



MINISTRY OF EDUCATION
AND TRAINING

FPT UNIVERSITY

Capstone Project Document

Branding campaign for GETLUX

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Table of content

1: Introduction, Development, Pre-production

1.1 Problem Definition	4
1.2 Market research	6
1.2.1 Luxury goods market in Vietnam	7
1.2.2 Shopping psychology and behavior	11
1.2.3 Social media research	16
1.2.3.1. Facebook:	17
1.2.3.2. Zalo:	18
1.2.3.3. Instagram:	20
1.2.3.4. Tiktok:	21
1.2.3.5. Website:	22
1.2.4 Competitor Research	25
1.3 Development Stage	36
1.3.1. Business overview	36
1.3.2. SWOT analysis of GETLUX	40
1.3.3. GETLUX's current situation	41
1.3.4. Project Overview	44
1.3.4.1. Campaign's Objectives	44
1.3.4.2. Target Audiences	Error! Bookmark not defined.
1.3.4.3. Social media planning	Error! Bookmark not defined.
Social media marketing	47
Influencers marketing	Error! Bookmark not defined.
Sponsorship marketing	57
Email marketing	60
1.4 Pre-production Stage	60
1.4.1. Human resources:	61
1.4.2 Cost estimate table:	61
1.4.3. Timeline campaign:	62

2: Production

2.1 Crisis	64
2.1.1. Identify the crisis	64
2.1.2. Situation	64
2.1.4. Consequences evaluation	65
2.2 Adjustment	66
2.3 Production	66
2.3.1 Social media marketing:	66
2.3.2 Influencer marketing	86
2.3.3 Sponsorship marketing	90
2.3.4 Email marketing	Error! Bookmark not defined.
2.4 Cost	Error! Bookmark not defined.

3: Evaluation

3.1 Review objectives and KPI	97
3.1.1. Objectives	Error! Bookmark not defined.
3.1.2 KPI	Error! Bookmark not defined.
3.2 Break down results by channel:	Error! Bookmark not defined.
3.2.1. Facebook	98
3.2.2. Instagram	Error! Bookmark not defined.
3.2.3. Tiktok	102
3.3 Recommendations for next steps:	Error! Bookmark not defined.
References	Error! Bookmark not defined.

1: Introduction, Development, Pre-production

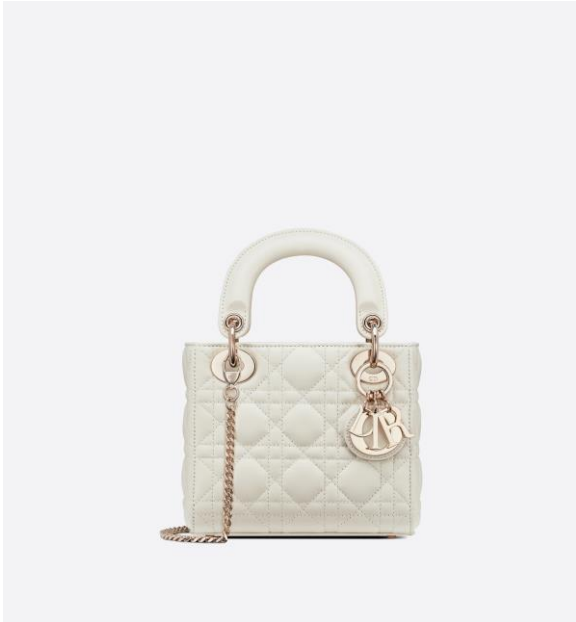
1.1 Problem Definition

Overview of the luxury fashion goods market:

High-end branded clothing comes from big brands with product values up to thousands of dollars with designs and designs that are often limited editions. Most of the high-end branded products are hand-crafted with great care and meticulousness. The unique and strange factors make luxury goods become the desire to conquer the elite. Bags like Lady Dior, Coco Chanel, Birkin Hermes, ... from famous brands like Christian Dior, Hermes, Chanel, Louis Vuitton, Gucci, ... are names that are no longer strange to believers. Fashion is about the level of "playfulness" customers have "favored" for famous luxury brands.



Source: Google



Source: dior.com



Source: Vnexpress.net



Source: Vnexpress.net

Given the high demand for shopping, it is not surprising that Vietnamese crave luxury shopping, especially with increasingly close ties with Western countries. In Vietnam, many factors increase the desire to own luxury goods, including impressive GDP growth rate, young population, growing middle class, increased income and quality of life, and many people willing to spend thousands of dollars for a bag or a watch. According to CNBC, in a Nielsen survey of 58 countries, Vietnam ranks third in consumer preference for branded goods, just behind China and India.

However, shopping for luxury fashion items is not easy in Vietnam. Limited quantity, products are not diverse.

Let's look at the Term of Purchase, Article 13 of Louis Vuitton

For online purchases, it says no more than three leather goods (including small leather goods) and no more than two identical products per transaction are allowed.

There are also certain time restrictions: within four consecutive weeks...

- One client cannot buy more than 6 leather goods (including small leather goods);
- Buy in more than 3 different LV stores in the worldwide network;
- Carry out more than 8 transactions.

That's why we focus on the luxury fashion market after a long time of researching the topics. The GETLUX brand is a shopping service business model for high-end fashion products for customers in Vietnam. However, the level of brand awareness is still limited and unknown by many people. Therefore, in this campaign, we want to increase brand awareness for GETLUX. At the same time, through this campaign, we can also help luxury goods lovers know more about a reputable brand, high quality, and excellent customer service.

1.2 Market research

During the research phase, we performed primary research and secondary research to support this report:

- Primary research: to better understand the customer and GETLUX, the team surveyed 23 questions lasting three weeks from May 1 to May 21, 2022 with the form of a table and a survey on GETLUX's social media. The survey results obtained 109 responses, mainly from customers and followers of GETLUX.

- Secondary research: collecting information from pre-existing sources, from reputable online newspapers in Vietnam and abroad, government organizations, chambers of commerce, trade associations, and organizations performed by other organizations, etc.

1.2.1 Luxury goods market in Vietnam

The rich increased sharply, and Vietnam gradually became a 'gold mine' to consume luxury goods.

In 2020, Vietnam is Asia's top-performing economy, growing 2.9% year on year. CNBC emphasized that this growth helps Vietnam to surpass China, whose economy will grow by only 2.3% in 2020.

The number of people with high income but not rich (HENRY - High Earners, Not Rich Yet) and the super-rich in Vietnam are increasing. Knight Frank, the world's leading real estate consulting and services firm, estimates that the number of Vietnamese with a net worth of \$1-30 million will increase by 32% to more than 25,800 by 2025.

In addition to growing the number of rich and super-rich people to stimulate investment and consumption of luxury goods, Vietnam is also considered a country with a young population, with an average age of 32. And nearly 40% of the population is urban (according to Worldometer). The young and educated population is the core factor of luxury brand consumption.

The middle-class group has an income of about 75,000 - 100,000 USD/year. According to RBNC Consulting Group, the group of near-middle-class customers (HENRYs) accounts for about 15-17% of Vietnam's population, so it will significantly contribute to making the luxury goods market more vibrant.

On the other hand, there is a group of people with incomes of over 100,000 USD per year, the rich and super-rich, but they buy luxury goods from abroad in the form of hand-carrying... This also causes sales of luxury items to increase compared to actual statistics.

The occupations of the above groups range from managers, middle and high-level government officials, highly qualified workers (doctors, engineers, lawyers), company employees, and

foreign organizations. In addition, the group of entrepreneurs is growing rapidly, including small traders.



According to Statista, revenue from the luxury goods industry in Vietnam is expected to grow by 6.67% yearly.

The new middle class in Asia in general and Vietnam, in particular, are very aware of their socio-economic status and the brand that helps them express that position. This results from an online survey by Nielsen based on 29,000 people in 58 countries around the world in 2013. Many Vietnamese believe that branded goods represent the "class" of users.

Vietnam may not be as big as Japan and China in terms of the size of the luxury goods market, but it has a lot of potential to become a super-profitable market soon as the number of rich and super-rich increases.

The 2019 column shows a remarkable growth of more than 1 billion USD, showing the increasing demand for shopping luxury goods in Vietnam. In 2020, due to the impact of the COVID-19 pandemic, the luxury goods market in Vietnam was significantly reduced to only 974 million USD then, the economy was stagnant, and the demand for goods was no longer as vibrant as before. In 2021 and 2022, when the pandemic is under control, the need for luxury goods in Vietnam will increase even more strongly than in previous years before surpassing the threshold of more than 1.1 billion USD in 2021 and nearly 1.3 in 2022. clear evidence that Vietnam is a fertile market, and the demand for luxury goods needs to be firmly applied now and in the future.

According to research by Savills Vietnam, many Vietnamese go to famous shopping centers

like Hong Kong and Singapore to buy LV, Gucci, or Rolex watches. Aware of this trend, many brands have begun to pay attention to the Vietnamese market. Gucci, Louis Vuitton, and Saint Laurent have opened official stores in Vietnam.

A series of Facebook groups looking for high-end fashion items in Vietnam was established with many members to meet the needs of consumers who have shopping needs but do not know where to buy and how to buy.

Hàng Hiệu Authentic VN

NHÓM THANH LÝ HÀNG HIỆU (AUTHENTIC VIET NAM)

MẮT KÍNH HÀNG HIỆU (AUTHENTIC Sunglasses -...)

AUTHENTIC VIETNAM™

THANH LÝ ĐỒ HIỆU (LUXURY AUTHENTIC)

Mua Bán Hàng Hiệu Việt Nam (VN Authentic)

Mua Bán Đồ Hiệu VN(LV,GC,DG...)

NGHIỆN AUTHENTIC VN

LUXURY AUTHENTIC SAI GON

NGHIỆN HÀNG HIỆU (BUY/TRADE/SELL)

AUTHENTIC LUXURY BRAND CABINET (Đồ Hiệu Used & New)

AUTHENTIC LOVE (THANH LÝ HÀNG HIỆU)

Giải Cứu Đồ Hiệu (GCDH)

CHẤY TÚI VÌ HÀNG HIỆU (LUXURY AUTHENTIC)

AUTHENTIC LUXURY BRANDS (New & Used)

HỘI NGHIỆN COACH, MK, Versace, Marc Jacobs, furllaa, ... Authentic

THN - Sân hàng hiệu giá rẻ (Luxury Authentic)

Nhóm của Thu Mua Đồ Hiệu Authentic

THANH LÝ ĐỒ HIỆU (LUXURY AUTHENTIC)

Nhóm Riêng tư · 392,1K thành viên

Mua Bán Hàng Hiệu Việt Nam (VN Authentic)

Nhóm Riêng tư · 157,3K thành viên

AUTHENTIC VIETNAM™

Nhóm Công khai · 105,0K thành viên

Luxury Devotee (VTPH)

Lê Phương · 21 tháng 7 lúc 23:26

EM TÌM MULTI WAVE NEW - MÀU BRUME

BANANA

BRUME

NGuyen My Ngoc Diem · THANH LÝ ĐỒ HIỆU (LUXURY AUTHENTIC)

18 tháng 4

Nhà mình ai có túi này k a ? (e muốn mua hàng châu Âu a)

15:51

Ghi chú

- *Not everyone can comfortably shop for luxury goods*

Luxury brands, in addition to high prices, also have their reputation and image, so luxury brands are very picky about customers, and not everyone can comfortably shop at stores.

Many people have the mentality to prepare a lot of money and then go to stores like Chanel, Prada, Louis Vuitton, etc., in the West to shop in bulk for merit, but customers will quickly become disillusioned. These famous luxury brands accept to sell limited quantities to each customer only. Specifically, at Chanel, each customer can only buy one bag; your next purchase is from the next 2-6 months. You can only buy four bags of different designs at Louis Vuitton within six months. Of course, every time you make a purchase, your personal information will be saved in great detail so that the brand can easily control your shopping history.

If you deliberately stop by Harrods, look at the bags on display at Hermès during a trip and offer to buy them with a card full of money, you will surely leave empty-handed. No fashion lover would suggest such a silly sentence, as if "declaring" that you know nothing about fashion, about luxury brands. Even as soon as you enter the store, the staff there "looks" at you from head to toe to assess whether you are their potential customer or not; Are you a true connoisseur of luxury goods or just a jockey for "equal to me?" Hermes also has an item that the whole world wants to touch: the Hermes Birkin bag, but not everyone can afford this bag. If you are an ordinary person who comes to ask to buy, the staff will only put your name on the waiting list, even on the waiting list of... the waiting list, until 3-5 years later. And if the store has ten employees and you are the 11th customer... please wait.

However, there is still a way for you to "evade the law"; it is known that to get on the Hermès waiting list, you may need to use "tricks," such as getting to know and befriend the store staff. Or use the American Express Platinum Concierge credit card, a VIP card for frequent shoppers; if you've bought many products at Hermes and can be considered a loyal customer of the brand, then the staff will be more "easy" to you.

1.2.2 Shopping psychology and behavior

Millennials (consumers between the ages of 26 and 41) - are the leading consumer group for the luxury segment worldwide.

As for the cause of this trend, many people believe that the mass media greatly influence the young generation's pursuit of luxury consumption. Many famous people in their twenties often choose bullet points such as buying branded goods, unboxing, unboxing their luxury items, etc., as creative content and post it on social networks. Life is "more abundant" than the previous generation, so they often tend to "demand more" than the generation of parents and grandparents has not yet had. Many studies show that Asian millennials prefer to spend money on luxury items, such as new iPhones or expensive cosmetic and clothing brands.

The apparent fact is that not all Asians are rich. Most of them are from working people to the middle class; There are still individuals who belong to the super-rich, upper-class or wealthy classes, but only a small part. But most Asians always have the mentality of wanting to be *"equal to friends"* or *seeing that others have it, they must also have it*. The typical mentality of Asians is that they do not want to be left behind or be seen as backward. They think wearing high-end brands will make themselves *look more luxurious, more aristocratic, and better attract people's attention*. "Putting money on the body" with such brands will help outsiders see them with the eyes of admiration and love. Since then, Asians feel *they are valued and have more status*. They like flashy fashion items or products from "well-known" brands such as Louis Vuitton, Chanel, Gucci... Asians are well aware that the prices of these products are not cheap at all, but they still buy because they come from "premium brands."

Consumers buy luxury goods for many reasons. It all concerns the intense emotions we attach to expensive goods and materials. Financially comfortable or not, consumers believe they own a luxury item to *gain admiration from others, reward themselves, and see it as an achievement*.

The appeal of luxury goods is undeniable because even though they are expensive, these items are "cut into pieces." To own branded products, users have to spend a lot of money. Many products have very high prices but are still bought by Vietnamese people without hesitation because, for them, "money is not a problem," and recent studies all show this.

- *Habits of buying luxury fashion through social networks in Vietnam*

According to a survey among internet users conducted in Vietnam by Decision Lab in the first quarter of 2022, around **41 percent** of Vietnamese internet users within Gen Y used Facebook for online shopping. Despite having stores, the second most popular shopping channel in Vietnam for branded goods is still social networks. This trend is understandable when the primary formation comes from the development of the Internet and the "explosion" of 4.0 technology with a super "dizzy" speed. Moreover, the supporting platforms for this form of shopping are also increasingly being improved, typically online payments. This has helped improve the online shopping experience, helping consumers feel more comfortable and convenient. According to We Are Social's main brand research channel in Vietnam, 62.6% of customers will search for information about new products or brands on social networking sites. This trend is understandable given that the average Vietnamese person spends 7 hours daily accessing the Internet. Most of this time is spent on social networks such as Facebook, YouTube, Instagram, and the chat application Zalo.

According to a survey by Asia Plus, fashion accounts for 55% of the most searched category and online shopping. Facebook is the most popular e-commerce platform, with 89% of respondents in Asia Plus Inc's survey in 2019. And with more than 66.7 million Facebook users in 2020, Vietnam is ranked No. 7 in the world with the most significant number of Facebook users, according to worldpopulationreview.com.

