



Completing Digital Marketing Activities at Sunhouse Group Joint Stock Company

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1. INTRODUCTION

The trend of accessing the Internet, using social networks and electronic devices is no longer something strange in the current booming digital era. However, in the past 2 years, under the strong influence of the Covid-19 pandemic, this trend has grown more rapidly than ever, promising to bring many innovations and opportunities for business activities of the enterprise. Along with consumer changes, marketing means and methods are also changing drastically. Digital marketing is gradually replacing traditional marketing, bringing superior efficiency in reaching potential customers. It is an important marketing channel chosen by more and more businesses, accounting for a large amount of budget in their strategy. Overall marketing of the business.

According to Google Trends, the number of users searching for household items has been increasing rapidly in the past 2 years. Users are starting to have the habit of buying more household appliances because of low prices, many items and easy access to attractive advertisements. With such a potential market, there is also fierce competition between companies in the household appliance industry.

After 22 years of construction and development, Sunhouse Group Joint Stock Company is currently the leading brand in the field of manufacturing and trading kitchen appliances in Vietnam, bringing consumers quality products, quantity, consistent with needs and spending ability. And initially succeeded in accessing the international market thanks to taking advantage of its advantages when applying digital marketing activities to reach customers and promote its products and brands.

With the purpose of understanding the digital marketing activities that the Company is applying, discovering difficulties and problems in the implementation process to find complete solutions and improve the effectiveness that this tool brings, because Therefore, the author chose "Improving digital marketing activities at Sunhouse Group Joint Stock Company" as the research content.

2. RESEARCH METHODS

- Document research method: Research theories about digital marketing through books, reports, magazines, and websites. Information about the Company through data provided by the Company, from the website of Sunhouse Group Joint Stock Company.
- Observation method: Observe digital marketing activities being implemented at Sunhouse Group Joint Stock Company.
- Interview method: In-depth interviews with the Company's digital marketing staff to know and better understand the digital marketing activities that the Company has been implementing.
- Questionnaire survey method: Conduct an investigation and survey of customers who have been using the Company's products and services.
- Statistical methods: Using EXCEL statistical analysis software.

3. KẾT QUẢ NGHIÊN CỨU & THẢO LUẬN

3.1 Thực trạng hoạt động digital marketing của Công ty cổ phần Tập đoàn Sunhouse

3.1.1 Identify target customer groups and goals of digital marketing activities

Target customer group

Sunhouse Group Joint Stock Company's products are diverse and rich with many different product groups, meeting 80% of consumer needs. There are a number of products in the low-mid and high-end segments but account for a large proportion of products, insignificant importance. Therefore, the company's target customer base is also very wide with the following characteristics:

Age: The company mainly directs its products to consumers aged 22-55, this is the age that begins to care more about household appliances, has knowledge, and the habit of searching for information first. when buying and tend to shop more online.

Gender: Any of us need and use household appliances every day, so the Company's target audience does not discriminate between men and women.

Occupation: Due to the characteristics of household appliances, they are essential items and equipment, necessary for any family. So the Company targets customers in all occupations.

Income: The Company's products have many product sizes with many different prices, consumers have more choices, more suitable to their consumption needs according to their income level. Sunhouse's target audience includes customers with average, low or high income levels, but mainly focuses on middle-income customer groups.

Objectives of digital marketing activities at Sunhouse Group Joint Stock Company

After 22 years of establishment, Sunhouse Group Joint Stock Company has achieved many outstanding achievements turn on. With the criteria of constantly maturing, growing and reaching out, the Company wants to achieve more achievements in the future with the goal of becoming a global brand with revenue of over 10,000 billion VND by 2025, increasing coverage. in the market to meet the needs of 350 million people, expand the export market with a revenue of 10 million USD and make a name on the world household map.

The Company's long-term goals are the foundation to realize the goals of digital marketing activities. Currently, Sunhouse is promoting digital marketing activities with the main purpose of reaching more and faster with target customers, bringing the brand closer, being present in every family's kitchen, providing service. best service for customers, increase sales, profits for the Company and save costs.

Digital marketing activities are implemented at Sunhouse Group Joint Stock Company

To get closer to users, the company has understood consumer insights, grasped trends and seen opportunities to direct customer awareness towards itself with digital marketing activities. currently, the company is implementing digital marketing activities on 3 main platforms: website, facebook, youtube.

website

website <https://sunhouse.com.vn/> is the official platform providing information about the company and its products, promoting the company's image, helping to build reputation in the eyes of customers and business partners. joint.

About the interface of the Website



Figure 1: Sunhouse.com website home page interface

(Source: Website Sunhouse.com)

- The website is designed with two main colors, red and blue, similar to the brand's logo color, helping to keep the brand deep in customers' minds.
- The menu bar is designed simply, showing details of important content types, making it easy for customers to look up information.
- Diverse display content with many types of formats: sharp, realistic images; vivid video; Text is easy to see and read.

- At the bottom of the page, the website provides full contact information such as phone number, hotline, zalo, email, map and other information such as: sales system, warranty center, news,... Helps customers have quick access.
- Website is designed to support multiple languages for different markets including: Vietnamese, English, Indonesia, Myanmar, Cambodia.

Website page loading speed

According to PageSpeed Insights, the website's loading speed for mobile devices is 41/100, which is quite low, and the loading speed for computers is 87/100, which is average.

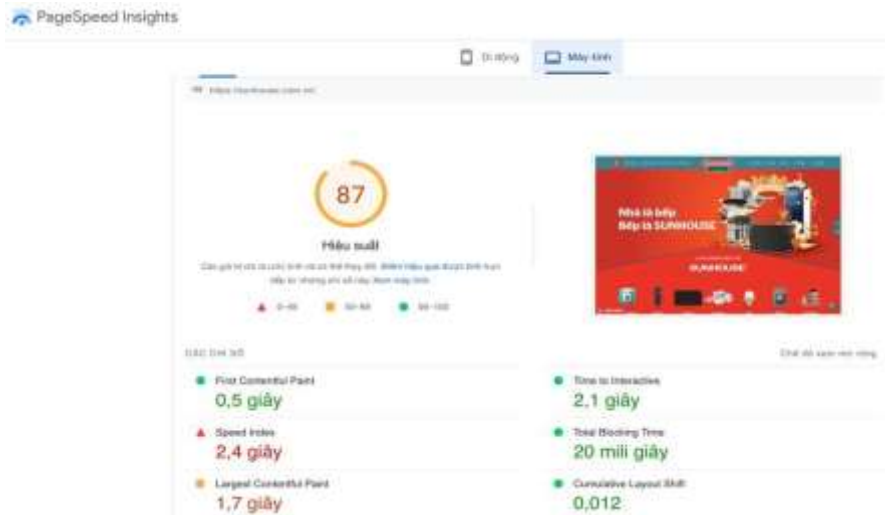


Figure 2: Page loading speed for computers

(Source: Google PageSpeed Insights)

In 2021, Sunhouse website reached over 3.6 million visits, growing 29% over the same period. Natural access reached over 1.4 million times, reaching 99% of the plan. The bounce rate is over 77%, an increase of 14.62% compared to 2020. The website does not retain users effectively with an average access time of 32 seconds. The main visitors are in the age group of 24-34, accounting for 41.5% of users, exactly the target customer group. Phones are the most used device to access websites, accounting for 70.7%. The most viewed product pages are: air conditioners, stainless steel pot sets, water filtration equipment, kitchen appliances, air conditioning fans, rice cookers.

