plans to invest in TikTok paid ads in the future?

Yes, we are using paid ads now to boost views and gain more followers.

## Appendix 2. Sketching and Scripting the ideas and content by using Google Sheets.

URBAN KEY, TIKTOK MARKETING									
TikTok Content on Urban Key Channel and Schedule Time for Launching									
Theme	Key Idea	Content Details	Concept	Transcripts	Editor (Dung)	Music	Time		
Sân phồn của hộ của Urban Key	Giới hàng đa dạng, cấp nhật lên top	Quay các căn hộ đang trống cho thuê, Tập trung giải đoạn đầu cho dự án Vinhomes Golden River trước	- Slide ảnh - text + visual - Expert	Quay góc đẹp đi từ cửa vào phòng khách bếp, (các) phòng ngủ Tip: bắt hết đèn trong căn hộ, kể cả đèn trang trí đèn bếp.  Quay 2 đứa bạn biết nhau một thuê nhà mới chuyển về, gọi điện nhau, hỏi nhau về mặt của hộ mới của mình, căn hộ của bạn bla bla nè, đứa bạn kia cũng khoe lại căn hộ của mình, flex một hồi nhận ra là là sáo thật quen quen, là 2 ng bạn ở cùng nhà lại  Quay 1 bạn key person dẫn 1 chị khách (cho người giả làm khách) đi xem căn hộ, xem hơn chục căn, căn 1-2-3 có 2 đứa vui vẻ cười nói, được đi tới mới giới thiệu: bên trong thì mô phỏng, bên ngoài có gì cũng giống, kkk, còn khách thì kiểu: chatima, cơ như quả cầu nào cảm muốn thuê, mà bên mình coi nữa, thôi xong giới rồi chỉ cần quay những góc máy chính: ở trước của căn hộ bước vào bên trong căn hộ, cảnh bước ra bước vào thang máy  Quay Duy người ở trong nhà lướt lướt News trên laptop, đọc tin trên group cơ dân nghe đến cơ ca sĩ A đến viên B đang ở trong tòa nhà của mình Duy bên ra ra thích thú vì được biết của mình, nên Duy quyết định ngày nào cũng lướt ở phòng tập gym, sinh, hồ bơi, công viên, siêu thị tiện ích, rảo đều các góc ngách chung cư, nhưng 1 tháng, 1 năm, 10 năm trôi qua, giờ rồi vẫn không thấy đâu, ghen này nè: <a href="https://www.youtube.com/watch?v=JG5k4h0pG6A">https://www.youtube.com/watch?v=JG5k4h0pG6A</a> concept kiểu giống review của Tina Thảo Thi, hôm nay đi sẽ review đồ ăn trong minishop ở bason nha mọi người...	Độ dài mỗi clip: 45s	1 đứa ở khu tiện ích	Lưu ý ghê mỗi clip một bài nhạc trong top music trending ở Việt Nam		
Giải Trí Vui Nhộn	Hài hước, giải trí, xoay quanh những câu chuyện thuê nhà, liên quan đến việc thuê căn hộ chung cư	1. flex căn hộ vui nhộn 🥰	Diễn xuất nhân vật						Thứ 2, 4 hàng
		2. khi khách hàng đi xem một ngày hơn chục căn hộ và kết quả ra sao 🤔							
		3. khi tôi ở chung cư mà nghe đến là có người nói tiếng ở trong đây, tôi kiểu làm mỗi ngày, rồi câu trôi khớp phật để được gặp được đi cùng thang máy 🤔							
		4. review LỬ của hàng tiện lợi, quán ăn trà sữa 🥰							
		5. Dạo khách đi xem căn hộ, xong rồi đi ki-tô-tên-xét-xét, chuyển tiền set web, rồi dựa cái hợp đồng đồng của lại, rồi khách mở cửa ra "nhà này nhà à" => Minh trả lời							
		1. Chủ nhà để hướng dẫn là điều quan trọng khi đi thuê nè ^^							
Thông tin bổ ích	Cung cấp những thông tin, insights về việc thuê căn hộ chung cư	2. Sharing quan điểm của các bạn trẻ (Gen Z, Gen Y) đang thuê căn hộ	Diễn xuất nhân vật						Thứ 4 hàng

## Appendix 3. A statistic about key metrics of the last 39 days of trial marketing campaign on TikTok for Urban Key in detail.