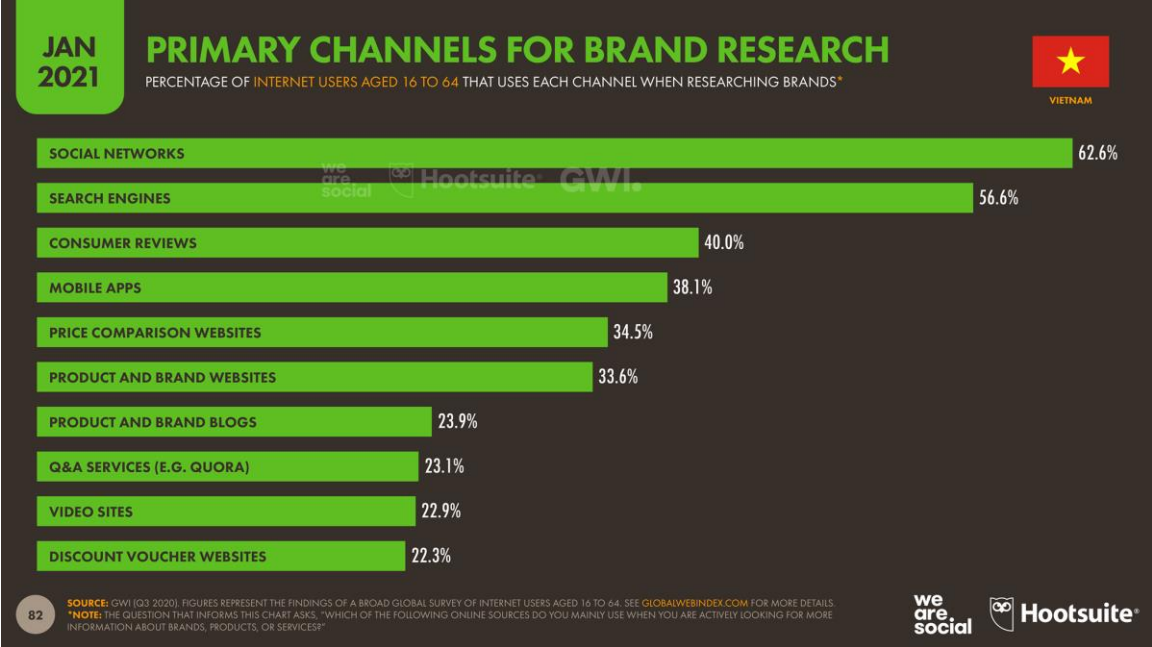
Shopping through social networks is convenient and saves time going to the store. "My work is hectic. Going to a store with busy streets, finding parking, and queuing is a headache. Meanwhile, by phone, I can buy goods in a moment," said one customer. shared goods.

Others say that online shopping is more stimulating. "Not all brands have stores in Vietnam. In addition, I often can't buy anything when I go to stores or shopping malls. For some reason, when I see a picture of a certain product online, they attract my attention more," Thanh Hoa, a retired architect, said.

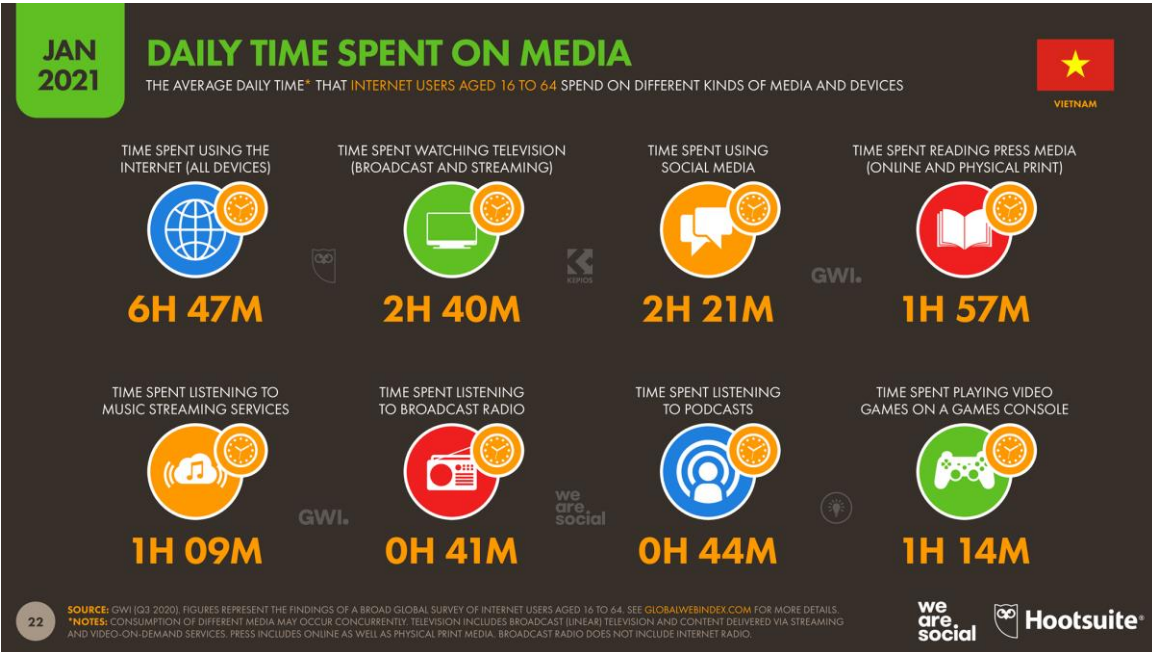
Many people feel the same way and say online stores are often updated with the latest trends. This makes it easier for customers to track and purchase.

For example, although Gucci and Louis Vuitton have stores in Vietnam, their websites are not available in Vietnamese. Besides, the information on the website is often quite basic and not as interactive as on social networks. Users shopping on social networks can also interact directly with sellers. Therefore, customer care is also the advantage of selling through social media channels.

The above studies show that Vietnam is a gold mine for individual retailers with online stores.



(Source: We are social, 2021)



(Source: We are social, 2021)

- *Factors that directly influence customers' purchasing decisions*



(Source: Haravan, 2019)

Product quality is always a top factor when customers consider buying a product. But that is not enough. Customers today are increasingly wise and consider many different factors before making a purchase, especially buying on online sales channels. A policy of free shipping and the return of defective products will be a big motivator for customers' purchasing decisions.

Besides, investing in a website that optimizes the interface, easy-to-find products, flexible payment, and reviews from old customers will be a plus point for businesses. These factors drive customers to shop more, faster, and more often.

In addition, according to Zingnews, to make shopping decisions, Vietnamese still trust comments from other users (90%) rather than advertisements from brands (30%). Similarly, the tendency to search for information about a brand through comments from previous users is 1.5-2 times higher than that of websites and blogs introducing the brand.

Many people have ordered goods from abroad to Vietnam by themselves, but the rate of buying satisfactory products and the successful buying process is meager. So what makes self-ordering from abroad to Vietnam never easy:

- **Language:** English is the global language because websites use this language to sell products. So to fully understand the details and features of the products as well as the policies, terms of sale, warranty, and return, you will need to know English at a reading comprehension level.
- **Accounts and international payment methods:** To pay, you need an international payment card like Visa, Mastercard
- **Addresses to receive goods abroad:** Currently, many online sales websites in foreign countries do not support international shipping. Therefore, to be able to buy goods online, you must have a delivery address in a foreign country. This won't be easy if you do not have relatives and friends living and studying in this country.

- ***Shopping behavior during Covid-19***

When the pandemic first took its toll on the global economy in February 2020, everyone thought the luxury goods market would freeze. Household spending falls, businesses and companies are severely affected, who has the mind to shop, etc. But, surprisingly, the demand for luxury goods is remarkably high, especially in Asian countries. The pandemic has persisted for nearly two years, making it impossible for many Asians to travel abroad or spend money to eat at luxury restaurants. Instead, they aim to own luxury goods.

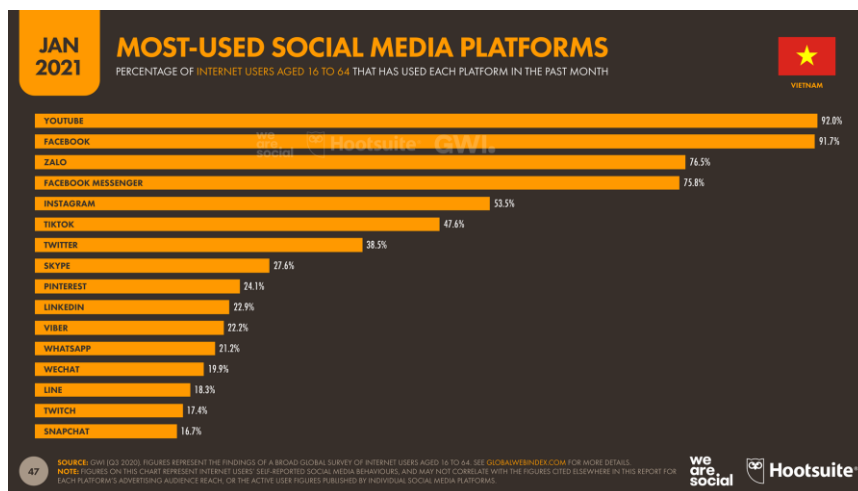
According to Ajunews, this is a real paradoxical trend that has appeared since the Covid-19 epidemic was at its most severe peak until now and showed no sign of stopping. Covid-19 has seriously affected the economies of all countries worldwide, but the luxury market has also undergone massive changes. For the first time in history, Asia has surpassed Europe and America to become the largest market for luxury goods.

The leader of a company named Duy Anh said that while many people are concerned about the difficulties caused by Covid-19, the business situation of this business is the opposite. Because during the epidemic, gentlemen and ladies do not fly to Singapore, Hong Kong, France, Dubai, etc., to shop for brand names anymore but choose to buy right in Vietnam.

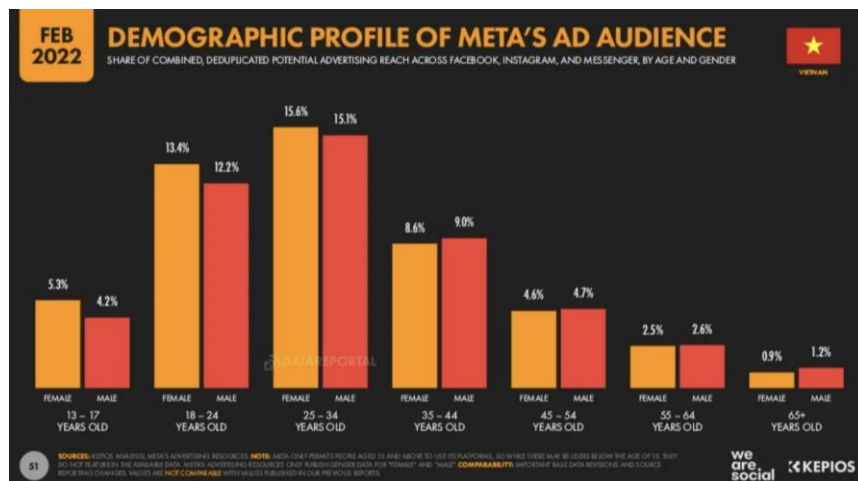
1.2.3 Social media research

According to the latest data in 2022 from Datareportal, 76.95 million social media users (78.1 percent of the total population) in Vietnam in January 2022. Based on the three statistics tables below, GETLUX's target customers have participated in major social networking platforms such as, Facebook, Zalo, Instagram, and Tiktok. Demographic profile of ad audience: 18 - 34 years old. In addition, according to the survey, the website is the most popular channel for shopping for branded goods. However, businesses need a lot of time and money to build and develop Zalo and Website, so these two platforms are expected for a long-term campaign.

Therefore, in this campaign, the team will focus on three leading platforms: Facebook, Instagram, and Tiktok considered a satellite channel.

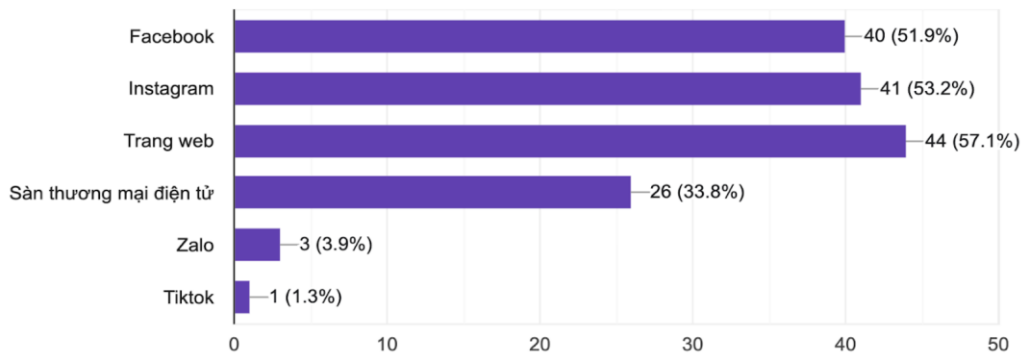


Source: We are social, 2022



Source: We are social, 2022

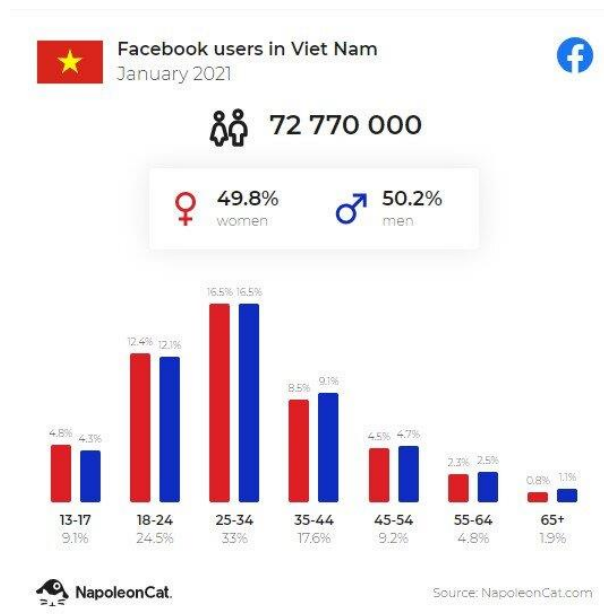
Nếu mua online, bạn sẽ sử dụng kênh nào để mua sắm đồ hiệu ?



Source: Survey on luxury brand preference in Vietnam market in May, 2022

➤ 1.2.3.1. Facebook:

User age is mainly 18-34 years old



Source: Napoleon Cat, 2021

Strength:

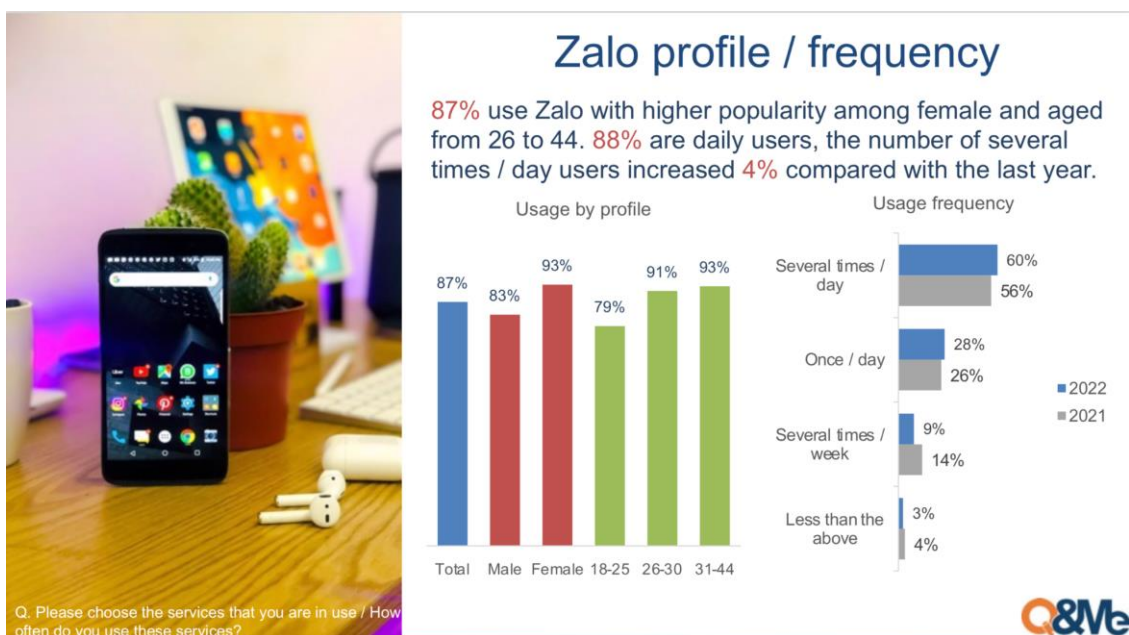
- Reach more potential customers with ads powered by Facebook
- Good management from image to the product makes the brand more professional
- Manage and measure performance easily through specific analysis and evaluation for the page via Facebook
- Simple and easy to do, not too complicated like creating a website, can still use it without being good at IT.