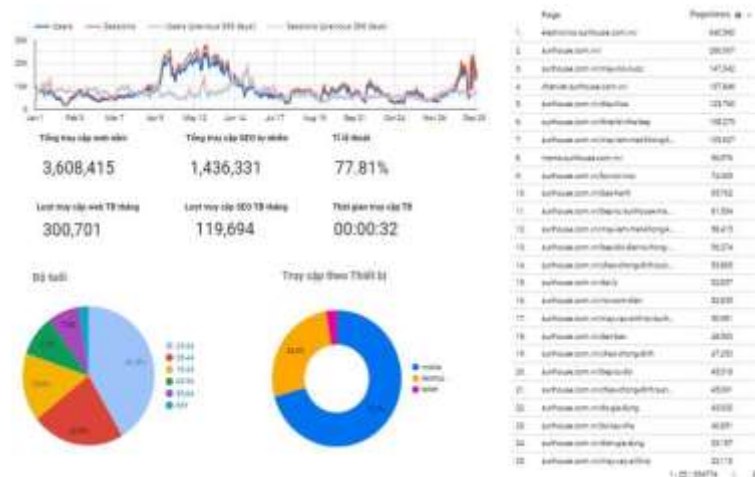


Figure 3: Website activity statistics from January 2021 - December 2021

(Source: Marketing Department, Sunhouse Joint Stock Company)

SEO traffic performed in 2021 exceeded 104% compared to the plan at the beginning of the year. Updating beautiful new product information has brought a lot of traffic to the website. The number of interactions with Google Business in 2021 exceeded 166% compared to the plan at the beginning of the year. Sharing images of the Company's activities on the Google Business page also brought a lot of interactions. SEO keywords implemented on the Sunhouse website have achieved 100% compared to the plan at the beginning of the year.

Table 1: Statistics of SEO activities of Sunhouse Group Joint Stock Company from January 2021 - December 2021

Detail	KPI	Perform	Perform/ plan	Perform/ same period
Number of organic SEO visits	115.080	119.676	104%	135%
monthly average	46	61	134%	174%
Number of keywords in the top 1 - 10	182	205	113%	146%
Number of keywords in top 11 - 50	19.500	32.383	166%	216%

(Source: Marketing Department, Sunhouse Group Joint Stock Company)

Facebook

Fanpage of Sunhouse Group Joint Stock Company with access link: <https://www.facebook.com/sunhouse.com.vn>



Figure 4: Cover page of fanpage: Sunhouse Group

(Source: Sunhouse Group Fanpage)

As of March 30, 2022, the Company's Fanpage reached 427,496 likes. The number of followers is 433,760, a new increase of 87,165 people, mainly in the age group of 18-44 years old. In 2021, there were a total of 487 articles posted on the fanpage with a total page impression of more than 140 million, an increase of 7.4% over the same period. The number of interactions reached more than 13 million, an increase of 11%, and video views reached more than 7 million, an increase of 25.1%. During the campaign period April-June and November-December, the number of impressions and interactions grew strongly.

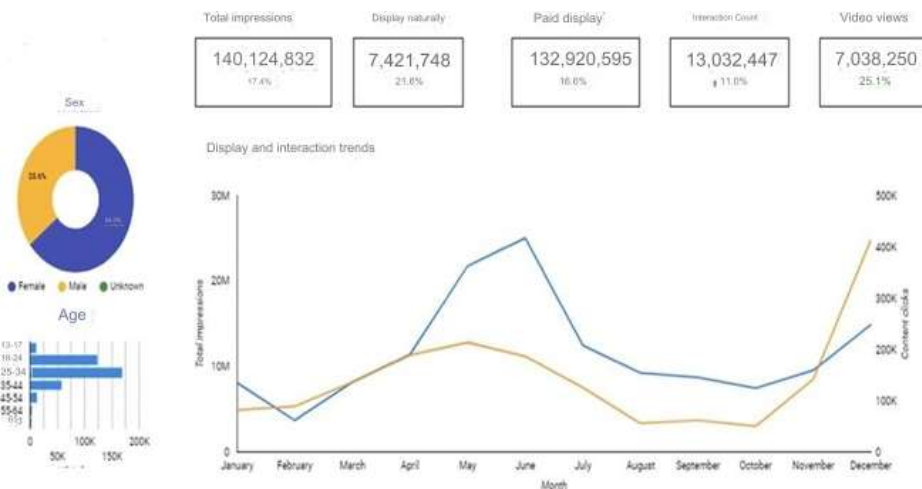


Figure 5: Activity statistics of Sunhouse Group fanpage from January 2021 - December 2021

(Source: Marketing Department, Sunhouse Group Joint Stock Company)

Table 0.2 Statistics of Sunhouse Group Fanpage activities from January 2021 - December 2021

Content	Number of posts in 2021
Sunhouse brand	50
Electronics and refrigeration industry	120
Civil electricity industry	152
Household industry	92
Kitchen equipment industry	73
Total	487

(Source: Marketing Department, Sunhouse Group Joint Stock Company)

Youtube

Sunhouse Group Joint Stock Company officially joined YouTube on April 17, 2012. As of March 30, 2022, there are a total of 31,000 registered people. The YouTube channel exploits four main content streams: corporate introduction; leadership introduction; product introduction; Food recipes with products. In which, cooking programs and product introductions are sources of content to help the brand develop and expand the customer base that loves Sunhouse.

