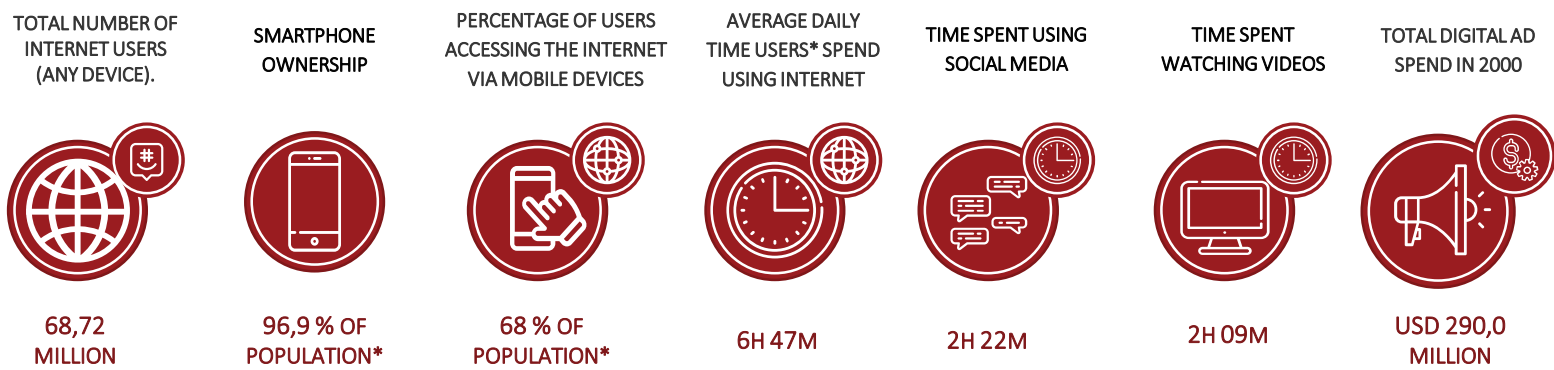


# Ways of online marketing in Vietnam

Thanks to the development of technology and particularly the evolution of the Internet, a new form of marketing has been created based on how people change their perception of receiving, interacting and communicating information. Vietnam advertising market has not been exempted from this and has seen consumers' lifestyles have changed over the years. As consumers spent more time online on several devices, advertising has been pushed to migrate massively from traditional to digital channels.

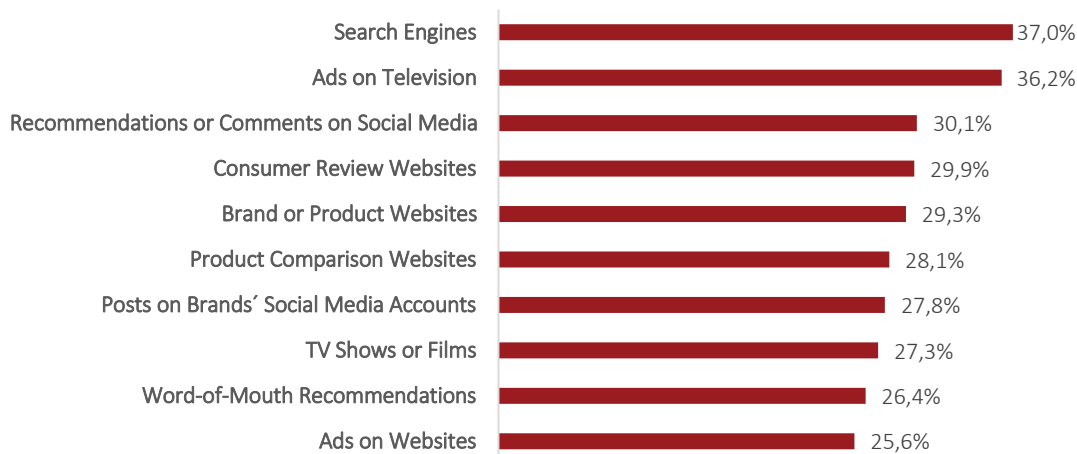
## Internet usage in Vietnam 1



Source: WeAreSocial, HootSuite & GWI. 2021.