Weakness:

- Regulations on advertising are stringent and often change because Facebook constantly updates new, more convenient features for users. In particular, copyright infringement is always a concern for Facebook, a frequent violation that leads to losing or locking the fanpage without notice.
- Facebook Marketing costs will be much cheaper than advertising on TV, in newspapers, or on Google Adwords.
- High competition because there are a lot of competitors using this channel

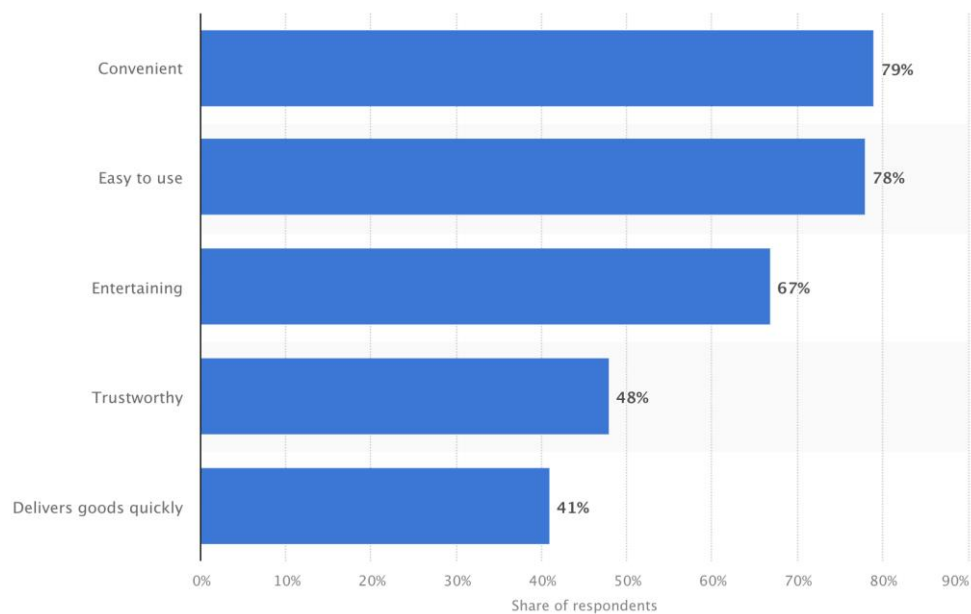
➤ **1.2.3.2. Zalo:**

User age is mainly 26- 44 years old



Source: Q&Me, 2022

Perception towards social commerce on Zalo among online shoppers in Vietnam in 2022



Source: Statista, 2022

Strength:

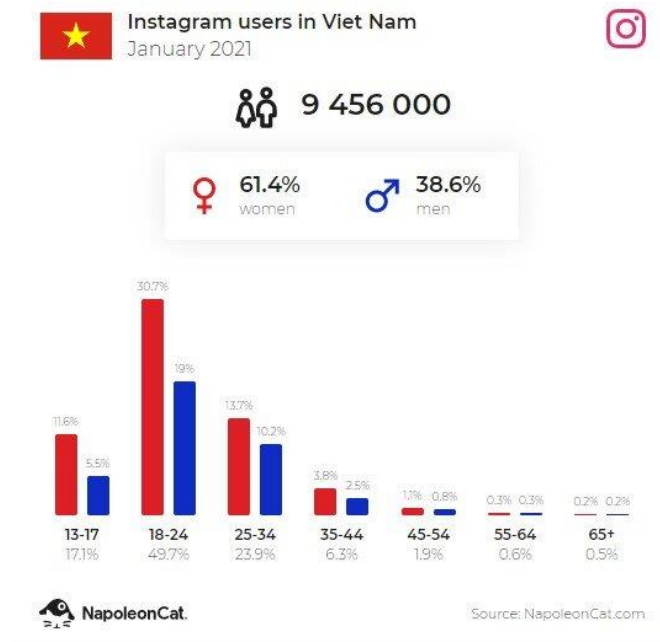
- Extensive resource from Zalo user
- Convenient and easy to use
- The number of Vietnamese people using Zalo regularly is 60 million.
- More than 80% of Zalo users are between 15 and 30 years old. They are all potential customers. Have the ability to make money, have an excellent economical source, and especially a great demand for online shopping.
- Easy to install, anyone can use it easily.
- The development cost of the Zalo site is low, which helps increase the product interaction. This helps businesses save money on investment while still reaping efficiency.
- Zalo is a new online sales channel. Selling on Zalo is new, so user demand is high, but competition is lower than on other social networking sites.

Weakness:

- The channel is relatively new, so attracting customers has not been as effective as expected.
- Zalo is a social network with high security and authentication.

➤ 1.2.3.3. Instagram:

User age is mainly 18-34 years old



Source: Napoleon Cat, 2021

Strength:

- Not afraid of post drift: All content on the followed page will be displayed by Instagram in the chronological order of posting. Users will see your article if you work hard to maintain a regular posting frequency.
- The visual display is easy to see, this is a way for businesses to present information visually and quickly attract attention.
- Less competition: Despite having a large user base, Instagram possesses a less competitive environment than Facebook. Other businesses have almost fully exploited Facebook.

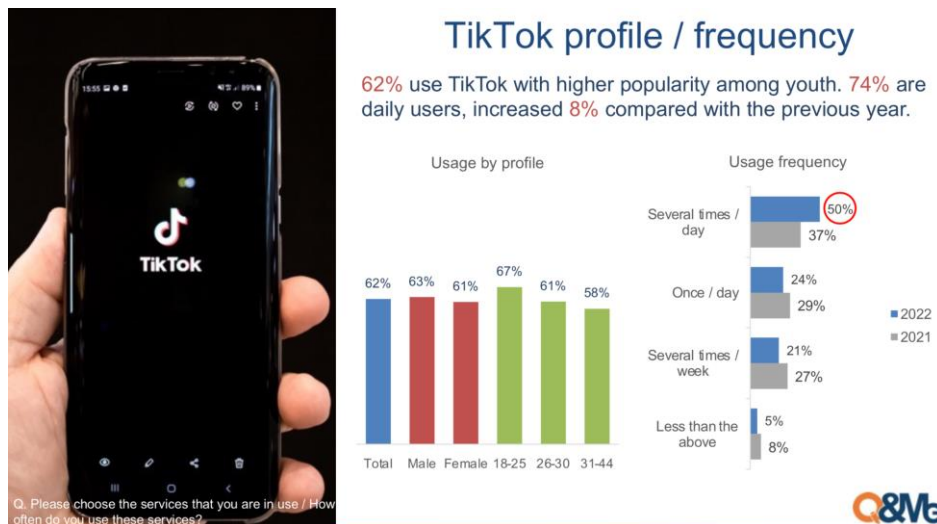
Weakness:

- The cost of Instagram Marketing will be more expensive than Facebook: for Instagram, if you spend 100 thousand dong for advertising, it only reaches about 1.8K - 4.6K/day, while Facebook will get about 2.5K - 7.2K/day.
- Instagram requires users to operate through the mobile platform. This channel is limited to access through a web browser; users must upload images from smartphones or tablets to get the best results possible. This leads to some inadequacies compared to

Facebook.

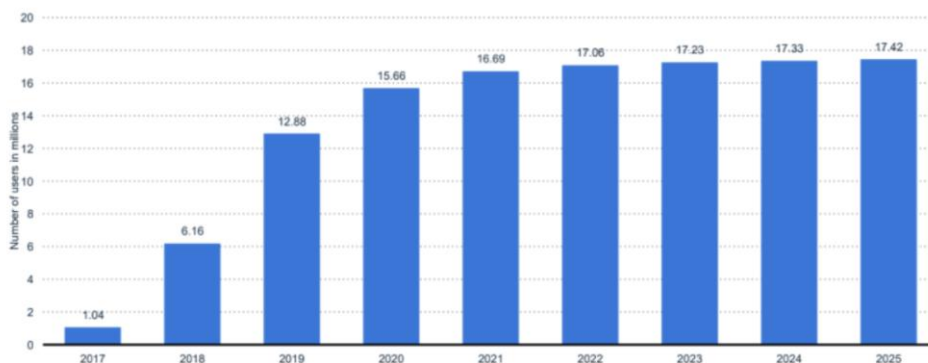
➤ 1.2.3.4. Tiktok:

TikTok was officially introduced in Vietnam at the end of April 2019, and it immediately rose to the top of consumers' favorite social networks. According to Appota's Mobile Apps 2021 study, TikTok Vietnam has gained popularity after receiving 16 million downloads and experiencing a 160 percent increase in iOS downloads in 2020. Regarding app rankings, TikTok, which has recently gained popularity in the Vietnamese market, has quickly surpassed Facebook, Zalo, and Instagram to achieve fourth place.



Source: Q&Me, 2022

TikTok users in Vietnam 2017-2025



Source: Statista, 2021

According to Statista data, Tik Tok users have significantly increased in Vietnam since the app's initial debut in 2017. There were 1.04 million Tiktok users in 2017, and during the following few years, that number increased to 6.16 million. TikTok's user base grew in 2019 to 12.88 million people. The analysis projects that there will continue to be consistent growth from 2020 through 2025.

Strength:

- Free professional video editing software: TikTok offers free professional video editing software features. It is straightforward and convenient to use; download the app and start editing short videos.
- Low competition: TikTok is a new advertising platform in Vietnam, so it has low competition compared to Facebook. Advertising costs have not been pushed up like Facebook, Youtube, or Instagram.

Weakness:

- Products for business are not as diverse as Facebook: Because TikTok's user base is still young, the products that can be traded on the platform are not as varied as Facebook's. Suitable for popular or less valuable products (under 500,000 VND).
- Requires high creativity: TikTok values content creativity, so businesses should invest in making the content attractive when promoting. The life cycle of advertising content samples on TikTok is relatively short, only three days to 2 weeks. If a business does not have a strong content creation team and brief video clips, the ability to attract attention on this platform is very low.

➤ **1.2.3.5. Website:**

Strength:

- Reaching a wider audience: having a well-designed website will help encourage them to come and visit you or be able to find your business in the first place.
- Anyone, Anywhere & Anytime: business information and details about the products and services can be accessed by anyone, no matter where they are or the time of day. So even if the business isn't open, the website will still be and make it easier for customers to shop.
- Securing Your Brand Online: There is a risk that if you don't have a business website and secure a domain name relevant to your business, then others with a gripe against

your business will do it for you. This is an essential way to protect your business brand online.

- Store all information in one place: Websites have always been simple information repositories, which remain unchanged in the business landscape. Depending on how you structure your site, anyone can quickly figure out:
 - Who are you
 - Products/services you offer
 - Why should they buy from you?
 - When you start
 - Where can they find you
 - How can they contact
 - Implement features like a Knowledge Base or FAQ section so that customers can find solutions to any of their problems.

- Make deals with your customers.: One of the other huge advantages of business websites is that they make selling a product or service infinitely easier. Customers can select and purchase their products from anywhere in the world, using third-party services like Paypal or Visa cards to complete payments and store their details and their accounts for future purchases. In addition, it is very easy to facilitate sales and promotions on a website. The business can create discount codes to use at checkout; you can create members-only products that specific customers can only access; customers can customize their orders, their products, etc.

Weakness:

- Websites aren't free: A business website has several expenses and drawbacks, including technical fees like domain name registration and renewal, hosting service packages, Website design, Plugins and maintenance costs, etc.
- Secure your website: Professional businesses expect customers to enter their payment details on their website, so the businesses need to be able to communicate that their website is secure. If they can't, they are at a significant series of disadvantages. Business websites have many security disadvantages and threats, from hacking to scammers to spammers and everything in between.
- Time-consuming: The above weaknesses show that it takes a lot of time to build a professional sales website for businesses and limits those weaknesses.

-

- ***Research about fashion content ideas that attract audiences:***

For the fashion industry, quality content is the top criterion for retaining customers. According to Bcagency, below are some fashion content to help the fan page stay attractive:

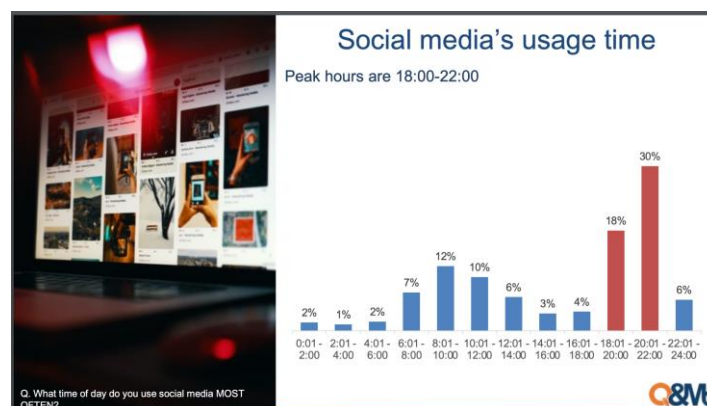
1. The most popular trending products
2. Update knowledge about luxury items
3. Share the passion about luxury brands
4. Posting customer's feedback
5. Promotions
6. Entertainment content
7. Share how to coordinate
8. Teasing about the new collection
9. Wishes for special days
10. Sales content according to the holiday season, tourist season, etc.

Besides, the content strategy needs to take care of hashtags in every social media post to help the article attract target customers and increase brand recognition. A hashtag is a word or a sequence of consecutive characters placed after the hashtag (#) that people use on social networks. Hashtags make it easier for people with similar interests to access the posts, even if they don't follow or already like the page.

According to Tagsfinder, below are the most popular hashtags in Vietnam and related to the luxury industry: [#getlux](#) [#dohieuvietnam](#) [#thanhlydohieu](#) [#luxury](#) [#fashion](#) [#ootd](#) [#ootdvn](#) [#richkids](#) [#richkidsvietnam](#) [#vietnam](#) [#travel](#) [#hanoi](#) [#saigon](#) [#travelphotography](#) [#hoian](#) [#photography](#) [#asia](#) [#photooftheday](#) [#love](#) [#danang](#) [#trip](#) [#hochiminhcity](#) [#hochiminh](#) [#travelblogger](#) [#travelling](#) [#beautiful](#) [#picoftheday](#) [#sapa](#) [#vietnamese](#) [#vietnamtravel](#)

- **Research social media's usage time:**

According to Q&Me "Vietnam social media popularity" report in 2022, the period from 18:00 to 22:00 is the peak time for social network users.



(Source: Q&Me, 2022)

1.2.4 Competitor Research

Based on the broad current coverage in the media in the field of luxury fashion in Vietnam, 24Cara and Centimet are the two strongest brands today. Both have their fan page, youtube channel, and website to run media. There is also a branch in Ho Chi Minh City so customers can come and shop. So these are the reasons that **24Cara** and **Centimeter** became direct competitors of GETLUX.

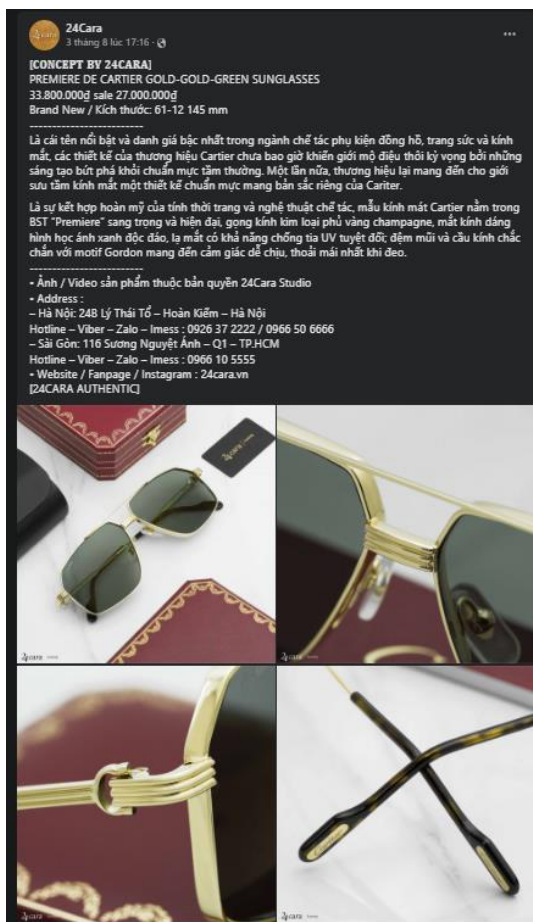
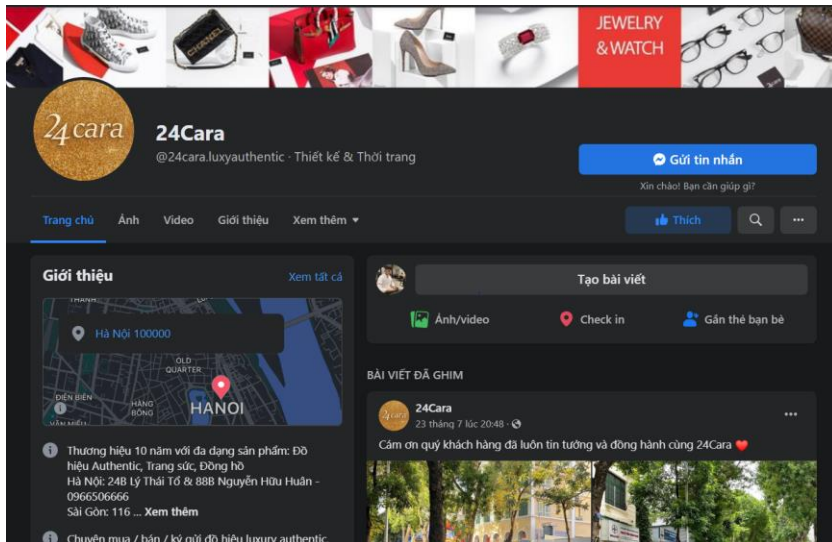
In addition, the two largest intermediary companies are **FADO** and **Giaonhan247**. Both businesses have overseas warehouses that are convenient for receiving and shipping.