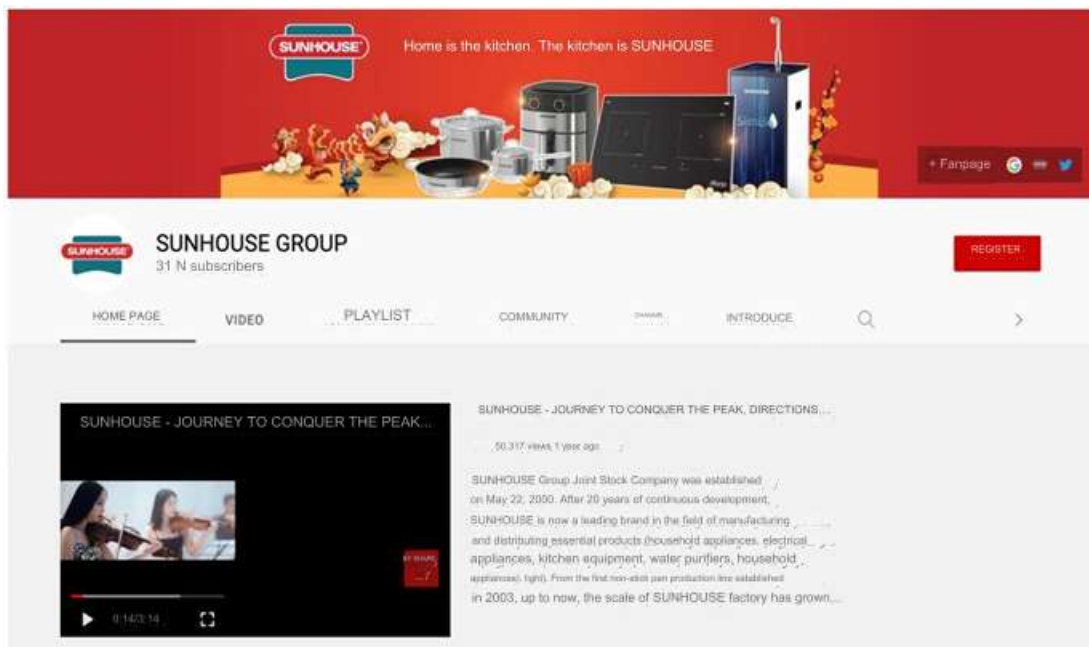


Figure 6: Youtube channel interface: Sunhouse Group

(Source: Youtube Sunhouse Group)

In 2021, with a total of 74 posts, the number of video views on Sunhouse Youtube channel reached more than 14.6 million views, an increase of 69% over the same period. The number of channel registrations increased by 8,015 times, up 32% over the same period. Customers mainly use their phones to access and watch videos. However, in the first 3 months of 2022, the number of videos is still too small, stopping at only 3 videos.

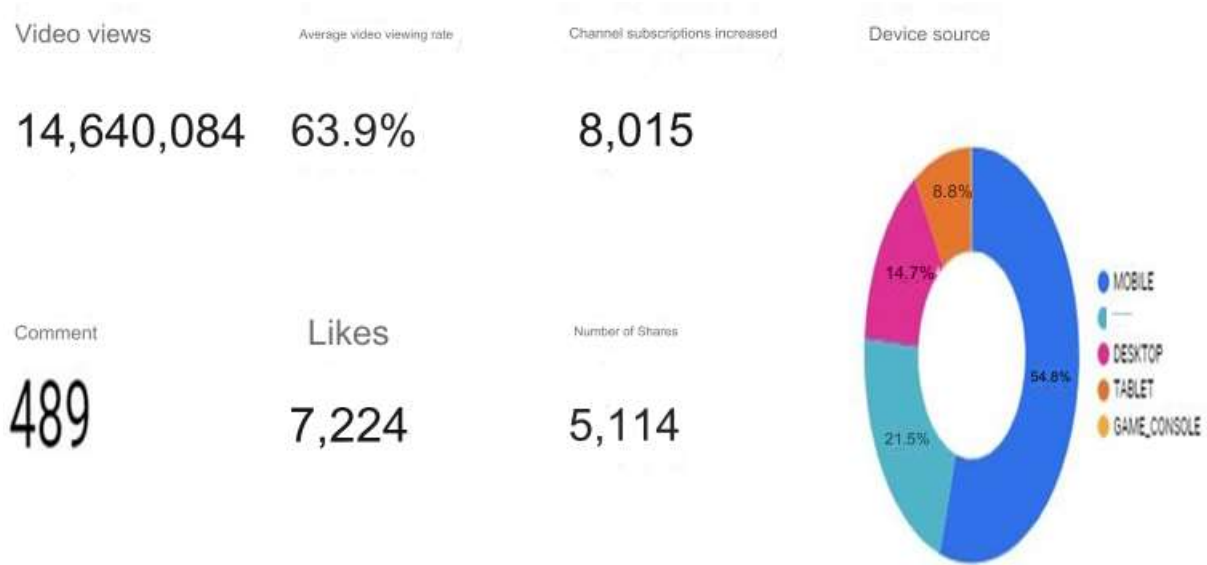


Figure 7: Youtube channel activity statistics from January 2021 - December 2021

(Source: Marketing Department, Sunhouse Group Joint Stock Company)

3.1.2 Survey results of digital marketing activities at Sunhouse Group Joint Stock Company

3.1.2.1 Characteristics of the study sample

Realizing that surveying customer opinions is extremely important for the digital marketing activities of Sunhouse Group Joint Stock Company, the author conducted a survey of 130 samples of customers who have been using Sunhouse Group's products. Company. After the investigation process, 10 samples were eliminated. Therefore, the results obtained were 120 valid samples and were included for analysis.

Table 0.3: Characteristics of the research sample

	Targets	Quantity	Tỷ lệ (%)
Sex	Male	44	36,7
	Female	76	63,3
	Total	120	100
Year old	Under 18	15	12,5
	From 18 – under 24 years old	21	17,5
	From 24 – under 45 years old	55	45,8
	Over 45 years old	29	24,2
	Total	120	100
Job	Student	10	8,3
	Free labor	11	9,2
	Officials and employees	56	46,7
	office	34	28,3
	Self-employed	9	7,5
	Other	120	100
	Total	10	8,3

Under 4 million VND	53	44,2
From 4 - under 8 million VND	42	35
From 8 - under 10 million VND	15	12,5
Over 10 million VND	120	100

(Source: Data processed from Excel)

About gender

Of the 120 samples surveyed, male customers accounted for 36.7% and female customers accounted for 63.3%. This shows that the difference is also significant because with low-value items such as pots, pans, and pans, the people who often use those items and equipment in the family are women and they are often responsible for making decisions. buy larger. In the case of shopping together, men can act as technical consultants for large appliances, complex technology, and great value such as air conditioners, water purifiers, gas stoves, etc.