\*aged 16 to 64

### The most popular marketing channels in Vietnam

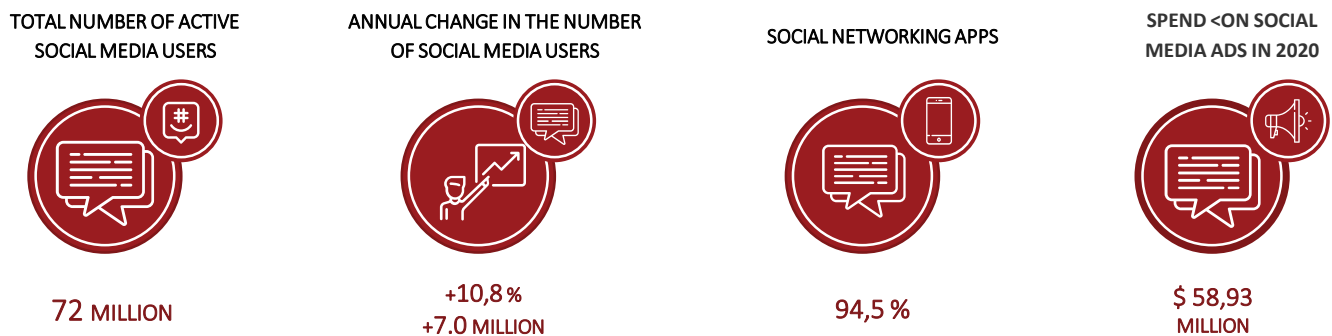


Percentage of Internet users aged 16 to 64 that discovers new brands or products through each channel

Digital development affected the way how the Vietnamese people are becoming aware of the products or services. The most popular channels to find product information are search engines, TV advertisements and social networks. Especially in the current epidemic situation, these channels have even more favourable conditions for development.

Source: WeAreSocial, HootSuite & GWI. 2021.

## 2 Social Media Marketing in Vietnam



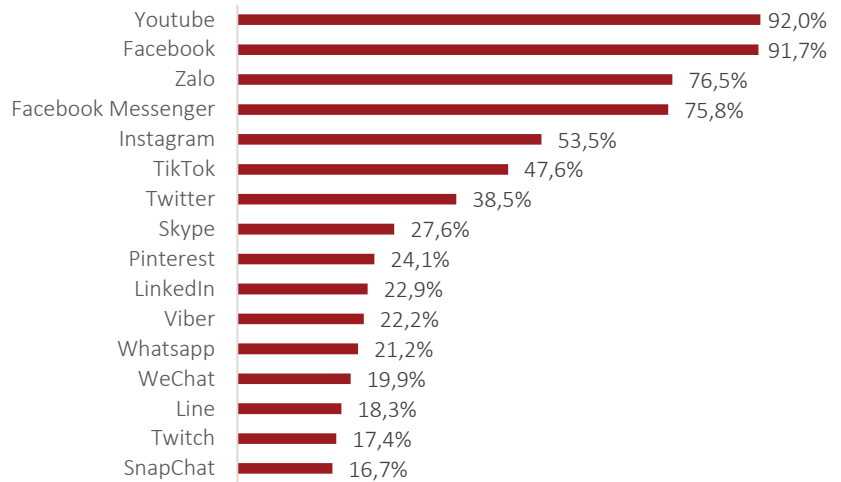
Source: WeAreSocial, HootSuite & GWI. 2021.

# Marketing through technology in Vietnam

There is an increasing trend in social media users in Vietnam. Vietnam users have shown their preference for Facebook, YouTube and Zalo. Social networking apps are present in the consumers' everyday life, allowing them to share content and information faster and more effectively than through traditional communication channels such as newspapers and television. Social media serves not only as a bridge to connect with the world and share information with the community, but it is also an effective advertising channel for private businesses and international corporations to become a success.