The reason for choosing these two competitors as GETLUX's competitors is because both have invested a lot in technology and used major newspapers for PR, such as Vnexpres, etc. There are also detailed reviews of the two companies. Ordering on these two sites makes first-time customers feel more secure.

➤ **Competitor 1: 24Cara**

24Cara is a luxury fashion store with two main stores in Hanoi and Ho Chi Minh. In addition, 24Cara also invests in a website so that customers can buy goods online.

Facebook



- Likes reached 162k
- Followers reached 162k
- Posts with eye-catching design
- Link <https://www.facebook.com/24cara.luxyauthentic>

Instagram

- 4848 posts, 17.8k followers, 6 are following
- Uniform and eye-catching design
- Average 1 days/3 posts
- Low medium interaction (1 -2 likes)
- Link <https://www.instagram.com/24cara.vn/>

Youtube

- 13.4k subscribers
- Main video 40,000 views
- Low video output on youtube, the last time was in 2020
- Link: <https://www.youtube.com/c/24CaraAuthentic>

Tiktok

- Has 27 followers and total likes is 165
- Low video output, last time is 20.9.2020
- Low views and interactions
- Link <https://www.tiktok.com/@24cara.vn>

Website

There is a price attached to each product

Neat and eye-catching arrangement for each item and each product

Can show the rating by each product

There is a messenger link button to support customers and earn Facebook information

Have filter price for customers, easy to choose

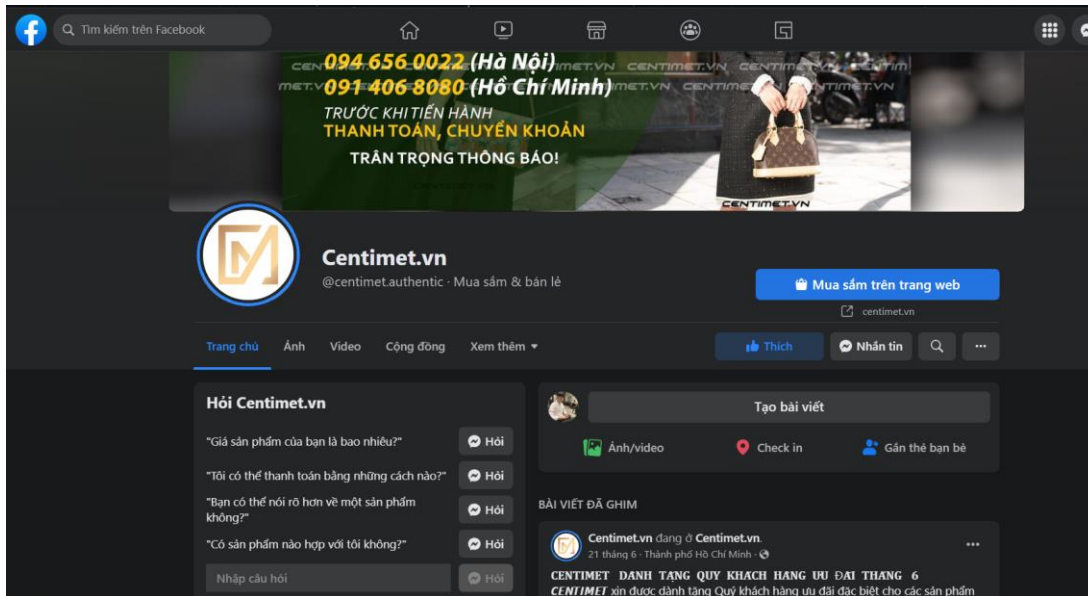
Good video of product and animation at homepage

Link: <https://24cara.vn/>

➤ Competitor 2: Centimet

Centimet is a high-end fashion boutique with leading stores in Ho Chi Minh and Hanoi. In addition, Centimeter also invests in a website with a 3D system for customers to buy online.

Facebook



- Likes reached 48.8k
- Followers reached 50k
- Posts with eye-catching design
- Link <https://www.facebook.com/centimet.authentic>

Instagram

- 3615 posts, 1.741k followers, 39 are following
- Uniform and eye-catching design
- Average 1 days/3 posts
- Low medium interaction (1 -2 likes)
- Link <https://www.instagram.com/centimet.authentic/>

Youtube

- 81 subscribers
- Main video 200,763 views
- Low video output on youtube, the last time was in May
- Link: <https://www.youtube.com/channel/UCPbM3G0opJSMDi6ewtohOkQ>

Tiktok

- Has 324 followers and total likes is 8125
- Medium video output, last time is 5.8.2022
- Low views and interactions
- Link <https://www.tiktok.com/@centimetvn>

Website

There is a price attached to each product

Neat and eye-catching arrangement for each item and each product

Can show the rating by each product

There is a messenger link button to support customers and earn Facebook information

Have filter price for customers, easy to choose

3D animation store at homepage

Link: <https://centimet.vn/>

➤ Competitor 3: Fado

Fado is a website specializing in providing international shipping services from the US, Japan... to Vietnam. Fado has expanded to the US, UK, Australia, Japan, Germany... You can shop across borders with Fado. Fado's mission isto make it easier for Vietnamese individuals and businesses to directly trade with the world through e-commerce.

Key strengths: Lots of advertising, PR, and Seeding activities on online media

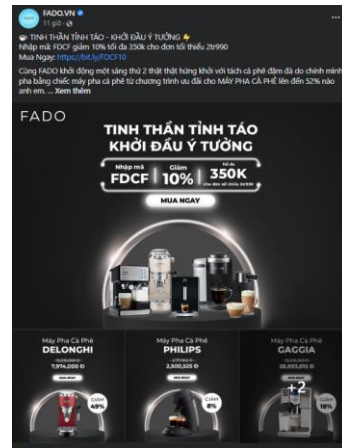
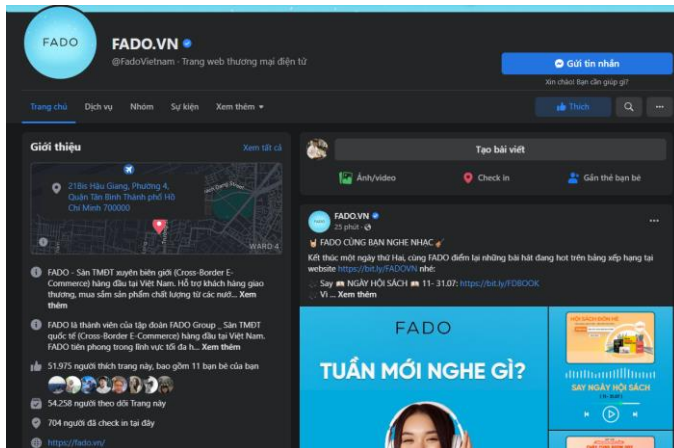
Examples:

- Link <https://vnexpress.net/topic/mua-sam-tren-fado-vn-23508-ap2>
- Link: <https://www.youtube.com/watch?v=hbdTExFEcoQ>



(Source: Display ads on Vnexpress.net)

Facebook



- Likes reached 52k
- Followers reached 54k
- Posts with eye-catching design, suitable for hunting sales
- Link <https://www.facebook.com/FadoVietnam/>

Instagram

- 537 posts, 2k followers, 74 are following
- Uniform and eye-catching design
- Average 10 days/3 posts
- Poor interaction (1 -2 likes)
- Link <https://www.instagram.com/fado.vn/>

Youtube

- 2.1k subscribers
- Main video 40,000 views
- Low video output on youtube, the last time was in March
- Link: https://www.youtube.com/c/Fadovn_Vietnam

Zalo

- Enterprise FADO Global shows complete information of phone number and address
- There is a service button that goes directly to the website link
- There are buttons to quickly interact with countries such as the US, Japan, Germany,...
- Sales hunting posts regularly over time

Tiktok

- Has 16 followers and total likes is 2261
- Low video output, last time is 23.2.2021
- Low views and interaction
- Link <https://www.tiktok.com/@fado.vn>

Website

- There is a price attached to each product
- Neat and eye-catching arrangement for each item and each product
- Can show the rating by each product
- There is a messenger link button to support customers and earn Facebook information
- Have a list of country customer could buy like USA, Japan, Germany, UK, Australia
- Has FadoMall integration for ready-to-sell in Vietnam
- There is a ranking arrangement according to each level of consumption to reduce prices for customers
- Have an export channel for sales staff
- Link: <https://fado.vn/>

Application on mobile phone (Available on IOS & Android)

- Eye-catching and neat design
- Ranking each item, specific brand
- There is a specific in VND for customers
- Support for shopping through Messenger, Zalo, Hotline
- There is an order check item

➤ Competitor 4: Giaonhan247

Giaonhan247.vn accepts buying goods from all websites in other countries and shipping to Vietnam. The entire process from booking transportation, quotation, payment, and tracking order tracking (track & trace) has been digitized to shorten processing time and bring the most convenient experience for customers in the process. Process of importing goods in small quantities with foreign suppliers of goods.

When searching for the keyword "buy luxury goods abroad" on google, Giaonhan247 appears 1st in the search results.

Khoảng 143.000.000 kết quả (0,70 giây)

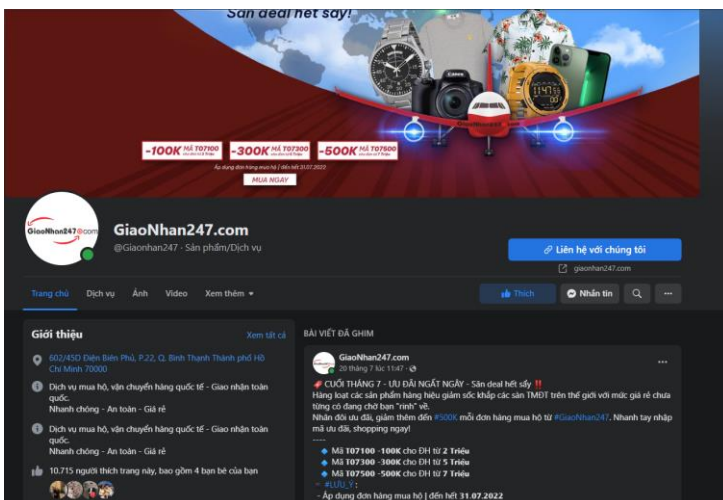
<https://www.giaonhan247.com> › Dịch Vụ ▾

Top 13 website quốc tế order sẵn hàng hiệu sale uy tín nhất

Dịch vụ mua hàng hộ hàng hiệu giá rẻ tại Giaonhan247 có đáng tin? — đặc biệt là mua hộ hàng Mỹ và vận chuyển về Việt Nam. Hiện tại, Giaonhan247 là ...

(Source: Google)

Facebook:



- Likes reach 10k8-
- Followers reach 11k223-
- Posts with eye-catching design, suitable for hunting sales-
- Always have a specific sale announcement for customers-
- Link <https://www.facebook.com/Giaonhan247/>

Instagram

- 1 follow and 7 posts
- The design is not eye-catching
- Low post count and 1 month apart
- Interactions from 2 - 3 likes
- Link <https://www.instagram.com/giaonhan247com/>

Youtube:

- 415 subscribers
- The highest number of views is 16.4k
- Low video output on youtube, last was 1 year ago
- Few clear videos about sale products
- Link: <https://www.youtube.com/c/Giaonhan247com>

Zalo

- Giaonhan247 shows full information of phone number and address
- There is a service button that goes directly to the website link
- Sales hunting posts regularly over time

TikTok

- Has 2 followers and total likes is 92
- Average video output, last time was 21.7.2022
- Low views and interactions
- Link <https://www.tiktok.com/@giaonhan247.com>

Website

- Customers must actively paste the product link and then automatically quote the price
- Diverse countries such as the USA, Japan, Germany, UK, Australia
- Comes with utilities for customers at the website
- Support button Zalo and Messenger buttons to collect customer information

- Linking Amazon's link through the website but not supporting VND price
 - No product categories
- Link: <https://www.giaonhan247.com/>

Application on mobile phone (Available on IOS & Android)

- Specific arrangement of foreign shopping platforms such as Ebay, Amazon, Jomashop
 - Does not support Vietnamese when entering foreign shopping sites-
 - Has a history of viewing convenience goods-
 - Support button is hotline or Email-
 - No specific VND price is shown, must wait for a quote from the staff
- **Strengths and weaknesses of 4 competitors: 24Cara, Centimeter, Fado, Centimeter**

	24 Cara	Centimet
Strengths	<ul style="list-style-type: none"> + Modern website system, neat and eye-catching display + Facebook page works professionally + Training professional staff, good sales + Two big branches in Hanoi and HCM + Optimized the form of payment: Ship cod and bank transfer 	<ul style="list-style-type: none"> + Modern website system, neat and eye-catching display + Specialized in women's wear, high reputation with female customers + Big branch in HCM
Weaknesses	<ul style="list-style-type: none"> + Many fake pages on Facebook + Price is higher than market 	<ul style="list-style-type: none"> + Many fake pages on Facebook + There is only one form of payment: Bank Transfer + Price is higher than market

	FADO	Giaonhan247
Strengths	<ul style="list-style-type: none"> - Modern website system, neat and eye-catching display - Facebook page works professionally - Optimized the form of payment: Ship cod and bank transfer - Professional and fast quotation - Have two offices in HCM and Hanoi 	<ul style="list-style-type: none"> - Modern website system - Facebook page works professionally - Optimized the form of payment: Ship cod and bank transfer - Professional and fast quotation - Have an extension for Google Chrome
Weaknesses	<ul style="list-style-type: none"> - Have to delay up to a month - Item not like describe, wrong item - Have negative review in social network 	<ul style="list-style-type: none"> - Have a problem with fake shipping items for the customer - Getting caught up in a lot of fraudulent information when searching for Giaonhan247 on Google - Hold money of customer - Less advertising, PR, and Seeding activities on online media

1.3.1. Business overview



To meet the needs of consumers, GETLUX was established in 2018 to provide customers with shopping service for genuine luxury fashion products such as clothes, bags, and sunglasses of fashion brands such as Louis Vuitton, Chanel, Hermes, Gucci, and Dior ... GETLUX is a reputable place, purchases luxury good in EU from only 7 to 10 days with the most dedicated customer service, bringing the rarest and trending products to customers. GETLUX operates in the form of online sales on social networking platforms. The shop has a lot of experience in this industry, and every order has a clear invoice. A high-end brand shopping service helps customers update the latest fashion collections and deliver them as quickly as possible, thereby bringing high-quality, satisfying diverse needs, wants, and tastes of customers.

Features of Shopping Service:

Function	Benefit	Defect
Easy to start	Need less time to start Have a lots of source to consult	Lots of competition
Low start-up costs	No cost for warehouse, inventory and research Get more budget to market and advertise your business	Lots of competition
Have more choices of product	Easy to find things for sale Easily change products offered for sale	It can be difficult to choose main items for your business
Not available in stock	No need storage or warehouse costs	Poor product management Poor brand awareness control
Have company shipping service	No need to waste time packing and printing labels	Orders containing products from many suppliers are delivered to customers at different times

Vision:

- Become the prestigious leading brand and become the first choice of customers when they want to buy luxury products that are unique or not available in Vietnam.

Mission:

- We are committed to providing genuine, high-quality products that consistently satisfy and meet domestic customers' diverse needs, desires, and tastes.
- Always take customers' satisfaction and consumers as the focus of all activities.

