



DIGITAL MEDIA ACTIVITIES FOR VINH AN PHAT VIETNAM JOINT STOCK COMPANY

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TÓM TẮT

Certainly, here's a brief summary in English of Vinh An Phat Corporation's digital media activities:

Vinh An Phat Corporation, a leading company in its industry, has strategically invested in digital media to enhance its communication and outreach efforts. Through various digital platforms such as social media channels, website, and email newsletters, the company effectively disseminates information about its products, services, and corporate initiatives.

Utilizing engaging content formats like videos, infographics, and blog posts, Vinh An Phat maintains an active online presence, connecting with its target audience and stakeholders. Additionally, the corporation leverages digital advertising campaigns to increase brand visibility and attract potential customers.

Furthermore, Vinh An Phat prioritizes customer engagement by promptly addressing inquiries and feedback received through digital channels. This proactive approach not only fosters stronger relationships with customers but also helps in understanding market preferences and trends.

Overall, Vinh An Phat Corporation's digital media activities play a crucial role in its marketing and communication strategies, enabling the company to stay competitive in the digital landscape and effectively engage with its audience. The research paper introduces some concepts of digital media, digital media channels, forms of digital media and criteria for evaluating the effectiveness of digital media activities. Based on this theoretical basis, we provide evaluation comments on the effectiveness of digital communication at Vinh An Phat Vietnam Joint Stock Company. From the company's current situation, the author proposes solutions for five digital communication channels. The research was conducted based on qualitative methods combined with quantitative descriptive statistics.

Keywords: digital media, construction materials business, joint stock company

1. THEORETICAL BASIS

1.1. Digital media

Digital media is defined by the integration of platforms and technology. Digital media are platforms, websites or spaces of multidirectional and instantaneous communication. Omnidirectional communication allows communication between users, helping businesses directly engage users even when they are hindered by geographical distance; can respond immediately to customer complaints. Instant communication allows content to be shared quickly through electronic platforms, which comes with both negative effects (spreading untrue rumors) and positive effects (posting corrections), resolving rumors) to businesses.

1.2. Characteristics of digital media

No time limit

Digital communication activities can be conducted 24/7 and continuously throughout the year. Therefore, businesses can collect, support and provide information about products and services to customers; At the same time, research the market regardless of time.

No space limitations

Thanks to the development of technology, geographical distance has been completely eliminated. Therefore, businesses can promote products, services and brands to customers around the world while still ensuring cost savings and time savings.

Unlimited information

Advances in digital media also make it easier and faster for users to access information sources. News is always updated every second, every minute, helping people grasp every feature and change in their world and the surrounding society.

Extensive connectivity

Digital media helps us connect with friends and family members. An email or text message can easily be delivered to thousands of employees at once. A social media post can be viewed by millions of customers. In addition, digital communication

It is also possible to expand their content; instead of mailing a 40-page printed report with associated costs, but sending the same digital content is virtually free.

Develop at a fast pace

Individuals are using digital media to share articles, videos, and even restaurant recommendations through a few simple taps of the screen. 5G network developments are allowing greater amounts of data to move between devices and the growth of creative media. In years past, it took a few minutes to download a song – in modern times, almost any song can be accessed in less than a few seconds using online radio or video channels. digital.

Promote innovation

The use of sound, animated text and animation is allowing marketers and artists to redefine the boundaries of their creative expression. The advent of digital media in the business environment has contributed to positive social change and served environmental change. Staying connected may not seem like an advantage at first glance, but making working hours more flexible can lead to employees being happier at work.

1.3. FORMS OF DIGITAL MEDIA

Owned Media

Owned Media is the way businesses own, manage or control their own communication channels such as websites, fanpages, blogs, etc. with content related to branding, posted content, and facilities. customer data, and can be changed at will without any constraints. Its role is to build credibility and long-term relationships with target customers. This is a form of communication that is growing strongly as it connects customers more with businesses and has long-term advantages over other short-term forms. The disadvantage is that the channel has average/low consumer trust and engagement with the brand, because the effectiveness depends on the brand itself. If the brand is not strong enough and recognition is low, the number of approaches and interactions on Owned Media will be very modest.

Paid Media

Paid Media is a type of media in which businesses must pay to access and use that digital channel. This is one of the easiest ways to reach target customers directly in the widest range and get straight to the point. With the development of digital technology, Paid Media also excels in choosing accurate target audiences, suitable for media plans, as well as allowing advertisers to adjust budgets as desired. Paid Media is a quick way to bring results thanks to high coverage, and is an effective tool in raising brand awareness. It can also help drive traffic to owned multimedia properties. The disadvantage is that it is expensive; annoying the recipient, subject to control from many parties; quite busy and competitive; Only attractive in the short term.

Earned Media

Earned Media are channels that naturally support discussion and feedback about brands, considered the result of efforts created on Paid Media and Owned Media. This form of communication is considered an upgrade of the traditional form of word of mouth when a business or brand is mentioned by customers, by a third party or is on SEO rankings. On social networks, users interact, express opinions, views, emotions... which is the starting point to start discussions. That's why content on Earned Media always attracts more attention and trust than content posted by the businesses themselves. However, the communication content of this form depends on the organization's customers, it can be good news or bad news, it is difficult for businesses to control the content posted..