a. About age

Customers aged 24 - under 45 account for the highest proportion with 45.8%, this is the age group that is married, has a stable income, and begins to be interested in and search for more information online about clothing. used in the home, they are able and willing to pay, and are the target customer group that the company is aiming for. Next is the age group over 45 years old, accounting for 24.2%, a group of customers who can afford it but will often prioritize going to the store to see the product before deciding to buy. Ages from 18 - under 24 years old account for 17.5% and under 18 years old account for 12.5%.

b. About job

Officials and office workers account for 46.7%, followed by self-employment accounting for 28.3%. Self-employed workers account for 9.2%, followed by students accounting for 8.3% and some customers in other professions accounting for 7.5%.

c. About income

Customers with mid-range income from 4 - under 8 million VND account for the highest proportion with 44.2%, from 8 - under 10 million VND accounts for 35%, over 10 million VND accounts for 12.5%, under 4 million VND accounting for 8.3%. Because Sunhouse brings convenience to the majority of consumers with a variety of products, affordable prices and stable quality, customers with low or mid-range incomes can afford to pay for it. Sunhouse products.

3.2.1.2 Behavioral characteristics of the research sample

Time spent by customers searching for information

The time customers spend looking for information about a product is 2 - less than 3 weeks, accounting for the highest percentage at 49.2%, time under 1 week accounting for 29.2%. Time less than 3 - less than 4 weeks accounts for 13.3% and time over 4 weeks accounts for 8.3%. From the analysis results, we can see that customers often tend to search for information about products before making a purchase decision. They are not in a hurry to decide within 1 week and also do not spend more than 4 weeks searching. information. Therefore, regularly updating information about products and the Company is extremely necessary.

Table 0.4 Time spent by customers searching for information

Period	Frequency	Percentage (%)
Less than 1 week	16	29,2
From 2 to less than 3 weeks	59	49,2
From 3 - less than 4 weeks	35	13,3
Over 4 weeks	10	8,3
Total	120	100

(Source: Data processed from Excel)

Khung giờ tìm kiếm thông tin

Customers spend the most time searching for information between 8pm and 10pm, accounting for 56.7%, followed by 11am - 12pm, accounting for 30%. During these two time frames, people often have more free time and spend more time for entertainment, searching and reading information. Therefore, if digital marketing activities are deployed during these two time frames, they will reach more customers and bring the highest efficiency. In addition, the

time from 6 to 9 a.m. accounts for 17.5%, from 5 p.m. to 7 p.m. accounts for 12.5% and other time frames account for 8.3%. These are the hours when people have to take care of their children and family, so they often do not have time to use electronic devices to search for information..

Table 0.5 Information search time frame

Search time frame	Frequency	Percentage (%)
6 – 9 hours	21	17,5
11 - 12 o'clock	36	30
17 – 19 hours	15	12,5
20 - 22 hours	68	56,7
Other	10	8,3

(Source: Data processed from Excel)

3.1.2.3. Information channel that customers know about Sunhouse Group Joint Stock Company

Customers know Sunhouse Group Joint Stock Company the most through the website at a rate of 68.3%, followed by the Facebook channel at a rate of 57.5%, these are the two online channels that the Company focuses on investing in and developing. Next, customers know the Company through referrals from friends and relatives, accounting for 48.3%, this is a reliable and useful source of information, and an effective word-of-mouth advertising channel to help build the brand. and loyal customers. In addition, 36.7% of customers know the Company through television, this is the information channel that the Company advertises in each campaign, each time. Other information channels account for 9.2%. From there, it can be affirmed that customers are increasingly inclined to search and refer to online information sources.

Table 0.6 Information channels to know Sunhouse Group Joint Stock Company

Kênh thông tin	Frequency	Percentage (%)
Website	82	68,3
Facebook	69	57,5
TV	44	36,7
Introduced by an acquaintance	58	48,3
Other	11	9,2

(Source: Data processed from Excel)

a. Customer's level of interest in different types of information

Product price is the type of information that customers are most interested in with an average value of 4.37. Because there are more and more brands and companies providing kitchen appliances on the market, the level of competition is also very high and price is always an important criterion for customers to choose which product to use. Which company's products and brands?

Product information (style, design) and customer reviews are also information of great interest to customers with average values of 4.26 and 4.23 respectively. Because the first thing that attracts them when looking at a product is the product's style, design, and color. If they like a model, they will take the next action such as searching for information about that product and then looking at customer reviews to see if the product is really good or not before making their decision.

In addition, information about the Company is evaluated by customers with an average value of 4.15, promotional programs are also of interest with an average value of 3.83, and outstanding events of the company are only listed. Customers rate it with an average value of 3.08. The survey also shows that there are differences between urban and rural consumers. Urban consumers tend to care about product quality, safety and origin, while rural consumers care more about price, color design, promotions and energy savings. quantity. The reason is shallow consumers

In low-income villages, shopping is influenced by price.

Through that, the Company needs to clearly understand the level of interest in different types of information of customers to be able to determine which information to prioritize and focus on to transmit to customers in the most effective way.

Table 0.7 Level of interest in different types of information of customers

Information type	Level of concern	Value
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	1	2	3	4	5	medium
General information about the company (reputation level)	0	0	12,5	60,0	27,5	4,15
Product information (model shape, design)	0	0	4,2	55,0	40,8	4,37
Price of the product	0	27,5	45,0	19,2	8,3	3,08
Promotional programs	0	0	7,5	61,7	30,8	4,23

3.2.2 Customer reviews on digital marketing activities of Sunhouse Group Joint Stock Company

a. Customer reviews about the Website

Of the total 120 people surveyed, 107 people have ever visited the Company's website. The survey results are summarized as follows:

Table 0.8 Customer reviews about website Sunhouse.com

Statements	Level of concern					Value medium
	1	2	3	4	5	
The name of the website is easy to remember	0	2,8	7,5	60,7	29,0	4,16
Website access speed and find information quickly	0	5,6	26,2	50,5	17,8	3,81
The website has a beautiful interface, good-looking	0	2,8	12,1	59,8	25,3	4,06
The website provides full information	0	0	4,7	57,9	37,4	4,33
	0	3,7	19,6	52,3	24,4	3,97
	0	2,8	31,8	43,9	21,5	3,84

(Nguồn: Số liệu xử lý từ Excel)

"Website provides complete and accurate information" is the criterion most appreciated by customers with an average value of 4.33 showing the level of agreement. The website regularly updates product specifications as well as useful articles on tips, how to use the product, and how to make the most of the product's functions. Providing complete and accurate information helps customers easily grasp information about the product as well as the Company, does not have to spend a lot of time searching for information in other sources and can thereby shorten purchase decision time.