Source: WeAreSocial, HootSuite & GWI. 2021.

## Most Popular Apps in the Vietnamese Market



Percentage of Internet users aged 16 to 64 that has used each platform in the past month (January 2021).

Facebook is leading the Vietnamese market. Over 60 million users of all ages have accounts on the platform. Unlike western countries, where Facebook's popularity is declining among young people, Vietnamese teenagers remain loyal to the network due to its easy-to-use interface, providing an infinite source of information, connecting friends and relatives, keeping data, and notably effective advertising channel for businesses.

Zalo is the third most used App. It is a pure Vietnamese social network thoroughly optimized with domestic telecommunications infrastructure and locates servers in Vietnam. Its messaging speed is also superior to that of foreign competitors. With the fastest and most stable free texting, voice messages up to 5 minutes long, drawing pictures while texting, and more efficient battery usage, Zalo has become a technological and marketing phenomenon in Vietnam.



## Popular B2C Digital Marketing Channels & Communication Methods In Vietnam 3



The first relationship often happens directly on Facebook, Zalo, Instagram. When user contacts you, be as reactive as possible; having a chat with sellers before making the final buying decision is popular in Vietnam.



95% of internet users watch online videos every month in Vietnam and usually via YouTube and Facebook. Businesses often create interesting and easy-to-understand video content to engage potential customers.



90% of Vietnamese buyers trust Influencer reviews, compared to only 33% who trust advertisements. Fast Moving Consumer Goods (FMCG), Technology, Beauty, E-commerce and Finance are the top five industries making the most out of influencer marketing in Vietnam.



Online advertising: this is the most effective and direct way to reach customers online. The two types of advertising that are commonly used today are Google Ads and Facebook Ads. There are also ads on Zalo, Instagram.

## 4 Popular B2B Digital Marketing Channels & Communication Methods In Vietnam

For a B2B marketing strategy in Vietnam, it is important to research the market and define the target audience to select the most appropriate tools. 65% of B2B buyers in Vietnam are more willing to work with brands that have a clear understanding of the market and their line of business



**Matchmaker:** Business clients are often cautious and discreet, so they are often difficult to reach by conventional means such as finding business customers.

If you are referred by a reputable organization, there will be many opportunities to reach potential business clients.

✓ **The German Chamber of Commerce and Industry (AHKs)** abroad provides professional consulting services to businesses in both Germany and Vietnam, market information, networking and other support services for enterprises in the process of approaching and entering the market.

[www.vietnam.ahk.de](http://www.vietnam.ahk.de)

✓ **International Startup Campus (ISC)** is a Collaboration between the Universities Halle-Jena-Leipzig to support the internationalization of startups. Acting as a matchmaking platform for German innovative startups on the Vietnam market. Furthermore, ISC provides German startups and entrepreneurs with specific knowledge in a field of international business development and export management.

[www.internationalstartupcampus.com](http://www.internationalstartupcampus.com)



Attending topic related events, exhibitions, associations, trade fairs.



Create eye-catching content on your website that will attract the attention of your audience. This content can be videos, blogs, case studies, reports, among many others. By doing this content, you are more likely to increase your clients and partners.



Make use of social networks. This B2B strategy is not intended to increase your sales but to create brand recognition among your target customers.

### Final Remarks

Digital marketing has great potential and room for growth in Vietnam. Companies interested in building business relationships with the Vietnamese market can join industry associations, attend exhibitions, trade fairs and networking events, and matchmaking activities with third parties. On the other hand, social media marketing continues to be a success factor in attracting customers, and Facebook is still the most popular social network among Vietnamese. This platform has become an ecosystem that generates money for businesses through well-crafted and eye-catching marketing strategies that capture the interest of the end customer.

Please Contact Us For Support In Entering The Vietnamese Market

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