1.4. DIGITAL MEDIA CHANNELS

SEO

SEO is a search engine optimization method to make the website friendly to the search engine (Search Engine), thereby improving the website's ranking on search results.

SEM

SEM means search engine marketing. This is the term to refer to all online marketing tricks to improve the ranking of a website on search engines. SEM is divided into two separate channels: SEO and PPC.

Banner display advertising

Is a form of online advertising, reaching potential customers by conveying messages from advertisers to customers in many different forms (text, still images, animations, videos, 3D graphics...) on websites, social media, applications,...

Social Media Marketing

Social media is a new media channel based on an online service platform, including: Facebook Marketing, Blog Marketing, forum seeding...

Email Marketing

According to Damian Ryan (2015), "Email marketing is a business creating and sending an email to a customer list, often with an offer and call to action, which can be as simple as encouraging customers to click Click on a web link included in an email the business sends.

Content Marketing

According to Copyblogger (2013), "Content Marketing is creating and sharing free useful information to attract and turn potential customers into customers, and customers into regular buyers."

Some other digital communication channels

Website

It is a familiar marketing communication solution for businesses. Most businesses have designed their own websites to introduce products, services and promote their brands. Website is composed of 3 basic elements: Content - Interaction - Layout.

Electronic billboard

Is a large outdoor advertising space, located in an area with high traffic density. This form is suitable when businesses want to promote new products, or simply increase brand awareness in a specific area or region.

LCD screen advertising

This is a type of high-tech advertising, using a magnified LCD screen. This advertising screen is often placed in busy places.

Electronic media

An electronic newspaper is a type of written newspaper published by an electronic editorial office, built in the form of a website and released on the Internet. Unlike a general website or electronic information page, online newspapers regularly update news, allowing people around the world to access news quickly, regardless of space and time.

2. RESEARCH METHODS

The study uses a qualitative method for analysis because this method allows focusing on information to understand the nature of the events taking place. In addition, a 5-point Likert scale, with 1 (completely disagree) and 5 (completely agree) was also used for observed variables to evaluate the effectiveness of the statements in this study. The main method used in research is the method of collecting secondary and primary data, and using a combination of other methods such as comparison, listing, etc.

An online survey "Level of Identification of Digital Media Activities of Vinh An Phat Vietnam Joint Stock Company" was released to measure, improve, enhance the efficiency and level of use of communication channels. number from Vinh An Phat Vietnam Joint Stock Company. The survey is built on a theoretical basis. Customer surveys are posted on Facebook and emailed to existing customer data at the business. A total of 55 customers participated in the survey.

2.1.1. GENERAL INFORMATION OBTAINED FROM THE SURVEY

The survey was completed by 100 customers, of whom 35% were between the ages of 23 and 40 (Table 1). However, all age groups were represented in the survey. The gender ratio is not too different, 52% are male and 48% are female (Table 1). The business sector is the main one with 41%. The second largest sector group is construction with 29%. After using filtering questions to select valid surveys.

Table 1: General information of customers participating in the survey

Element	Description content	Number (people)	Percentage(%)
Sex	Male	48	48
	Female	52	52
	Other	0	0
Age	Under 23	16	16
	From 23 to 40	35	35
	Over 40	49	49
	Build	29	29
	Business	41	41