The below data are exported from TikTok Analytics which show number of Video views, Likes, Comments and Shares in detail during the period of March 17th – April 25th.

	A	B	C	D	E
1	Date	Video Views	Likes	Comments	Shares
2	2024-03-17	0			
3	2024-03-18	5186	102	16	12
4	2024-03-19	5503	2	14	2
5	2024-03-20	591	4	0	5
6	2024-03-21	598	14	4	6
7	2024-03-22	1083	49	11	0
8	2024-03-23	1565	11	19	0
9	2024-03-24	1364	54	17	0
10	2024-03-25	1157	0	0	0
11	2024-03-26	1215	0	0	0
12	2024-03-27	1045	158	21	14
13	2024-03-28	12378	0	1	7
14	2024-03-29	20396	1072	1	34
15	2024-03-30	17937	258	0	0
16	2024-03-31	9824	127	0	0
17	2024-04-01	5600	102	3	0
18	2024-04-02	1653	116	0	0
19	2024-04-03	7836	235	3	2
20	2024-04-04	1637	70	11	2
21	2024-04-05	850	35	3	1
22	2024-04-06	1641	67	0	0
23	2024-04-07	126	0	0	0
24	2024-04-08	150	4	0	0
25	2024-04-09	115	4	0	0
26	2024-04-10	93	0	1	0
27	2024-04-11	94	0	0	0
28	2024-04-12	228	14	1	1
29	2024-04-13	109	1	0	0
30	2024-04-14	253	6	1	0
31	2024-04-15	53	1	0	0
32	2024-04-16	44	0	0	0
33	2024-04-17	45	0	0	0
34	2024-04-18	26	0	0	0
35	2024-04-19	43	2	0	0
36	2024-04-20	26	0	0	0
37	2024-04-21	54	2	0	0
38	2024-04-22	80	3	3	1
39	2024-04-23	156	3	0	0
40	2024-04-24	103	0	0	1
41	2024-04-25	51	0	0	0

## **Appendix 4. TikTok Marketing Guide for Urban Key company**

### **I. Key milestones to note from TikTok**

- Early 2023, Introduction of the feature to post image slides
- From July 2023, Encouragement for content creators to make videos longer than 1 minute

### **II. Keynote of TikTok algorithm**

Most important elements contributed in TikTok algorithm (TikTok, 2020a):

#### **1. User interaction**

- Videos liked by users
- Videos shared by users
- Accounts you follow
- Content you create
- Your comments
- Hidden creators
- Videos reported as "Not relevant."

#### **2. Video information**

- Caption: Consists of keywords to assist the TikTok algorithm in understanding the content of the video.
- Hashtag: Used for content categorization.
- Sound: Comprises sound effects and music tracks

#### **3. Device and account setting**

- Device type.
- Country settings.
- Language preferences.

### Content/Visuals to Avoid:

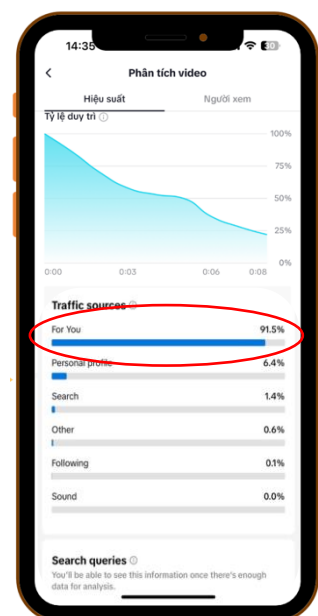
1. Pornographic or sexually suggestive material (very easy to violate)
2. Children alone (extremely sensitive)
3. Content that infringes intellectual property rights
4. Addresses, personal information, contact details (email, phone number, home address, etc.) (very easy to violate)
5. Logos or names of other applications (especially Facebook)
6. Videos featuring products restricted by law (alcohol, beer, tobacco)
7. Violence, suicide, abuse (both human and animal)
8. Illegal gambling, betting, cockfighting, gambling activities
9. Prohibited products (drugs, cannabis)

### III. What Makes a Video Trend and Factors That Help a Video Trend

A trending video will have more views coming from the "For You" page than from personal profiles and followers.