The criterion "the name of the website is easy to remember" is highly appreciated by customers, the average value is 4.16. The domain name is simple but makes an impression on users.

The criteria for a website to have a beautiful, easy-to-read interface has an average rating of 4.06. The website is designed with two main color tones: red for heat and enthusiasm and cool blue, similar to the brand's logo color. The website uses large and dynamic images, making the Group's website different from the websites of other companies, exuding its own unique characteristics.

"The website structure is reasonably designed and convenient for operations" was rated by customers with an average value of 3.97. The website has a keyword search function that recognizes both unaccented and accented words, and divides searches into products and articles. Additionally, for each different page, there will be a filter for customers to perform different actions. For example, on the product page, there are filters based on product characteristics (color, size, capacity, features...); The warranty page has the feature of filtering warranty stations by product groups and installation support services; The agent page has the ability to filter agents by region and business product group. All this helps customers find easily and accurately the information they need.

Customers rated the criterion "feeling safe when making transactions on the website" with an average value of 3.84. Although SUNHOUSE is a famous and reputable brand, many customers still feel untrusted when making transactions on the website.

Finally, the criterion "fast information access and search speed" is rated lowest by customers with an average value of 3.8, above the neutral level. This shows that SUNHOUSE needs to optimize the website and improve page loading speed for better user experience.

b. Customer reviews for Fanpage

Of the 120 people surveyed, 118 people accessed the Sunhouse Group fanpage. It can be seen that the Company's customers almost all use the social network Facebook and they often go to the fanpage to search for information before buying products. Below are the survey results of customers' level of agreement about the Company's fanpage:

Table 0.9 Customer reviews about Sunhouse Group fanpage

Criteria	Level of concern					Value medium
	1	2	3	4	5	
The article has interesting content,	9,3	16,1	25,4	30,5	18,6	3,33

attract	3,4	15,3	23,7	40,7	16,9	3,52
Specific, detailed information and	3,4	14,4	12,7	44,9	24,6	3,73
easy to understand	0	7,6	18,6	40,7	33,1	3,99
Comments and questions are welcome	3,4	28,8	30,5	20,3	17,0	2,99

(Source: Data processed from Excel)

Customers rated the criterion "fanpage regularly updates information about products and companies" highest with an average value of 3.99. With a frequency of posting 1-2 articles per day, not spreading out product groups but only focusing on strategic products and main activities of the company to help customers update more information and stimulate purchases. .

The criterion "comments and questions are responded quickly" is evaluated with an average value of 3.73. During the work shift, Sunhouse fanpage staff always try not to let customers wait too long when they leave comments. However, the fanpage care staff's time is only until 6pm, so if a customer comments or messages after this time frame, it will take the next day to get a response. Response to comments and questions is still slow.

"Specific, detailed and easy-to-understand information" is rated by customers with an average of 3.52. Posting administrators often use familiar, friendly words to help customers more easily visualize the product, providing the most truthful information.

Although the fanpage regularly posts articles, the content only revolves around product introductions, so it does not really attract readers, so the criterion "posted articles have attractive and attractive content" is rated by customers. The price is quite low with an average value of 3.33.

To increase the interaction rate, the fanpage organizes contests and mini games for customers, but the number is still not much. The criterion "fanpage regularly organizes contests and mini games" was rated lowest by customers with an average value of 2.99.

c. Customer reviews for Youtube channel

Of the 120 people surveyed, 97 people accessed the YouTube channel: Sunhouse Group. The results are shown in the table below.

Table 10 Customer reviews about Sunhouse Group youtube channel

Criteria	Level of concern					Value medium
	1	2	3	4	5	
The posted video has recording content	0	8,2	12,4	58,8	20,6	3,9
Attractive and attractive	5,2	28,9	13,4	33,0	19,5	3,3
Regularly post content	0	3,1	10,3	50,5	36,1	4,2
product content	0	5,2	16,5	60,8	17,5	3,9
Fast video download speed, colors	0	2,1	12,4	67,0	18,6	4,0

The criteria "fast video loading speed, clear colors, vivid sound" are highly rated by customers with an average of 4.2. This is the first important criterion for users to decide whether to continue watching the video or not. Therefore, the Company always creates HD, clear videos with clear, easy-to-listen sound to attract and retain video viewers longer.

"Video content provides useful information" is rated quite highly by customers with an average of 4.0. Not intended to attract views, the posted videos provide official information about the product, the Company, share with everyone how to use the product, and good tips.

"The posted video has attractive and engaging content" and "Diverse article topics" received customer reviews with an average value of 3.9. This is not a very low number, but the Company should still create more videos with more diverse topics to attract viewers and increase interaction.

The criterion "regularly posting product content" was rated lowest by customers with an average value of 3.3. In fact, the number of product introduction videos posted is small, focusing only on a few strategic products, while customers always need to watch authentic videos about products with the same objective information. useful.

3.1.3 General assessment of digital marketing activities at Sunhou Group Joint Stock Company.

a. Advantage

In general, the indicators performed on digital marketing platforms achieved good results, exceeding set goals and having good growth over the same period.

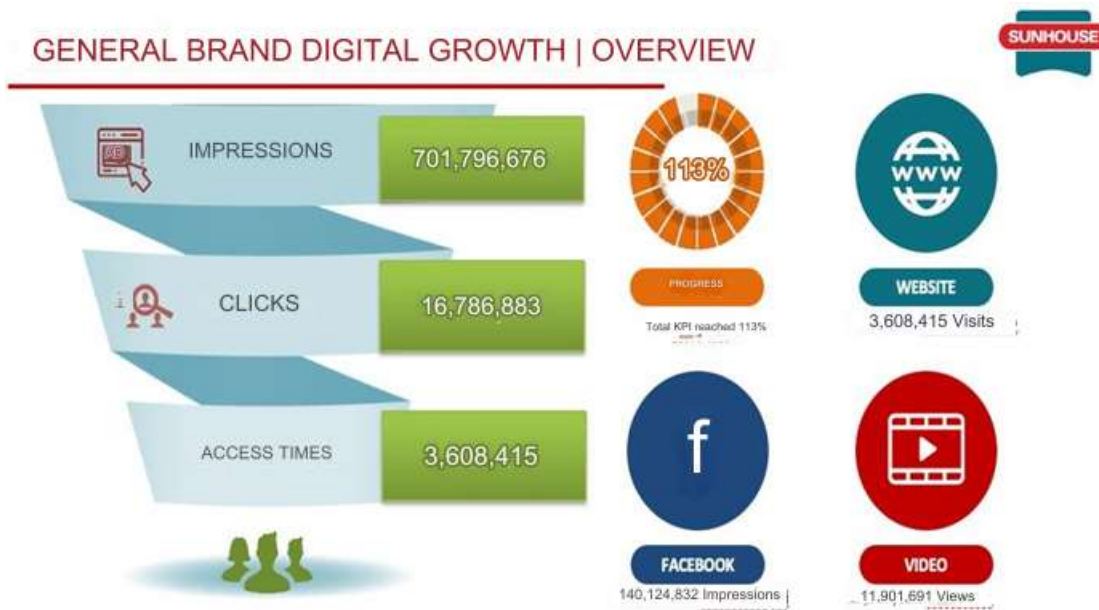


Figure 0.10 Overview of digital marketing growth of Sunhouse Group Joint Stock Company