Core values:

- Reputation
- Professional service
- Fast and convenient
- Sustainable development

Shipping Services: **BEST CARGO**

Price list of tax-covered shipping from Germany to Vietnam

Types of goods	Unit price depends on volume	Unit	Insurance fee (optional)	Surcharge may depend on the characteristics of the volume of goods
Milk, confectionery, pots and pans, kitchen utensils	6,8 - 8,2 EUR	KG	2%	
Baby goods, cribs, strollers, non-electric toys	6,8 - 8,2 EUR	KG	2%	
Clothes	6,8 - 8,2 EUR	KG	2%	
Shoes, bags, wallets	6,8 - 8,2 EUR	KG	2%	
Cosmetics, shower gel, lotion, skin cream	8 - 9.6 EUR	KG	2%	
Glasses	8.8 - 9.9 EUR	KG	2%	
Medicines, vitamin supplements	8 - 9.6 EUR	KG	2%	
Computer accessories	7.5 - 8.8 EUR	KG	2%	
Phone	60 - 68 EUR	KG	2%	
Laptop	75 - 84 EUR	KG	2%	
Tablet	45 - 54 EUR	KG	2%	
Ipod touch, MP3 player	10 - 18 EUR	KG	2%	
Speaker	7.5 - 8.8 EUR	KG	2%	
Watch	15 - 18 EUR	KG	2%	
Wall clock	7.5 - 8.8 EUR	KG	2%	
Camera	20 - 28 EUR	KG	2%	
CD, DVD	7.4 - 8.8 EUR	KG	2%	
Furniture	7.5 - 8.8 EUR	KG	2%	

Shipping method:

- Transfer the goods from the location in Germany to the warehouse of BEST CARGO, where the staff will check the goods and pack the goods carefully; the staff will quote the price directly and send the receipt with the tracking number to receive the goods in Vietnam.
- BEST CARGO has a door-to-door service to pick up in Germany for customers who are not convenient to travel
- This service allows the shipper to pay all fees and taxes to the recipient in Germany. The shipping unit will handle issues such as customs clearance and then deliver to customers in Vietnam.

Contact Information:

BESTCARGO HA NOI

Address: 1st Hoang Ngoc Phach Street, Dong Da, Ha Noi

Hotline: 0906 251 816

Email: contact@bestcargo.vn

BESTCARGO SAIGON

Address: 2/3 Phan Thuc Duyen Street, Ward 4, Tan Binh District, Ho Chi Minh City

Hotline: 0795 166 689

Email: contact@bestcargo.vn

Contact for quotation

Phone: 068555383

Email: contact@bestcargo.vn

Contact a consultant

Phone: 0906251816

Email: contact@bestcargo.vn

1.3.2. SWOT analysis of GETLUX

STRENGTH

- + Diverse luxury products, many choices for customers
- + Can buy more luxury items than other competitors
- + **It is highly rated for customer care.**
- + Products with total invoices and documents of origin
- + Regularly updated international fashion trends.
- + Fast shipping from one week
- + Legal with a tax invoice
- + Have two warehouses in Ho Chi Minh city and Ha Noi
- + Have experience buying rare and unique goods that are not available in Vietnam
- + Payments: Cash or bank transfer

WEAKNESS

- + **GETLUX has not invested in images and content of articles on media channels such as Facebook, Instagram and Tiktok**
- + **GETLUX has no connection with customers**
- + No stock for a luxury item
- + The shop was not focusing on building brand awareness.
- + Sometimes luxury items sold out before buy by the customer
- + Limited items are hard to buy, and sometimes miss buying

OPPORTUNITY

- + Expand shipping around Vietnam and help people reach the luxury item
- + Genuine stores in Vietnam rarely update available models and do not have a variety of new seasons, customers who want to buy need to order
- + Bring new international fashion trends to Vietnam
- + **The young brand, many untapped communication channels**
- + **High demand in Vietnam market**

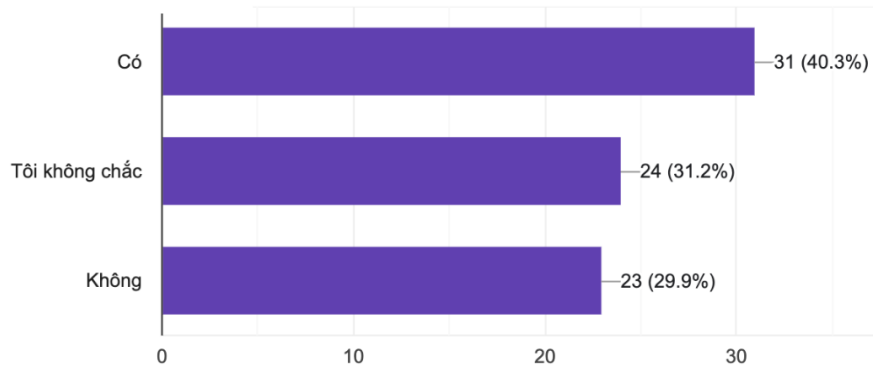
THREAT

- + **Many fakes and scams on the market**
- + **Strong, long-standing competitors in the industry**
- + The quality of branded products is not as expected.

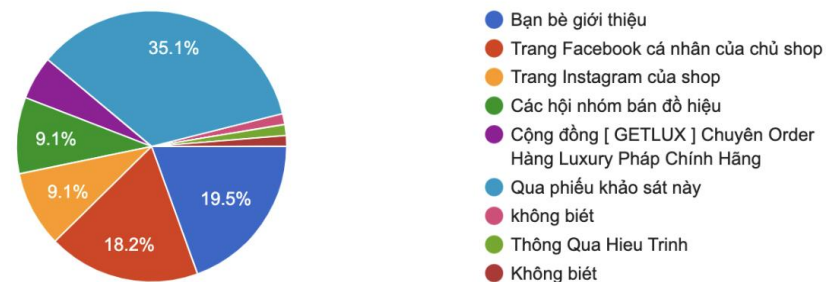
- + Sometimes violate brand copyright when running online advertising

1.3.3. GETLUX's current social media situation

Bạn có biết đến GETLUX không?



Bạn biết đến GETLUX qua đâu?



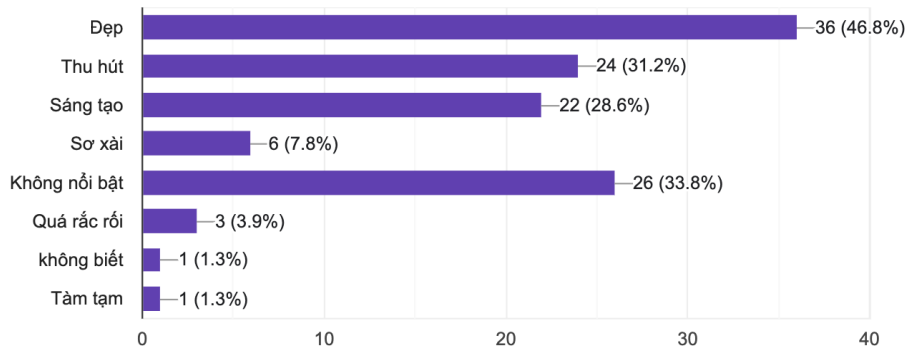
Source: Survey on luxury brand preference in Vietnam market in May, 2022

With the question "do you know GETLUX?" the majority is "Yes," but less than half. The majority vote is the sum of the remaining two items, "I'm Not Sure" and "No." Follow up with the question, "Where do you know GETLUX from?" The most choice is still a friend's referral, and the second is through this survey. So, the brand awareness level of GETLUX is at a low level.

Đánh giá hình ảnh hiện tại của GETLUX trên phương tiện truyền thông



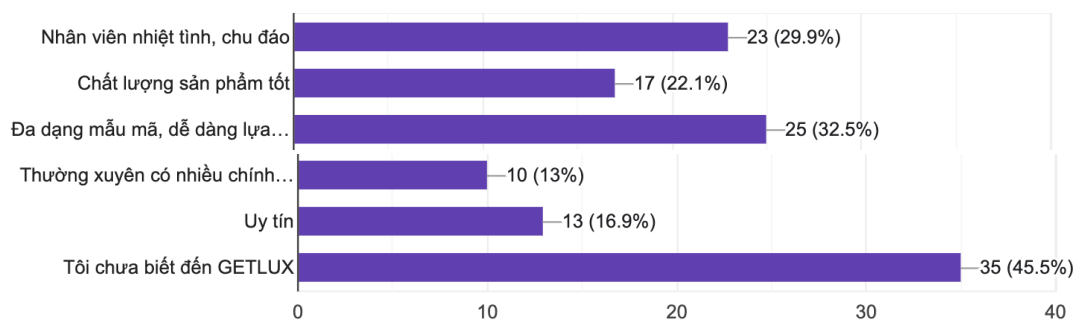
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Source: Survey on luxury brand preference in Vietnam market in May, 2022

Assessing the current image of GETLUX in the media, most customers find it beautiful, creative and attractive. However, it can still be seen that there are some unremarkable parts, and at the same time, many customers find the image to be uninvested and too troublesome when approaching GETLUX's post.

Nếu bạn đã biết đến GETLUX, điều gì khiến bạn hài lòng khi trải nghiệm tại đây?



Source: Survey on luxury brand preference in Vietnam market in May, 2022

Through the question "what makes you satisfied when experiencing GETLUX," the most chosen choice is good customer care. At the same time, there are various models and they are easy to choose from. However, the biggest is still customers who do not know GETLUX to have the experience.

=> To increase the customer experience at GETLUX, we need to promote the brand and increase brand awareness, thereby enhancing trust and intimacy between customers and

GETLUX. Help more people know about the experience at GETLUX and increase satisfaction.

- **Fanpage Instagram:** <https://www.instagram.com/getlux.official/>

GET LUX
719 Bài viết 20K Người theo dõi 413 Đang theo dõi

GET LUXURY
CHUYÊN HÀNG HIỆU (KHÔNG TUYỂN CTV)
NHẬN ORDER LUXURY ITEMS 7-10 NGÀY
CAM KẾT CHÍNH HÃNG
0339 542 414 (Hiếu) - 0931 411 836 (Vy)

Chỉnh sửa Công cụ quảng c... Thông tin chi tiết

BALENCIAGA Y S L BURBERRY Eyeglasses LV

Lượt tương tác

90 ngày qua ▾ 15 tháng 2 - 15 tháng 5

Thông tin chi tiết liên quan đến hoạt động nhắn tin, chẳng hạn như lượt chia sẻ và trả lời, có thể thấp hơn dự kiến do quy tắc về quyền riêng tư ở một số khu vực. Tìm hiểu thêm

47
Tài khoản đã tương tác
-48,4% với 17 tháng 11 - 14 tháng 2

Lượt tương tác với nội dung ⓘ

136
Lượt tương tác với nội dung
-69,1% với 17 tháng 11 - 14 tháng 2

Số người tiếp cận

90 ngày qua ▾ 15 tháng 2 - 15 tháng 5

2.421
Tài khoản tiếp cận được
-23,3% với 17 tháng 11 - 14 tháng 2

Lượt tương tác với bài viết so với 17 tháng 11 - 14 tháng 2	131 -69,7%
Lượt thích	60
Bình luận	2
Lượt lưu	29
Lượt chia sẻ	27

Instagram page GETLUX.OFFICIAL currently has 20K followers along with 719 sales posts. However, the number of interactions is not high. GETLUX.OFFICIAL only received 136 interactions with content; 131 interactions with posts decreased by nearly 70% compared to 3 months ago.

At the same time, the Instagram page GETLUX.OFFICIAL only reached 2421 reach, and only 47 accounts interacted, down by nearly half from three months ago.

- **Fanpage Facebook:** not available
- **Website:** not available
- **Email marketing:** not available
- **Advertising:** not available

=> Through the current marketing situation of GETLUX, these will be the primary purposes of brand branding. It is necessary to spread GETLUX to the community further. GETLUX needs to continue to promote visuals in the media to increase prominence while simplifying product posts. The team decided to do this project to develop brand awareness and the connection between GETLUX and customers.

1.3.4. Project Overview

1.3.4.1. Campaign's Objectives

+ Increase brand awareness

+ Increase brand love

KPI: (03/06/2022 - 03/08/2022)

- Facebook Fanpage:

Page Likes: increased by 500 Likes

Total reach: 100.000 reaches

Total interactions: 2,000 times

- Instagram Fanpage:

Page followers: increased by 500 followers

Total reach: 100.000 reaches

Total interactions: 1,500 times

- Tiktok:

Each clip get 500 views

1.3.4.2. Key message

“Luxury from the smallest things”

GETLUX always brings luxury from the smallest things. Coming to GETLUX, you not only receive luxury from simple luxury items but also get luxury right from the dedicated customer service and prestige placed on top.

1.3.4.3. Target Audiences

	25 - 34 years old (primary)	18 - 24 years old (secondary)
Geography	Viet Nam (focus on Hanoi & HCMC)	
Occupation	Business people, managers, highly qualified workers, employees of companies and foreign organizations, small traders	Student, small traders
Income	Medium - High	Medium - High (richkids)
Behavior & Interests	Online shopping hobby Love fashion Self-love Interesting in new luxury fashion trend Have an interest in luxury brands Love buying unique, rare and limited goods Love buying luxury gifts on holidays Frequenting luxurious and famous places	
	Buying gift for boss, partner, family	Often show off photos using luxury goods and family's rich and luxurious properties on social networks
Psychology	Shopping luxury brands make themselves admired by others, reward themselves, and treat it as an achievement.	With the desire to "be equal to friends" or see others have it, we must also have it, using luxury goods will look more luxurious, aristocratic, more valuable, more status and attract the attention of people better.

1.3.4.4. Social media planning

To conquer consumers, GETLUX will invest a budget in social networks and, at the same time, shake hands with famous people such as Influencers (Influencers), KOC (influencer customers), or related communities. Branding is a marketing strategy worth considering. In this campaign, the team will do the following forms:

- Social media marketing
 - + Social media posts
 - + Advertising
 - + Seeding
- Influencers marketing
- Sponsorship marketing
- Email marketing

Planning:

- **Social media marketing**
 - + **Social media posts**
 - Criteria:
 - Right subject, right time
 - Create inspirational and empathetic content on Fanpage for viewers to easily click “like” & “share”
 - Synchronize content and messages with the communication plan

Topic	Channels	Form	Target
About GETLUX	Facebook, Instagram	Poster	Help the audience better understand GETLUX
The most popular trending products	Facebook, Instagram, Tiktok	Poster, Video	Attract customers
Update information about luxury items	Facebook, Instagram	Images	Attract customers and build trust

Posting customer's feedback	Facebook Instagram	Images	Help build credibility, and increase audiences' trust in the shop
Sales content drives demand by album	Facebook Instagram	Image	Selling and making it easy for audiences to find and choose
Entertainment content	Tiktok	Images, Video	Engage the audiences, increase connection and brand love of the audiences
Promotions	Facebook Instagram	Poster	Help attract audiences and increase sales

Besides, the content strategy needs to take care of hashtags in every social media post to help the article attract target customers and increase brand recognition. A hashtag is a word or a sequence of consecutive characters placed after the hashtag (#) that people use on social networks. Hashtags make it easier for people with similar interests to access the posts, even if they don't follow or already like the page. According to Tagfinder, below are the most popular hashtags in Vietnam and related to the luxury industry:

Hashtag: #luxury #luxurylifestyle #fashion #vietnam #travel #hanoi #saigon #travelphotography #hoian #photography #asia #travelgram #wanderlust #instagood #photooftheday #love #instatravel #베트남 #danang #trip #nature #hochiminhcity #hochiminh #travelblogger #travelling #instadaily #beautiful #picoftheday #sapa #instagram #vietnamese #vietnamtravel #traveling

+ Advertising

This project will use PPC (Pay-Per-Click), an internet marketing model where advertisers pay a fee each time an audience clicks on one of the ads. The team uses this tool for quick and measurable results of anything related to a PPC campaign from costs, profits, views, clicks, visits, and more. Facebook ads and Instagram ads bring more opportunities to reach customers.

➤ Facebook ads:

Cost: 3.000.000vnd (100,000vnd/day, running for 30 months)

Number of people reaching ~ 2.5K - 7.2K/day

Strength:

- Can choose specific goals from the beginning: make posts more interactive, or help businesses get more messages from customers with different call-to-action buttons.
- Goals like increasing clicks or incorporating a news or review article will work well.
- Wide scope: According to Napoleon Cat, a social network index measurement tool, the number of Facebook users in Vietnam in 2021 will be about 76 million people, which means that Facebook provides and displays the content that users share with many different users.
- Content is widely shared: If it is exciting and valuable, users will share it on their pages. This makes it possible for businesses to advertise their brand at no extra cost, which is not possible on Tiktok or Instagram.