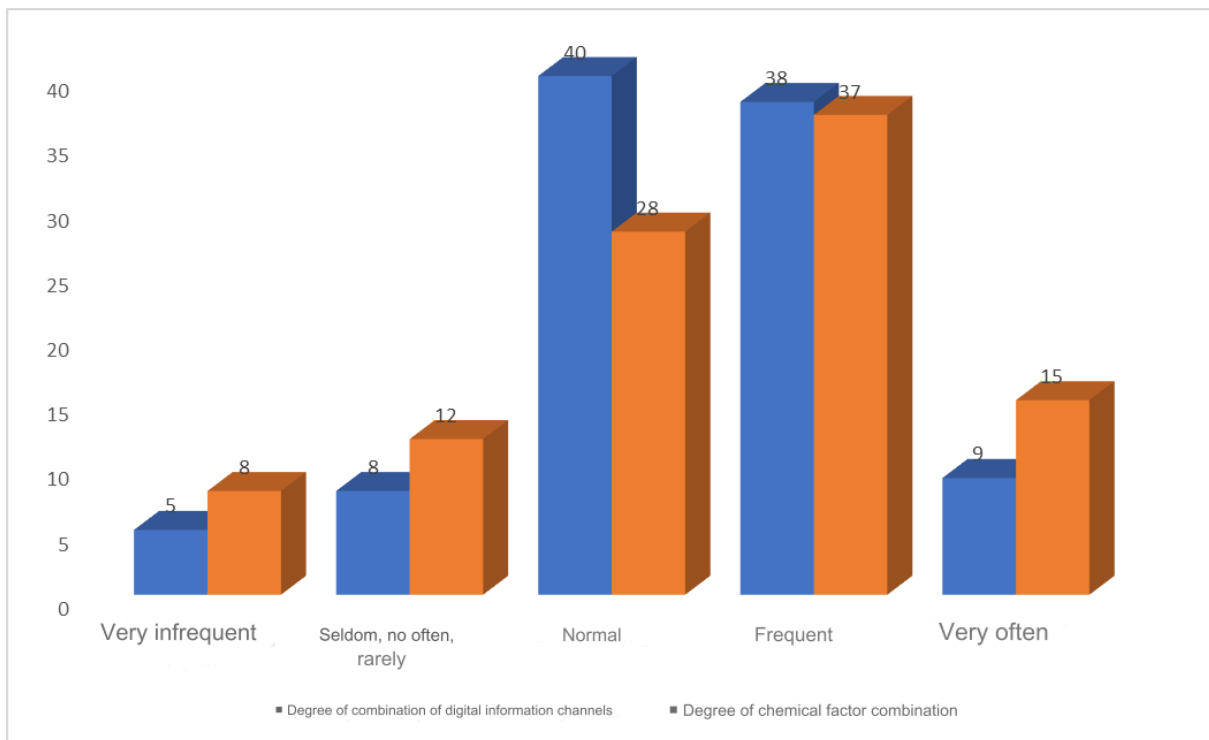
Field of activity	Carriage	8	8
	Other	22	22
Get to know Vinh An Phat through digital media channels	Have	61	61
	Are not	39	39

Source: Author calculated from survey

2.1.2. RESEARCH RESULTS & DISCUSSION

Customers mainly identify Vinh AN Phat through Facebook (82%) and Website (64%). The two channels Email and Billboard have the lowest awareness (8%). Very frequent visits/views mostly belong to 3 main channels: Facebook, Website and Search Engines. Electronic billboard is the channel with the lowest recognition level

Graph 1: Level of combination of digital media channels and combination of text - image - sound elements on those channels



Each digital communication channel of Vinh An Phat Vietnam Joint Stock Company was evaluated by customers based on a 5-point Likert scale, with the following results (Table 2).

Table 2: Level of agreement with statements on each digital media channel

Digital communication channel	Identify	Average level of agreement
Website	The interface design is eye-catching and easy to see	3,86
	Updated news	3,9
	Complete and accurate information	3,74
	Two-way interaction	3,34
Facebook	Updated news	4,08
	Post content	4,04
	Attractive and engaging posting format	3,78
	Two-way interaction	3,44
	Rich results	4,02
	High ranking	3,76
	Keyword proximity	3,96
Search	Short path	3,82
	Complete and reasonable content	2,74
	Visible interaction	2,68
	Program information is attractive and attractive	2,82
	The letter format is eye-catching and easy to read	2,8

	Beautiful and eye-catching design images	3,06
	Large size, easy to see	2,72
	Position at eye level	2,86
	Traffic volume is very concentrated	3,64

Source: Author calculated from survey

Summarized from the results obtained from the survey, along with the author's comments on digital communication activities at businesses (Table 3). From here, the research will provide specific solutions for the 5 digital communication channels that businesses mainly use.

Table 3: General assessment of digital communication activities

Media channel	Advantage	Defect
	Beautiful interface and content	Boring, boring content
Website	Updated fully, accurately, regularly	form, has not yet fully exploited the business
Facebook	Regular and high number of interactions	There is little conversion or interaction
Search	Posting format	2 dimensions are not clear
	Keyword "construction materials"	Keywords not yet ranked

Source: Author overview

DISCUSS

From general assessments of digital media channels, the author proposes a number of solutions as follows (Table 4):

Table 4: Solutions to complete digital communication activities

	Base proposition	How to perform	Possibility
Website	VNNIC promotes the number of ".vn" domain users	Increase the density of sent emails and design clearly displayed emails to help customers grasp information promptly	Choose outstanding trends
Facebook	Website with the 2nd highest level of traffic (after Facebook)	Change email responses to online chat	There is coordination between departments
Search	Is the most visited channel	Combine content posting formats	Implementation time: Continuously upload new content
Email	Easy way to reach target customers	Increase posting density	Follow the available schedule and synchronize with other communication channels
Billboard điện tử	Low maintenance costs	Chatbox design	Choose keywords

Source: Author overview

Conclusion

The proposals are made based on the shortcomings and shortcomings in the digital communication activities of Vinh An Phat Vietnam Joint Stock Company with the media that Vinh An Phat uses, such as: Website, Facebook, Company. Search engines, Email and electronic Billboard. However,

based on current human resources, Vinh AN Phat needs to promote the activities of Website and Facebook to serve as a premise for developing the remaining digital media channels.

When making adjustments to activities according to suggestions, the Marketing department should note that this is a long way to effectively perfect digital communication activities, and need to follow a clear and specific roadmap. It is necessary to regularly evaluate, test, review work efficiency, monitor and improve each communication channel.

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