(Source: Marketing Department, Sunhouse Group Joint Stock Company)

In 2021, progress in implementing digital marketing activities exceeds 13% of the plan set at the beginning of the year. Advertising on digital platforms reached over 700 million impressions with more than 16.7 million clicks on content interactions, an increase of nearly 200% over the same period, bringing in more than 3.6 million website visits and 11.9 million YouTube views.

Digital marketing activities are increasingly effective due to taking advantage of the good Sunhouse brand foundation and long-standing business foundation, so implementing digital marketing activities is also easier. Content is increasingly optimized and more creative to attract users. At the same time, the budget was invested in communications and campaigns to help diversify content, digital marketing activities were deployed across multiple channels, creating positive effects.

Website with modern design, beautiful images, convenient interface for users, many superior utilities, easy to operate. Media content is optimized and intuitive with beautiful, modern images. Articles and tips are updated, providing useful information to customers and encouraging them to learn more about the product. Because it is considered the brand face of the business in the online environment, the Company places great emphasis on communication activities on the website.

Communication efficiency increased because average costs by CPC and CPV were both 11% lower than the same period.



Figure 11 Operational efficiency of Sunhouse.com website

(Source: Marketing Department, Sunhouse Group Joint Stock Company)

Fanpage is also a digital marketing channel that the Company invests heavily in with post content displaying a variety of formats such as images, videos, gifs to help optimize costs and increase accessibility. Images are made in a more modern, eye-catching direction, ensuring uniformity in identification elements, increasing customers' ability to recognize and remember.

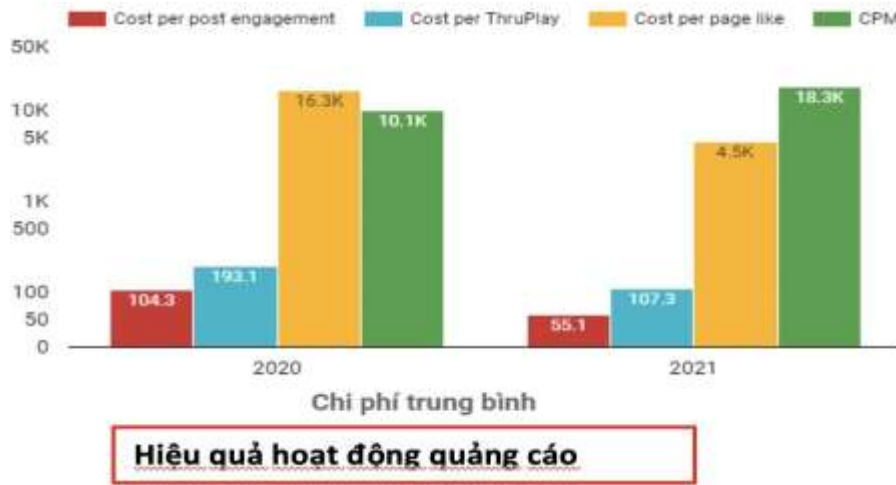


Figure 12 Operational efficiency of Sunhouse Group fanpage

(Source: Marketing Department, Sunhouse Group Joint Stock Company)

For YouTube, videos are carefully invested with high resolution, HD standard, quality sound and clear images. Cost/view reduced from 10%

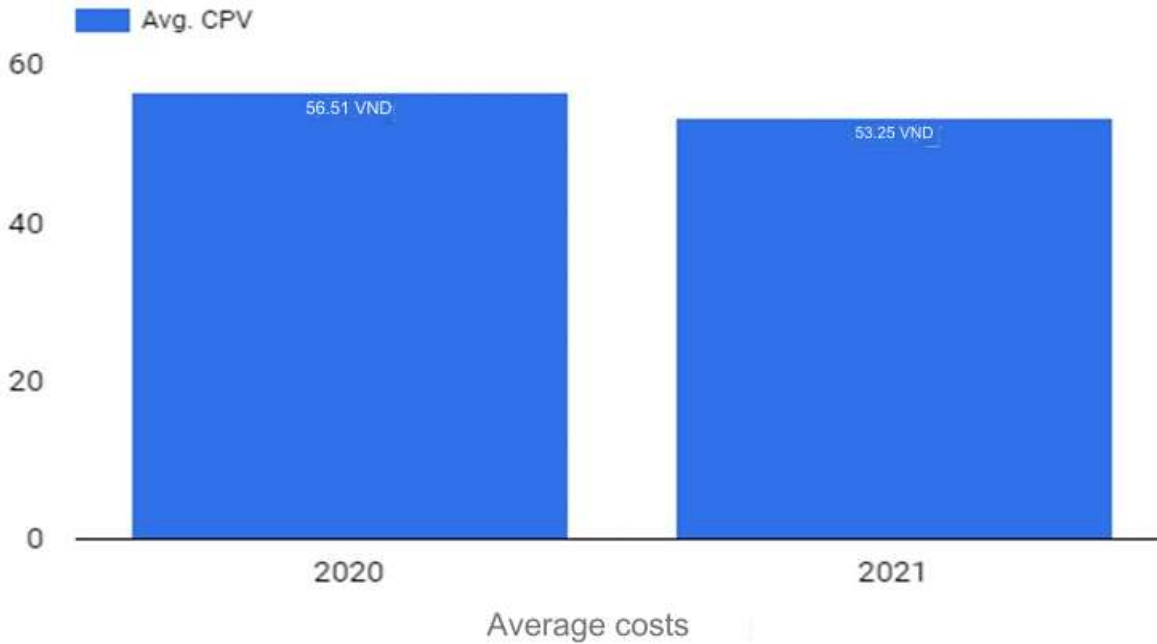


Figure 0.13 Sunhouse Group YouTube channel performance

(Source: Marketing Department, Sunhouse Group Joint Stock Company)

Diverse article topics with content that always brings useful information, thereby attracting more and longer viewers, helping the YouTube channel grow.