Weakness:

- High competitive
- Advertising policy is increasingly difficult
- Unlogged-in users can't view ads: Unlike AdWords ads, the ads are shown to all users on the Internet; with Facebook ads, everything is visible after logging in.

➤ Instagram ads:

Cost: 3.000.000vnd (100,000vnd/day, running for 30 months)

Number of people reaching ~ 1.8K - 4,6K/day

Strength:

- Goals like brand awareness combined with attention-grabbing content work well

Weakness:

- Can't select a specific target

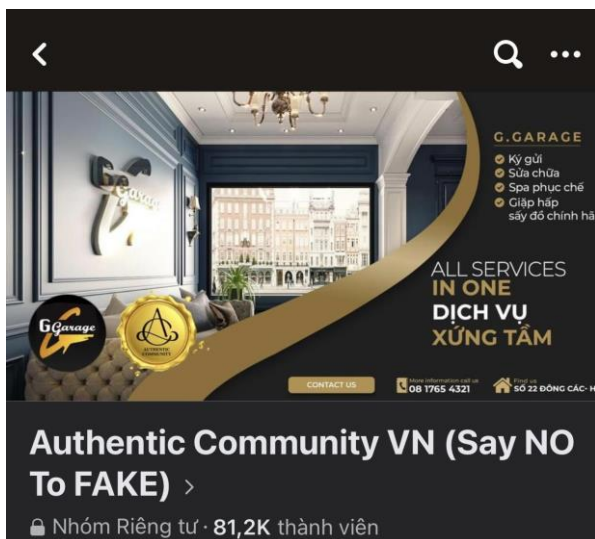
+ **Seeding**

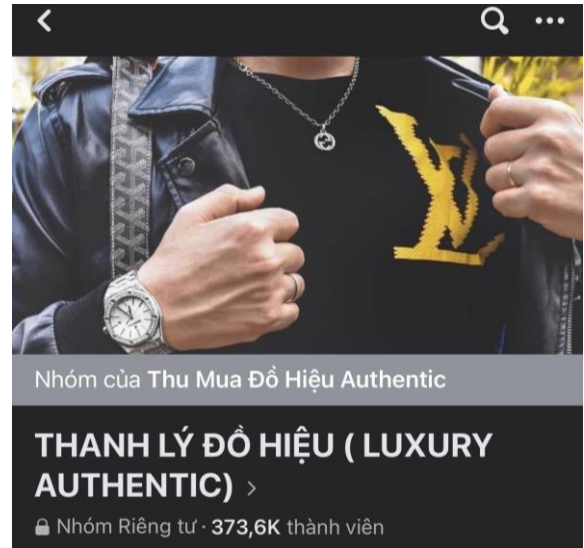
Seeding Fanpage is a virtual chat and comment in a post to create effects, create trust, or entice customers to believe in advertising products and services. (Seeding.vn,2018). The project will seed in luxury brands community like the pictures below to reach a wide range of potential customers.

- Post articles about ordering on Facebook groups selling luxury goods
- Comment to introduce product shopping service and tag GETLUX fan page for articles of customers who want to buy products on Facebook luxury groups

Purpose:

- Help GETLUX articles (articles about products, services, and companies ...) can reach closer brand followers.
- Save time, do not need to create many virtual nicks for seeding, and still generate excitement for the fan page quickly.





- Influencers marketing

Use three micro-influencers to unbox and review products, and tag the brand name in the title. Partnering with micro-influencers can help introduce brands and products to genuinely interested audiences. A study by Google found that social media users are more likely to change their minds or decide to buy something posted by micro-influencers than other celebrities after consulting content with a relatively low budget suitable for the business's budget. In addition, the high customer conversion rate is an outstanding advantage that micro-Influencer brings.

These are the three micro-influencers that GETLUX decided to partner with

- **Linbene:**

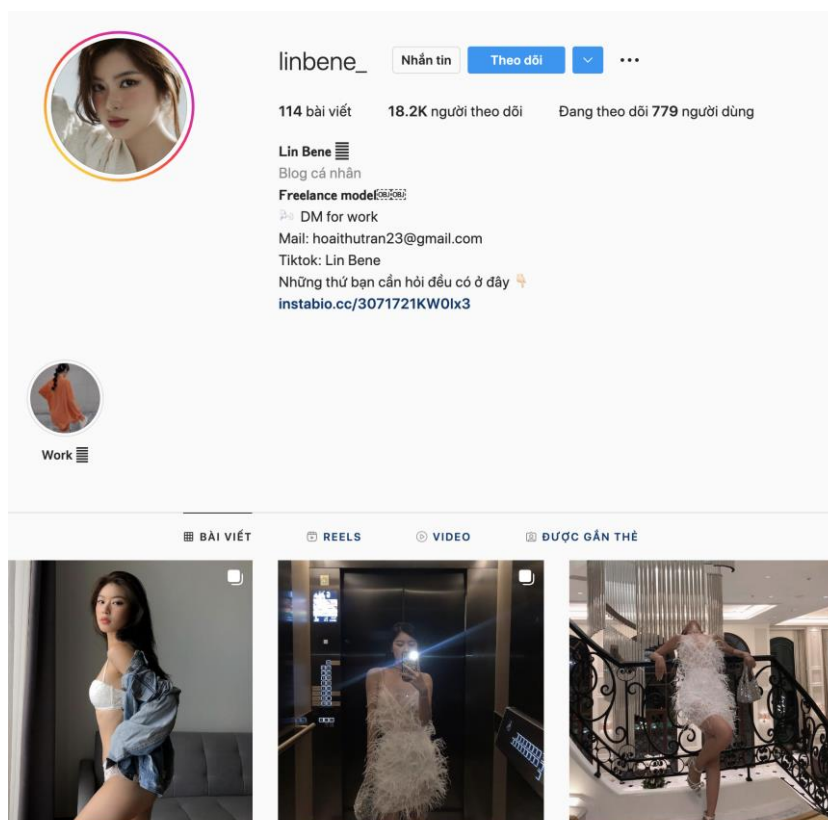
Reasons for choosing this influencer:

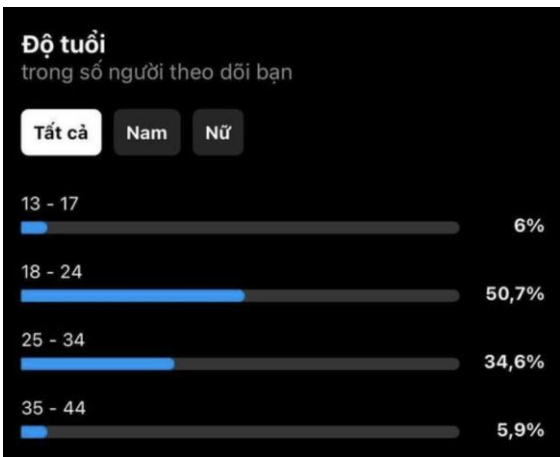
- Using luxury items
- Chic social media pictures
- High reach, high engagement
- The audience age matches GETLUX's target audience.
- Costs that fit the budget

Cost:

- 1.000.000vnd/post + story

Some pictures of Lin Bene on her social network Instagram and her Instagram data.





- **Lê Thủy Vân**

Reasons for choosing this influencer:

- Using luxury items
- Chic social media pictures
- High reach, high engagement
- The audience age matches GETLUX's target audience.
- Costs that fit the budget
- Thuy Van not only posts one post and one story but could be combined with many daily activities so its like normal daily life, not commercial.

Cost:

- 4.000.000vnd/ post + story

Some pictures of Le Thuy Van on her social network Instagram and Instagram data.

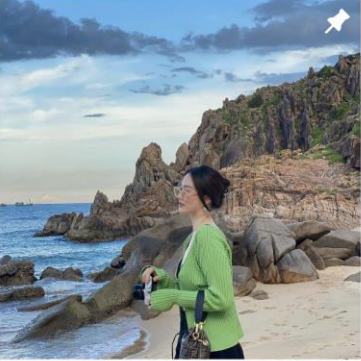

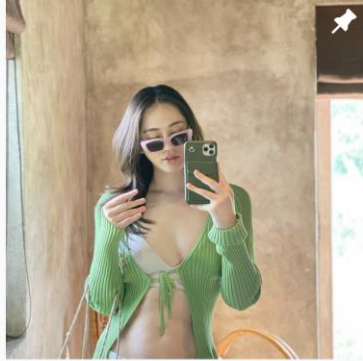
vanveoduck Nhắn tin Theo dõi ⌵ ⋮

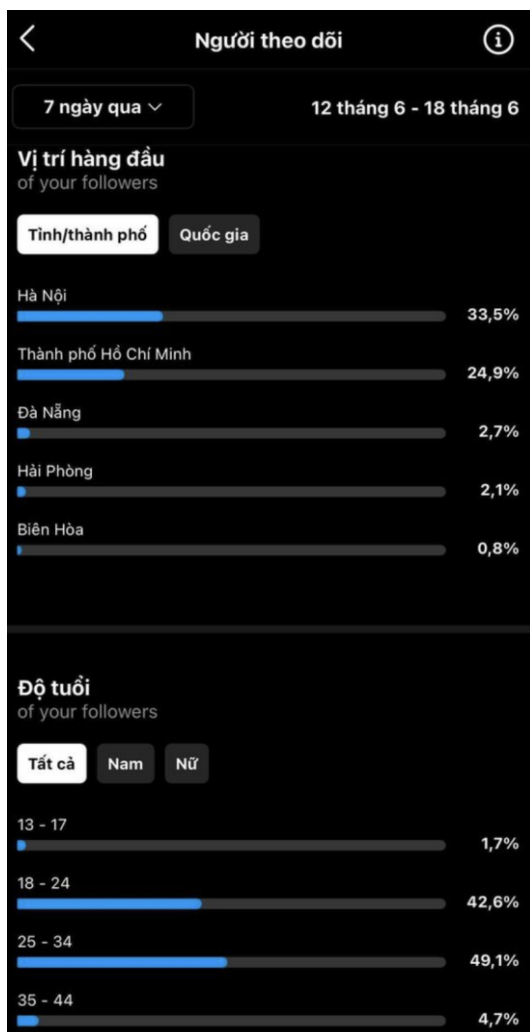
852 bài viết 21.4K người theo dõi Đang theo dõi 941 người dùng

Lê Thủy Vân (Veo)
Blogger
Co-founder/ Content Marketing Manager/ Creative Director @veosbykhanh
@olivace.studio @solut.creative
Working contact: thuyvanle134@gmail.com
bit.ly/3KVZ8a1
Có lynhci_ theo dõi

Clothes 2 Solut.creat... #staycation #dailyveov... Scent 🍷 Date night 2 Skincare 2

BÀI VIẾT REELS VIDEO ĐƯỢC GẮN THẺ



- **Nguyễn Chí Khang**

Reasons for choosing this influencer:

- Using luxury items
- Chic social media pictures
- High reach
- The audience age matches GETLUX's target audience.
- Costs that fit the budget

Cost:

- 2.000.000vnd/ post + story

Some pictures of Nguyễn Chí Khang on his social network Instagram and Instagram data.

The image shows a screenshot of an Instagram profile for 'chikhang0311'. The profile information includes 91 posts, 20,9K followers, and 164 accounts followed. The bio identifies him as a personal blog with links to his TikTok and Facebook. Below the bio are buttons for 'Theo dõi' (Follow) and 'Nhắn tin' (Message), along with category icons for 'Style', 'enjoy', and 'Gymer'. A grid of six photos is visible, showing various fashion and lifestyle images. To the right, two individual posts are shown. The top post features a man sitting on a wooden bench outdoors, wearing a white t-shirt, blue jeans, and a crossbody bag, with 710 likes. The bottom post shows a man standing in a park-like setting, wearing a white t-shirt and dark pants, with 1,240 likes. At the bottom left, there is a black overlay box with white text providing engagement data: 'Số người tiếp cận' (Reach) for the period '28 tháng 6 - 27 tháng 7' is 139,010, with a note that this is 0% from advertising and a 68.6% decrease compared to the period '29 tháng 5 - 27 tháng 6'.

- **Sponsorship marketing**

Strength:

- Increase brand awareness: Businesses can increase brand reach and public recognition when brands participate in sponsorships.
- Connect with customers: The more customers see a brand, the more attracted they will be. What brands need to do now is show them that customers need the brand immediately. Therefore, sponsored marketing on social networks is the most effective. Customers can connect instantly and ensure a high level of engagement.

Weakness:

- They are badly affected if the partner gets involved in a scandal and has a bad image for customers.
- Diluted influence: Everything is fine if the business is the primary and exclusive sponsor. If other companies compete to become co-sponsors, the brand influence will dilute.

1. KLAB

KLAB: The famous brand spa in HCM was born with the desire to restore old and damaged expensive branded products. KLAB is a prestigious place believed by famous people, KOL such as Misthy, Xoài Non, Fabo Nguyễn, actors Ốc Thanh Vân... trusted and used the service. This is the place to connect and reach many customers who love high-end fashion.

Sponsorship reason:

- The customers of KLAB match GETLUX's target audiences.
- Exchange the number of potential customers who use spa services and are ready to buy new luxury goods
- Low-cost
- KLAB is already reputable and has a foothold in spa services for luxury fashion products in Vietnam.

2. The Blossom Of Fluidity event

The Blossom Of Fluidity event: The Blossom Of Fluidity fashion exhibition event with the desire to create a connecting exhibition space - multi-dimensional. The event will be a place to connect fashion lovers through the blooming beauty of Gender Flexible Fashion.

Sponsorship reason:

- The audience age of the event matches the shop's target audience
- Same in the fashion industry
- GETLUX has sold many products to many students at FPT University, so the GETLUX wants to reach more FPT students.
- Low-cost



The Blossom Of Fluidity

@Vedepcuasulinhhoat · Trang web tin tức & truyền thông

[Đang theo dõi](#)

[Trang chủ](#) [Đánh giá](#) [Video](#) [Ảnh](#) [Xem thêm](#) ▾

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Giới thiệu

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i Hướng tới nâng cao sự hiểu biết, tạo ra những góc nhìn đa chiều, cũng như cơ hội để cảm nhận - thấu hiểu - kết nối những thông điệp tích cực đến từ ph...
[Xem thêm](#)

👍 749 người thích trang này, bao gồm 30 bạn bè của bạn



Tạo bài viết

[Ảnh/video](#)

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[Gắn thẻ bạn bè](#)

BÀI VIẾT ĐÃ GHIM

- **Email marketing**

Reasons to choose Email Marketing:

- Save time and money

Usually, a Marketing campaign will cost a lot of hundreds, billions of dong for advertising methods via television, videos, KOLs, etc., and it takes days and hours to be able to implement those campaigns. Then Email Marketing will help GETLUX minimize costs.

Moreover, it also allows GETLUX send emails to thousands of people in a split second without spending much time waiting, sending information to the right potential customers as quickly as possible.

- Automated Email Marketing Campaigns

Unlike Direct Marketing, Email Marketing can work automatically; you can easily schedule email sending by month or week effectively. GETLUX sends new product introduction emails to customers, including a link to the product details section on Facebook or Instagram. People who are interested in GETLUX products will click on this link.

With Email Marketing, you can set up email notifications and set times to send them at particular times to help customers know about your products and promote your company.

- Boost sales

One of the important reasons that GETLUX uses Email Marketing is that it will help promote sales. Use Email Marketing in the best way to sell.

For example, GETLUX emails customers when there is a promotion, discount, or new product launch. Or with loyal customers to send them gratitude programs, special gifts...