7 factors that help a video trend including:

1. Hook (What can I use to attract strangers to watch this video?)
2. Story (What can I do to attract strangers to watch this video?)
3. Value (What value am I providing through this video?)
4. Hashtag
5. Music and sound
6. Caption
7. Posting time and frequency



### IV. Metrics for marketing performance on TikTok

To analyze marketing performance on TikTok, businesses can use the in-app Analytics tool, which provides insights into account overview (Key metrics), posts performance



(Content), and follower demographics (Followes). In details, Key metrics include 6 indicators: video views, profile views, likes, comments, shares, and unique viewers. The company can custom a date range to see the data as demand. However, since the maximum range is 60 days, the author recommends downloading the data to ensure we always have sufficient information for future tracking and analysis. With access to these indicators, the company can calculate the Engagement Rate, providing a measure of content success. Regarding Content, it shows videos from the last 7 days, in order of newest to oldest, and Trending videos. In this section, the company can view Analytics of each video such as views, retention, likes, traffic source, top words used in comments. These indicators give the company valuable insights into the types of content that resonate with their audience, enabling them to craft more successful content in the future. In Followers section, TikTok provides the company the distribution of viewers by gender, age, city, and country. Especially, the company can tracks when followers are most active to determine the optimal times to post content, thereby enhancing their reach to the target audience. Moreover, as mentioned in chapter 6, Follower growth (number of total followers in the selected date range and its change) and Reach (number of unique viewers) are among the most important metrics to monitor regularly if the business aims to grow brand awareness or establish a community.

## **V. TikTok viral formats**

- Text + Visual is a video format focused on presenting information in a list or displaying extended text.
- Souducation + Visual is a kind of format integrates an inspirational or educational sound
- Image Slides consists of multiple images, similar to Instagram carousels.
- Voice-off (voiceover) format is utilized for storytelling or instructional purposes, combining images with voice recording.
- Expert format: Standing in front of the camera, delivering in-depth information.
- Dramatization format: Presenting a story scenario, requiring strong acting skills.

You don't need to use a single video format. Multiple formats can be combined within one video. Should produce 3-4 different formats for testing during the initial stage.

## **VI. Content Creation tips**

Firstly, ensuring that primary keywords are incorporated into the title and description, accurately reflecting the conveyed content of the video. Secondly, the content should be concise and quality. TikTok is a platform for short-form videos, catering to users who lead fast-paced lives. Consequently, viewers prefer content that is concise, packing in as much information as possible within a short duration. Thirdly, including Call-to-action (CTA) such as "Follow us for more content next week," "Give this video a like if you find it useful," or "Let us know what you think by leaving a comment." Encourage engagement and interaction with the audience. Next, making the first 2-3 seconds with an interesting hook. Below are some successful hooks in viral TikTok videos (Moeller, 2024):

- Starting with an issue or problem
- Asking a question about an issue
- Making a list
- Creating empathy (Focus on pain point/ desire point)
- Featuring a unique or interesting fact
- Using on-screen text to grab attention
- Using catchy phrases or slogans

Adding 3-5 hashtags relevant to brand name, products, sector. Do not neglect video thumbnail when uploading content. Video thumbnails are cover images that users first see. They are also very important, giving users the first impression of your account (Dong, 2024). The company should use the same style for the cover photo to create unity with a big, and clear title. Finally, making the video format vertical (9:16) and remember to balance between quality and quantity.

## **VII. TikTok marketing Checklist**

- ☐ Have SMART objectives been established?
- ☐ Who is the target audience?
- ☐ What are the resources and budget?

- What is the brand image and tone of voice?
- Keep track of metrics for brand awareness (Follow, View, Engagement)
- Link between various social media platforms to make it easier for people to access the TikTok channel

## **VIII. Flop?**

What to do when we have a content flop?

- Absolutely do not delete or hide videos
- Analyzing the content
- Testing other formats: Edit video, adjust music, add text
- Check the TikTok Analytics to understand the problem
- Persisting, do not be discouraged