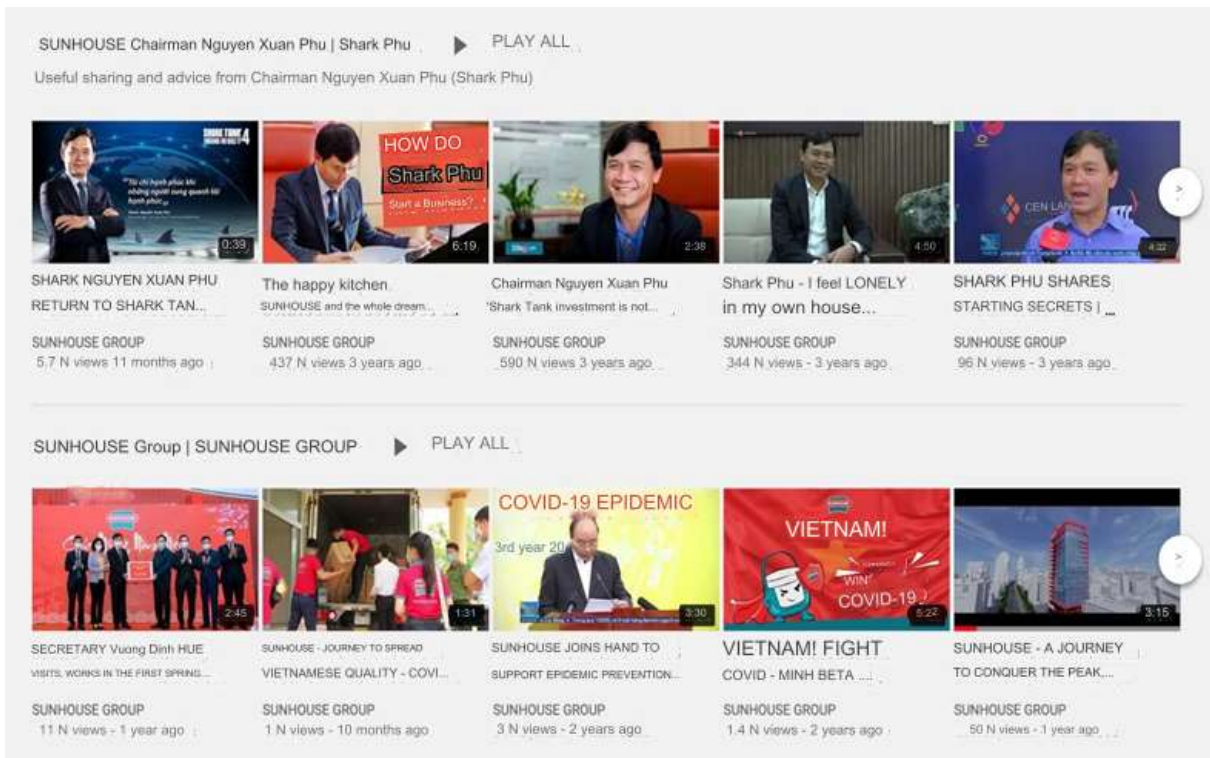


Figure 14 Content of Sunhouse Group youtube channel post

(Source: Youtube Sunhouse Group)

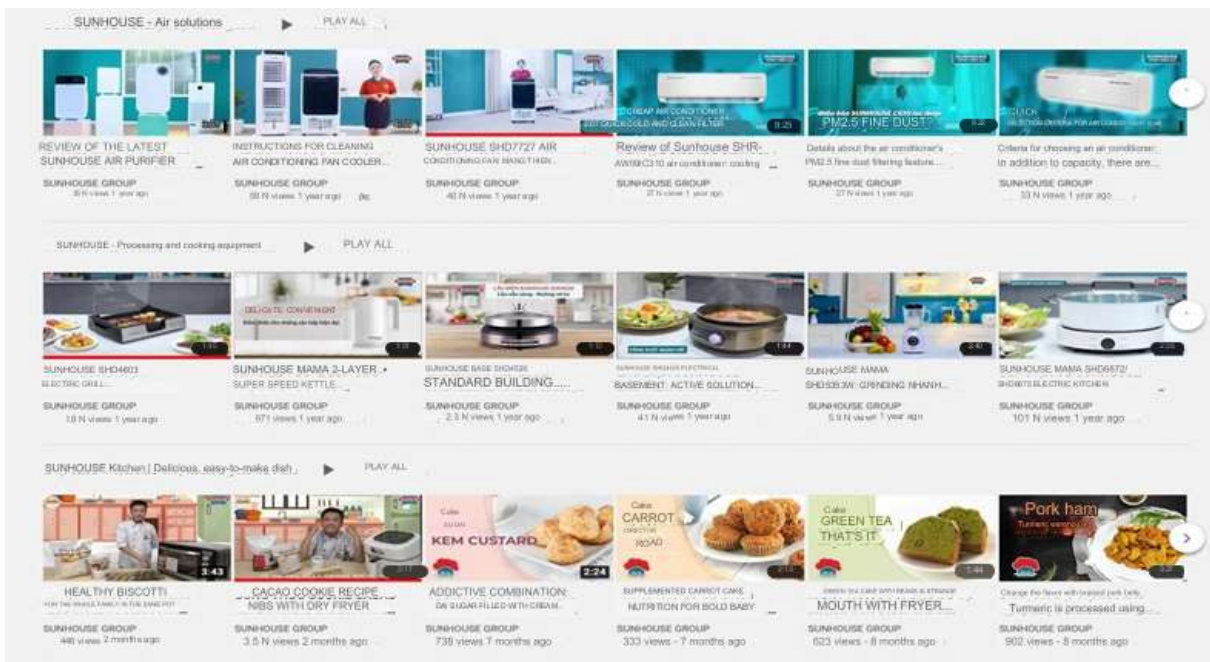


Figure 15 Content of Sunhouse Group youtube channel post

(Source: Youtube Sunhouse Group)

b. Disadvantages

Website

The current interface is still not optimized and cannot effectively retain users. Website loading speed is not high, the target to achieve the minimum Google PageSpeed Insight score for phones is 70, computers are 90 but in reality phones are only 41, computers are only 87.

Website Sunhouse.com.vn is the Company's main business website, providing Company and product information, and events taking place at Sunhouse. However, the website does not support online buying and selling.

Because the Company's website has been around for a long time, some information about the Company and products has not been updated regularly, and the news has become outdated.