Strength:

- Send notifications, products reach customers
- Help customers recognize available product brands
- Increase customer purchase decision
- Create regular connections with customers

Weakness:

- Easy access to spam, advertising items
- User unsubscribe, block
- Send to customer's secondary email

1.4 Pre-production Stage

1.4.1. Human resources:

Trinh Trung Hieu

- Email marketing
- Seeding
- Sponsorship marketing
- Evaluate and adjust the plan

Nguyen Le Truc Vy

- Social media posts
- Ads testing A/B
- Cost calculation for the whole project
- Evaluate and adjust the plan

1.4.2 Cost estimate table:

About 39.000.000 VND

Link: https://docs.google.com/spreadsheets/d/1mrn7i-WonOocX7TA4e7_NCwAsMPgtvF9/edit#gid=164800801

No	CATEGORIES	QUANTITY				UNIT PRICE	TOTAL AMOUNT	TAX		TOTAL	NOTE
		Person	Day	Quantity	Unit			TTNCN	VAT		
A. Human Resources											
1	Designer	1		2	tháng	3.000.000	6.000.000	600.000		6.600.000	
4	Video editor	1		2	tháng	3.000.000	6.000.000	600.000		6.600.000	
5	Cameraman	1		2	tháng	3.000.000	6.000.000	600.000		6.600.000	
B. Research											
1	Bảng survey			1		200.000	200.000		20.000	220.000	Quà tặng
D. Social media											
1	Cost-per-click Facebook ads		30			100.000	3.000.000			3.000.000	Số người tiếp cận ~ 2,5K - 7,7K/ngày
2	Cost-per-click Instagram ads		30			100.000	3.000.000			3.000.000	Số người tiếp cận ~ 1,8K - 4,6K/ngày
3	Seeding			1	dịch vụ	1.200.000	1.200.000			1.200.000	https://docs.google.com/spreadsheets/d/116R
4	Influencer marketing			3	bài	2.000.000	6.000.000			6.000.000	Unbox & review
5	Voucher sponsorship			300	voucher	2.000	600.000			600.000	
D. Special support costs											
1	Xịt rửa tay			2	chai	18.000	36.000			36.000	https://www.bac-hoaxanh.com/quoc-gia-tay/di
2	Tiền điện thoại	2				100.000	200.000			200.000	
TOTAL										34.056.000	
E. Administration costs										1.702.800	
F. Costs incurred										1.702.800	
G. Profit										1.021.680	
TOTAL										38.483.280	

1.4.3. Campaign timeline:

STAGE 1: RESEARCH					
1	Research	- Fielding market research - Define the problem of GETLUX - Ideas - Media Strategy - Specify Requirement	Hieu + Vy	28/04/2022	15/05/2022
STAGE 2: PRE-PRODUCTION					
1	Define Ideas	Identify ideas for projects	Hieu + Vy	16/05/2022	18/05/2022
2	Sponsorship	Search and contact potential events, influencers, cafes... to sponsor	Hieu + Vy	19/05/2022	22/05/2022
3	Social media	- Develop a communication timeline - Build content for Facebook & Instagram fanpage channel - Build content for Tiktok satellite channel	Vy	23/05/2022	25/05/2022
4	Art direction and frame design	Work with the designer to define art direction and frame design	Hieu	26/05/2022	28/05/2022
5	Cost Estimating	Build the estimated cost table for the total project	Vy	29/05/2022	30/05/2022
6	Posting tools	Prepare communication channels: Facebook, Instagram & Tiktok	Hieu	31/05/2022	02/06/2022
STAGE 3: PRODUCTION					
1	Posting contents	Posting posts on media channels according to established media timeline	Vy	03/06/2022	03/08/2022
2	Seeding		Hieu + Vy	03/06/2022	03/08/2022
3	Running Ads	Create ads and run some ads according to the established strategy	Vy	25/06/2022	30/07/2022
4	Sponsorship mkt	The Blossom Of Fluidity + KLAB	Hieu	29/06/2022	17/07/2022

5	Email MKT	Create by mailchimp	Hieu	11/07/2022	29/07/2022
6	Influencer mkt	Use three influencers to unbox and review products, tag the brand name in the title	Vy	25/06/2022	30/07/2022
7	Follow, evaluate and adjust the plan (if any)	Based on feedback and statistical measurement, posts need to be tweaked and ads adjusted if they are not to perform as expected.	Hieu + Vy	20/07/2022	30/07/2022
STAGE 4: EVALUATION					
1	Measure & Feedback	Evaluate and receive feedback from the	Hieu + Vy	31/07/2022	03/08/2022
2	Lessons learned	Learn from the results and implement those experiences in future campaigns.	Hieu + Vy		04/08/2022
3	Completion	Complete the whole project	Hieu + Vy		05/08/2022

2: Production

2.1 Crisis

2.1.1. Identify the crisis

- The business intending to sponsor refused
After referring to the scene with Touch Coffee and Nha Ai Home Decor, the two parties agreed to give out GETLUX vouchers to customers. However, after careful consideration and re-evaluation, the customer file is still not suitable for customers. GETLUX and the other side have no intention of connecting.
- The cost of influencer marketing activities is too high than expected:
When directly contacting the planned influencers, the price is too high compared to the initial budget.
- Facebook account is disabled when running online ads:
Facebook disables account ads for unknown reasons

2.1.2. Situation

- The business intending to sponsor refused
In the development steps to negotiate with the businesses intending to sponsor, Nha Ai home decor and Touch coffee did not have a quick response and decided to refuse to meet. Since then, GETLUX has considered this a failed negotiation with the first two partners.
- The cost of influencer marketing activities is too high than expected:
During the pre-production stage, the team did some google research on how much it costs to book influencers to review products and advertise for the brand; at that stage, the team found that the cost of booking three influencers fit within the budget. However, when the team contacted the influencers as planned, the price exceeded the budget. This issue affected the timeline and took much time to discuss between the shop and the influencers.

- Facebook account is disabled when running online ads:

While running ads, Facebook account was disabled abnormally for unknown reasons.

2.1.3. Solution

- The business intending to sponsor refused

After careful consideration, GETLUX decided to stop cooperating and thanked Touch Coffee and Ai Decor's attention. Through links in the brand industry. GETLUX chose K LAB - The top brand spa in Vietnam in Ho Chi Minh City. Because of the same number of potential customers, this will be the best combination from both sides.

- The cost of influencer marketing activities is too high than expected:

According to the original plan, the shop planned to book three influencers. However, to reduce costs to suit the budget, the shop has agreed to cut one influencer and choose the two most suitable to carry out this activity. In addition, we also have negotiations with influencers to be able to pay the best price.

- Facebook account is disabled when running online ads:

Focus on running media Instagram and Tiktok as an alternative to Facebook, still maintaining the Facebook page as a daily post

2.1.4. Consequences evaluation

- The business intending to sponsor refused

GETLUX overviewed the result not achieved after the AI home decor and Touch coffee refused to sponsor.

- + Number of new customers learning and curious about branded goods
- + Diversify customer files both in HCM and Hanoi
- + Connecting potential customers from interior activities
- + The file of potential customers in the coffee area in District 1, HCMC

- The cost of influencer marketing activities is too high than expected:

Thanks to the pre-production stage, we had prepared a lot of influencers for this project, so we didn't lose too much time, although the production stage was affected a

bit because it took time to select two influencers that fit the budget. We rate this as a non-serious crisis.

- Facebook account is disabled when running online ads:

Difficult to reach users on Facebook, promote brands to customers on Facebook

2.2 Adjustment

When setting objectives in report 1, we made a mistake, thinking that the ad's reach would count the fan page's reach, but it's not. After testing running ads, we realized that even though the ad's reach reached 10k, the page only increased by 5-6k reach, so the target was broken. Therefore, we adjusted the target to match the ability and budget.

In addition, Facebook is disabled when running ads, so in the final campaign phase (July 20, 2022 - August 3, 2022), the team will focus on Instagram & Tiktok.

	Initial expected reach	Expected reach after adjustment
FACEBOOK	100.000	80.000
INSTAGRAM	100.000	80.000

Tik Tok's KPI:

- Each clip reaches 500 views

2.3 Production

2.3.1 Social media marketing:

- + Social media posts
- + Social media ads
- + Seeding

Types of content

Topic	Channels
About GETLUX	Facebook, Instagram
The most popular trending products	Facebook, Instagram, Tiktok
Updating information about luxury items	Facebook & Instagram
Posting customer's feedback	Facebook, Instagram
Entertainment	Facebook, Instagram, Tiktok
Sales content drives demand by album	Facebook, Instagram
Promotions	Facebook, Instagram,

→ The top 3 types of content attract the most audiences after about a month and a half of doing social media marketing:

1. Updating information about luxury items
2. Entertainment
3. Sales content

+ **Social media posts**

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

Timeline: 03/06/2022 - 03/08/2022

Total: 51 posts

	Ngày	Thời gian	Hoạt động	Nội dung

Tuần 4 (30/05 - 05/06)	03/06	21:00	GIỚI THIỆU	NHÀ HÀNG KÊNH CHÍNH THỨC CỦA GETLUX
Tuần 5 (06/06 - 12/06)	06/06	21:00	GIỚI THIỆU	RA MẮT KÊNH FANPAGE FB CHÍNH THỨC CỦA GETLUX
	09/06	18:00	KIẾN THỨC	THỜI TRANG HÀNG HIỆU LÀ GÌ? TẠI SAO GIÁ ĐẮT ĐỎ
	11/06	12:00	NEWS	LÝ DO NÊN SỬ DỤNG HÀNG HIỆU...

Tuần 6 (13/06 - 19/06)	14/06	21:00	BÁN HÀNG	FENDI BUCKET
	16/06	20:00	GIỚI THIỆU	SLOGAN (ẢNH BÌA)
	17/06	12:00	BÁN HÀNG	
		21:00	GIẢI TRÍ	HÌNH ẢNH ĐỒ HIỆU VUI NHỘN, THU HÚT MỌI NGƯỜI
	19/06	12:00	NEWS	CÓ THỂ BẠN CHƯA BIẾT
		21:00	NEWS	GỢI Ý CHO KH CÁC SẢN PHẨM HOT NHẤT HIỆN NAY

Tuần 7 (20/06 - 26/06)	20/6	12:00	BÁN HÀNG	
		20:00	GIỚI THIỆU	GIỚI THIỆU CÁC HÌNH THỨC THANH TOÁN: CASH + CK KHÔNG CÓ SỐ TK KHÁC TRÁNH LỪA ĐẢO
	21/06	20:30	BÁN HÀNG	HÀNG ORDER
	22/06	21:00	GIẢI TRÍ	HÌNH ẢNH ĐỒ HIỆU VUI NHỘN, THU HÚT MỌI NGƯỜI
	23/06	20:00	BÁN HÀNG	
	24/06	13:30	GIỚI THIỆU	TẠO NÊN SỰ TIN TƯỞNG, CẢM ƠN MN ĐÃ TIN TƯỞNG GETLUX TRONG 4 NĂM QUA...

		22:00	BÁN HÀNG	
	25/06	22:00	NEWS	CÓ THỂ BẠN CHƯA BIẾT
	26/06	14:00	GIVE AWAY	MINIGAME

Tuần 8 (27/06 - 03/07)	27/06	17:00	BÁN HÀNG	
	28//06	12:30	NEWS	CÁCH CHỌN KÍNH TUỖ KHUÔN MẶT
	29/06	21:00	BÁN HÀNG	CHUYÊN MỤC HÀNG KM
	30/06	20:00	GIẢI TRÍ	HÌNH ẢNH ĐỒ HIỆU VUI NHỘN, THU HÚT MỌI NGƯỜI
	01/07	20:00	BÁN HÀNG	
	02/07	20:30	GIỚI THIỆU	FEEDBACK CỦA KH
	03/07	21:00	GIỚI THIỆU	GIỚI THIỆU NHỮNG SP HOT NHẤT ĐẾN KH

Tuần 9 (4/7 -10/7)	04/07	13:00	NEWS	DIOR
	05/07	12:30	GIỚI THIỆU	CÔNG BỐ MINIGAME
		20:30	BÁN HÀNG	SUMMER SUNGLASSES

	06/07	21:00	NEWS	
	07/07	08:00	BÁN HÀNG	CHUYÊN MỤC HÀNG KM
		22:00	BÁN HÀNG	LV
	09/07	17:00	GIẢI TRÍ	HÌNH ẢNH ĐỒ HIỆU VUI NHỘN, THU HÚT MỌI NGƯỜI
	10/07	08:30	BÁN HÀNG	GC

Tuần 10 (11/07 - 17/07)	11/07	21:00	GIỚI THIỆU	CHOOSE YOUR FAVORITE
	12/07	12:00	BÁN HÀNG	CÀ VẶT
	13/07	08:00	NEWS	TẤT CẢ ĐỀU BẮT ĐẦU TỪ CON SỐ 0
		20:00	BÁN HÀNG	
	14/07	20:30	BÁN HÀNG	
	16/07	08:00	GIỚI THIỆU	FEEDBACK CỦA KH
		20:00	KHUYẾN MÃI	CHUYÊN MỤC HÀNG KM
	17/07	09:00	GIỚI THIỆU	KLAB

Tuần 11 (18/07 - 24/07)	18/07	17:00	BÁN HÀNG	TÚI CHANEL
	19/07	13:00	GIẢI TRÍ	HÌNH ẢNH ĐỒ HIỆU VUI NHỘN, THU HÚT MỌI NGƯỜI
		21:00	BÁN HÀNG	GIÀY GC
	20/07	20:30	BÁN HÀNG	GỌNG CẬN
	21/07	20:00	NEWS	ĐẦU TƯ VÀO HÀNG HIỆU CHƯA BAO GIỜ LÀ LỖ

Tuần 12 (25/07 - 31/07)	26/07	12:00	NEWS	CÓ THỂ BẠN CHƯA BIẾT ?
	28/07	20:00	BÁN HÀNG	HÀNG VỀ
	30/07	17:30	GIỚI THIỆU	FEEDBACK CỦA KH

Tuần 13 (01/08 - 31/07)	01/08	20:00	BÁN HÀNG	HÀNG ORDER
	04/08	17:00	BÁN HÀNG	GUCCI

The trending hottest products today:

Getlux Hàng Hiệu Châu Âu
 Người đăng: Vy Téo · 3 tháng 7 lúc 21:16

[NEWS] - Top những món đồ hàng hiệu tin đồ thời trang không nên bỏ qua!
 Bạn đang săn lùng những món phụ kiện đẳng cấp để F5 tủ đồ của mình hay để tự thưởng cho bản thân? Những chiếc túi HOT TREND dưới đây nhất định bạn phải có:

- LV Nice Nano
- CHA.NEL Hobo 22
- GU.CCI horsebit 1955 mini bag
- Y.S.L LE 5 À 7 HO... Xem thêm

HOT TREND
2 0 2 2

Updating information about luxury items:

Getlux Hàng Hiệu Châu Âu
 Người đăng: Vy Téo · 4 tháng 7 lúc 17:20

[NEWS] - Có thể bạn chưa biết ?
 Đó các bạn D.I.O.R sử dụng chất da gì cho các sản phẩm túi ?

Câu trả lời chính là DA BÉ 🤔

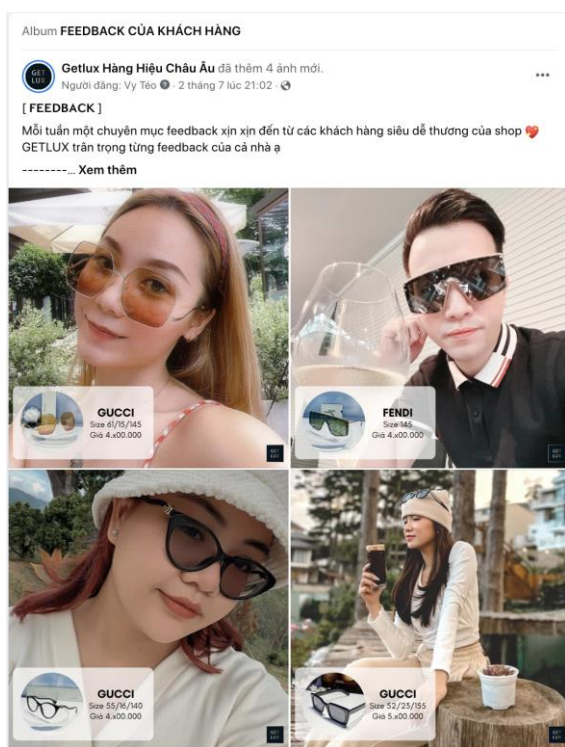
Đây là một trong những chất liệu được sử dụng nhiều nhất trên túi xách của các hãng cao cấp. Tuy vậy, theo Bragmybag, da bê của D.I.O.R có tính bền cao, thậm chí còn bền hơn cả da bê của C.H.A.N.E.O. Túi làm từ da bê thường ít khi bị biến dạng. Tuy vậy, để giữ được vẻ thẩm mỹ, người dùng vẫn cần phải chăm sóc cho chúng cẩn thận. Vì thế nếu muốn có một chiếc túi Lady D.I.O.R cỡ trung làm từ da bê sẽ có giá khoảng 3900USD (khoảng 87 triệu đồng)

Nếu bạn đang quan tâm và mong muốn sở hữu một chiếc túi D.I.O.R sang trọng và chất lượng thì liên hệ ngay GETLUX để được tư vấn miễn phí nhé 📞

INBOX FANPAGE để được tư vấn về thông tin sản phẩm!
 Hotline: 0339542414 - 0931411836
 GETLUX chuyên cung cấp hàng hiệu, Cam kết chính hãng

#getlux #dohieuvietnam #thanhlydohieu #luxury #fashion #ootd #ootdvn #richkids #richkidsvietnam #vietnam #travel #hanoi #saigon #travelphotography #hoian #photography #asia #photooftheday #love #danang #trip #hochiminhcity #hochiminh #travelblogger #travelling #beautiful #picoftheday #sapa #vietnamese #vietnamtravel

Customer's feedback:



Sales content drives demand




Entertainment content:

Getlux Hàng Hiệu Châu Âu
Người đăng: Hieu Trinh · 22 tháng 6 lúc 21:32 · 🌐

Một chút luxury dành cho anh chị em cơ thủ 🍷
Bida phiên bản LV cực kỳ hiếm và "chanh xả"
Đi đường cơ trên này phê chữ ẽ kéo dài ấy chứ 🍷

INBOX FANPAGE để được tư vấn về thông tin sản phẩm!
👉 Xem thêm



About GETLUX:

Getlux Hàng Hiệu Châu Âu
Người đăng: Hieu Trinh · 3 Tháng 6 · 🌐

[GETLUX] - Official Fanpage Coming Soon

Để đáp lại sự tin yêu của khách hàng sau hơn 4 năm hoạt động trên thị trường, trang fanpage chính thức của GETLUX sẽ chính thức được ra mắt trong tháng 6 này.