Fanpage

Many posts have a low interaction rate because the content often only revolves around product communication, introducing the product's USP without much prominence or novelty, so it doesn't really attract customers. It is necessary to dig deeper into research to get better messages and ways to deploy communication.

There is a lack of intuitive, realistic images combined with real scenes to increase customer experience.

Response time to messages and responses is still slow. Fanpage response time lets people know the expected time it takes the fanpage to respond to customer messages. However, the response time of the Sunhouse Group fanpage is assessed by Facebook to be within a few hours or even a day. If you comment or message the fanpage after 6 p.m., those comments and questions will not be responded to until 8 a.m. the next day.

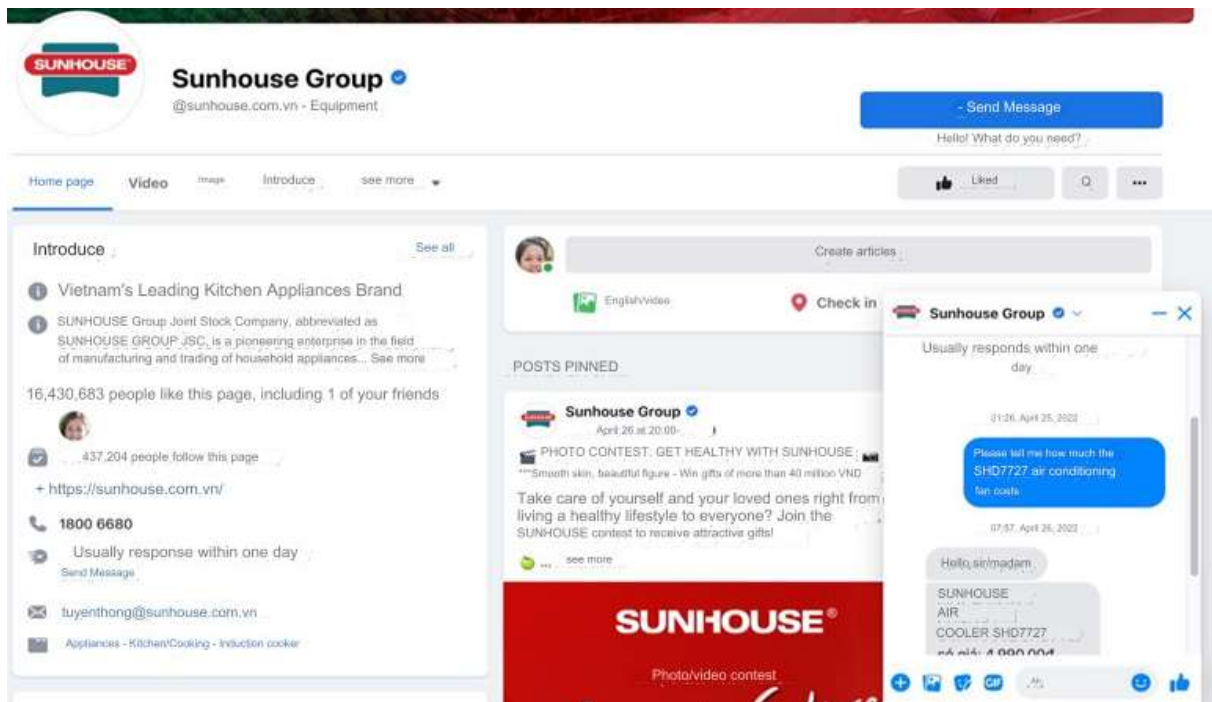


Figure 16 Fanpage response time to customers

(Source: Sunhouse Group Fanpage)

In addition, the Company has not yet diversified the forms of organizing contests and mini games to increase interaction.

Youtube

Posting work is still limited, content about products and the Company is not regularly posted.

In addition, the channel has 31,000 subscribers but the rate of customers reaching and interacting with each post is still low.

c. Cause of existence

The above limitations are mainly due to a shortage of human resources, especially staff in the customer care department on fanpage and website.

When participating in campaigns, because they have been fixed with marketing service providers or other communication departments from the beginning of the campaign, turning around or making adjustments to digital marketing is relatively difficult, difficult and complicated. This is also a common difficulty for large businesses when participating in marketing campaigns in general and digital marketing in particular.

4. CONCLUSIONS AND RECOMMENDATIONS

4.1 Conclude

With the trend of the 4.0 era, the strong development of the Internet and digital media, digital marketing plays an important role in the development of any business, whether it is large or small. Having outstanding advantages over traditional communication activities, digital marketing really helps businesses have the opportunity to reach customers proactively, more effectively and at a more reasonable cost.

Based on specialized theoretical awareness, I have researched, analyzed and evaluated the current status of digital marketing activities of Sunhouse Group Joint Stock Company during the process of working at the enterprise, thereby providing solutions for its activities. digital marketing dynamic.

Through the research topic, we can see the basic results that the Company has achieved as well as the limitations that still exist. Based on those achieved results, the Company can continue to gradually improve and develop more digital marketing platforms. However, many implemented campaigns still have limitations such as insufficient resources, websites that are not regularly optimized, slow page loading speeds, and not really paying much attention to enhancing running activities. Facebook advertising, interaction with customers on fanpage is still low, and videos are not regularly uploaded to YouTube. In order for digital marketing activities to be carried out more effectively, the Company needs to review and reevaluate the digital marketing activities it is implementing through customers and people who have used products and services, apply flexibly, embrace change, and keep up with current trends.

Hopefully, through the research topic, the author can bring a new perspective to the Company's digital marketing activities. Contribute somewhat to the improvement and strong development of the Company in the coming time.

However, the topic still has many limitations, the topic is new so there are not many reference materials. The time to conduct the research is not too long, my qualifications and abilities are still limited, so I cannot have in-depth analysis and evaluation. In addition, the number of survey samples is not high, so it does not accurately reflect the opinions of all of the Company's customers. The proposed solutions are based on research results and the Company's practical situation but are still subjective and personal opinions to be given.

4.2 Request

Through the internship period at Sunhouse Group Joint Stock Company, the author would like to make recommendations to improve digital marketing activities as follows:

Raise awareness of all employees as well as the Company's leadership about new trends, as well as the importance of change and creativity in digital marketing activities.

Need to invest more personnel in the Marketing department to develop better digital marketing. Need to recruit more staff to care for the fanpage between 6pm and 10pm to respond to customers as quickly as possible. In addition, it is necessary to focus on training marketing staff in knowledge of Facebook advertising and Youtube advertising, and proficient use of tools on digital marketing platforms.

Invest in more facilities such as computers specializing in design so employees can design banners and product images to make customers pay more attention to posted articles.

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