Đánh dấu một chặng đường mới, GETLUX hứa hẹn sẽ mang lại nhiều sản phẩm cao cấp chính hãng và những thông tin bổ ích để có thể "thỏa cơn khát" của các tín đồ hàng hiệu

👉 Cùng follow và like page ng... Xem thêm



- Instagram: <https://www.instagram.com/getlux.official/>

Timeline: 03/06/2022 - 03/08/2022

Total: 42 posts + 63 stories

	NGÀY	THỜI GIAN	HOẠT ĐỘNG	NỘI DUNG
TUẦN 5 (06/06 - 12/06)	06/06	21:00	GIỚI THIỆU	RA MẮT KÊNH FANPAGE FB CHÍNH THỨC CỦA GETLUX
	09/06	18:00	KIẾN THỨC	THỜI TRANG HÀNG HIỆU LÀ GÌ? TẠI SAO GIÁ ĐẮT ĐỒ
	12/06	12:00	KIẾN THỨC	LÝ DO NÊN SỬ DỤNG HÀNG HIỆU...

TUẦN 6 (13/06 - 19/06)	14/06	21:00	BÁN HÀNG	FENDI BUCKET
	16/06	20:00	GIỚI THIỆU	SLOGAN (ẢNH BÌA)
	17/06	12:00	BÁN HÀNG	
		21:00	GIẢI TRÍ	HÌNH ẢNH ĐỒ HIỆU VUI NHỘN, THU HÚT MỌI NGƯỜI
	19/06	12:00	NEWS	CÓ THỂ BẠN CHƯA BIẾT
		21:00	NEWS	GỢI Ý CHO KH CÁC SẢN PHẨM HOT NHẤT HIỆN NAY

TUẦN 7 (20/06 - 26/06)	21/6	12:00	BÁN HÀNG	
		20:00	GIỚI THIỆU	GIỚI THIỆU CÁC HÌNH THỨC THANH TOÁN: CASH + CK KHÔNG CÓ SỐ TK KHÁC TRÁNH LỪA ĐẢO
	22/06	20:30	BÁN HÀNG	
	22/06	21:00	GIẢI TRÍ	HÌNH ẢNH ĐỒ HIỆU VUI NHỘN, THU HÚT MỌI NGƯỜI
	23/06	20:00	BÁN HÀNG	

	24/06	13:30	GIỚI THIỆU	TẠO NÊN SỰ TIN TƯỞNG, CẢM ƠN MN ĐÃ TIN TƯỞNG GETLUX TRONG 4 NĂM QUA...
		22:00	NEWS	CÓ THỂ BẠN CHƯA BIẾT
	25/06	15:00	FEEDBACK	FEEDBACK CỦA KHÁCH HÀNG
	26/06	12:30	NEWS	HÌNH THỨC THANH TOÁN (STORY)
		21:00	BÁN HÀNG	LV WAVE

TUẦN 8 (27/06 - 03/07)	27/6	10:00	BÁN HÀNG	BBR BUCKET (STORY)
	28/06	20:30	BÁN HÀNG	DG BELT (STORY)
	29/06	09:00	NEWS	THAM GIA SỰ KIỆN (STORY)
		21:00	BÁN HÀNG	LV ALMA BB
	30/06	20:00	NEWS	TRENDING COLLECTION LV BAG (STORY)
	01/07	12:30	BÁN HÀNG	KÍNH BALEN (STORY)
	02/07	15:00	BÁN HÀNG	KÍNH PRADA (STORY)
		22:00	BÁN HÀNG	CHANEL BUCKET BAG
	03/07	21:00	BÁN HÀNG	ORDER TÚI GUCCI

TUẦN 9 (04/07 - 10/07)	04/07	16:00	BÁN HÀNG	(STORY)
	05/07	20:30	BÁN HÀNG	CLUTCH CHANEL
			BÁN HÀNG	SUNGLASSES COLLECTION
		18:00	TƯƠNG TÁC	THIS OR THAT (STORY)
	06/07	10:30	BÁN HÀNG	(STORY)

	07/07	12:30	TƯƠNG TÁC	THIS OR THAT (STORY)
		20:00	BÁN HÀNG	SUNGLASSES COLLECTION
	08/07	12:30	BÁN HÀNG	(STORY)
	09/07	17:30	TƯƠNG TÁC	THIS OR THAT (STORY)
		23:00	GIẢI TRÍ	LV DUCK
	10/07	18:00	BÁN HÀNG	SUNGLASSES COLLECTION

TUẦN 10 (11/07 - 17/07)	11/07	15:00	BÁN HÀNG	(STORY)
		20:30	PROMOTION	TÚI DG
	12/07	16:00	TƯƠNG TÁC	THIS OR THAT (STORY)
		20:30	PROMOTION	TÚI DG
	13/07	16:00	BÁN HÀNG	(STORY)
		19:00	BÁN HÀNG	ORDER GIÀY DIOR
	14/07	09:00	BÁN HÀNG	ORDER GIÀY DIOR
		21:00	BÁN HÀNG	(STORY)
	15/07	20:00	BÁN HÀNG	ORDER GIÀY DIOR
	16/07	12:30	PROMOTION	SALE OFF BỘ SƯU TẬP KÍNH MÁT
		20:00	BÁN HÀNG	(STORY)
	17/07	12:00	BÁN HÀNG	(STORY)

TUẦN 11 (18/07 - 24/07)	18/07	12:30	FEEDBACK	
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		21:00	PROMOTION	SALE OFF BỘ SƯU TẬP KÍNH MÁT
	19/07	12:00	TƯƠNG TÁC	THIS OR THAT (STORY)
		17:30	PROMOTION	SALE OFF BỘ SƯU TẬP KÍNH MÁT
	20/07	16:00	BÁN HÀNG	(STORY)
	21/07	09:00	PROMOTION	SALE OFF BỘ SƯU TẬP KÍNH MÁT
		21:00	NEWS	(STORY)
	22/07	20:00	PROMOTION	SALE OFF BỘ SƯU TẬP KÍNH MÁT (STORY)
	23/07	12:30	PROMOTION	SALE OFF
		20:00	PROMOTION	(STORY)

TUẦN 12 (25/07 - 31/07)	25/07	12:30	BÁN HÀNG	(STORY)
		21:00	PROMOTION	SALE OFF BỘ SƯU TẬP KÍNH MÁT
	26/07	12:00	BÁN HÀNG	(STORY)
		17:30	BÁN HÀNG	ORDER LV
	27/07	16:00	BÁN HÀNG	(STORY)
		17:30	BÁN HÀNG	ORDER LV
	28/07	09:00	BÁN HÀNG	ORDER LV
		21:00	NEWS	TOP TRENDING LV BAGS

	29/07	12:00	BÁN HÀNG	(STORY)
		17:30	BÁN HÀNG	ORDER LV
	30/07	12:30	BÁN HÀNG	ORDER LV
		20:00	PROMOTION	(STORY)
	31/07	09:00	BÁN HÀNG	ORDER LV
		17:00	NEWS	HÀNG SẮP ĐÁP (STORY)

TUẦN 13 (01/08 - 03/09)	01/08	12:30	BÁN HÀNG	KÍNH VERSACE
		21:00	BÁN HÀNG	(STORY)
	02/08	12:00	BÁN HÀNG	INSTAGRAM REELS
		17:30	BÁN HÀNG	INSTAGRAM REELS (STORY)
	03/08	16:00	BÁN HÀNG	KÍNH VERSACE
		17:30	BÁN HÀNG	(STORY)

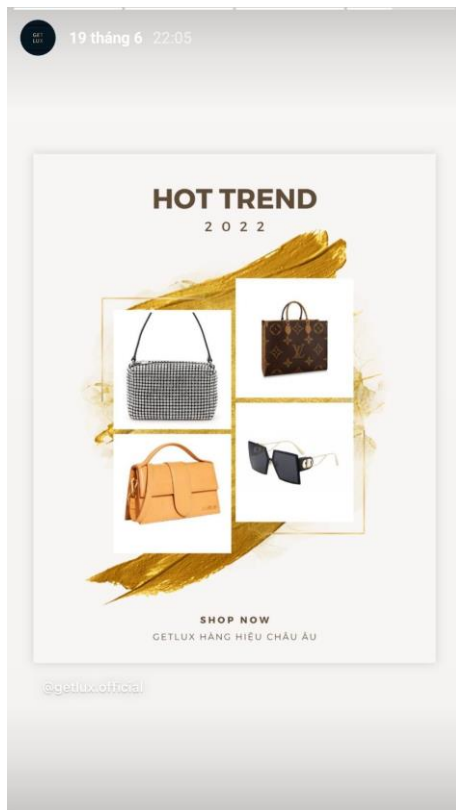
About GETLUX:



Entertainment content:



The trending hottest products today:

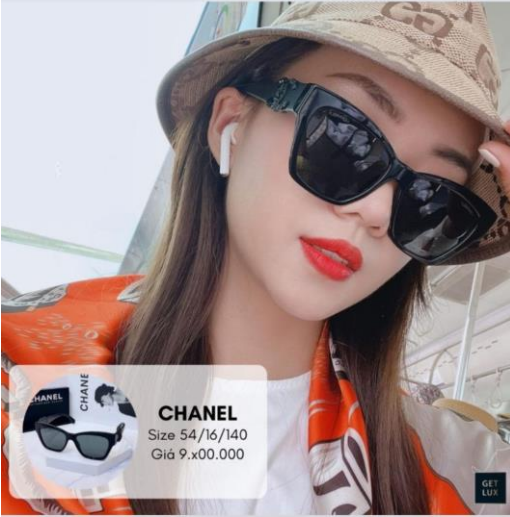


Updating information about luxury items:



Customer's feedback:

24 tháng 6 22:24
Xem bản dịch



CHANEL
Size 54/16/140
Giá 9.000.000

FEEDBACK SIÊU XỊN CỦA GETLUX

Trải qua 4 năm phát triển, GETLUX đã nhận được vô số lòng tin yêu cũng như những tấm ảnh feedback vô cùng sang-xịn-mịn đến từ quý khách.

GETLUX xin chân thành cảm ơn cả nhà đã tin tưởng và đồng hành cùng shop, đây là niềm động lực vô cùng to lớn để GETLUX có thể phát triển lớn mạnh hơn trong tương lai.
Mãi lu 💕

Sales content drives demand

getlux.official



[Xem thông tin chi tiết](#) [Quảng cáo bài viết](#)

👍👎🔗

👤👤👤 Có vyteo_ và 19 người khác thích

getlux.official Đón Hè rực rỡ bằng BST "Shoes Summer Collection" toàn những mẫu hot hit trẻ trung, thoải mái.

Đề lại comment "👍" để GETLUX tư vấn nhanh nhất nhé!

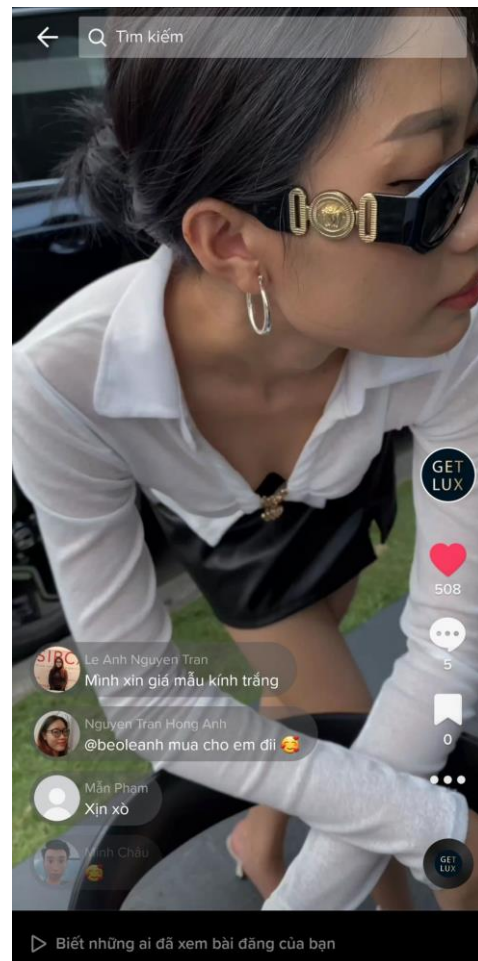
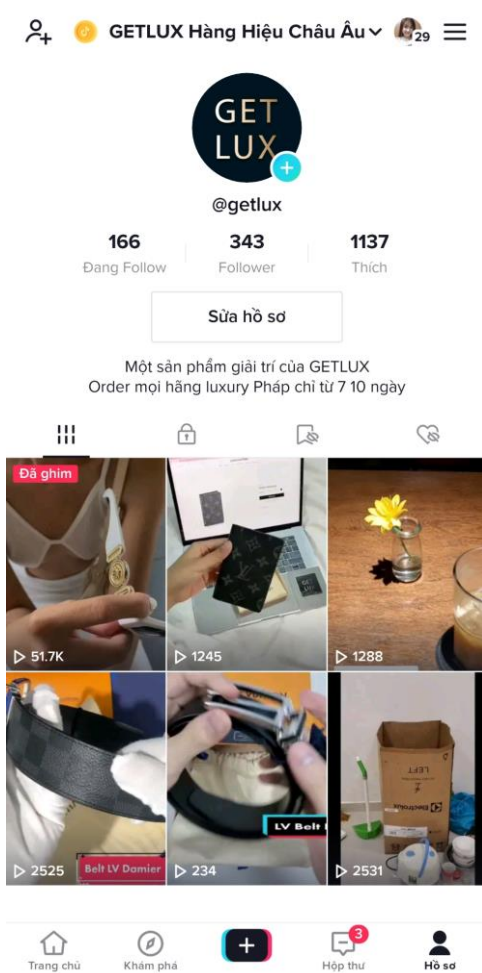
- ✅ Mẫu mã đa dạng
- ✅ Cam kết chính hãng
- ✅ Nhân viên tư vấn nhiệt tình, chu đáo

- Tiktok

Timeline: 03/06/2022 - 03/08/2022

Total: 5 posts

(03/06 - 03/08)	01/07	16:00	UNBOX	UNBOX CẬN CẢNH THẮT LƯNG LV TAIGA
	06/07	20:00	UNBOX	UNBOX CẬN CẢNH THẮT LƯNG LV DAMIER
	08/07	19:00	GIẢI TRÍ	TREND NHẠC XƯA TIK TOK CÙNG ĐỒ HIỆU
	09/07	16:00	GIẢI TRÍ	TREND TIKTOK MUỐN GÌ CÓ ĐÓ
	02/08	20:00	PR	MODEL MANG KÍNH VERSACE TRẮNG ĐEN



+ Advertising

● Facebook:





The team completed 4 ads

Total cost: 2.033.000 vnd

Total reach: 20.635 reaches

Details about the ad target audience

- Hobbies: Cosmetics, Holidays, Aviation, Rich kids, Gifts, Coupons, Brand lovers, Ecotourism, Retail banking, Investment banking, Beauty salons, coffee shop, Boating, Luxury, Bags, Discount Stores, Cruises, Spa, Sunglasses, Jewelry, Yoga, Online shopping, Fashion accessory, Shopping mall, Tennis, Restaurant, Tourism, Beach, Perfume, Online banking, Golfing, Hotel, Estate, Fitness, Horse riding, Theme park, Management, High fashion Level, Exercise, Luxury Goods, Frequent Travelers or Frequent International Travelers
- Location: Vietnam
- Age: 18-34 years old

✓ Đã hoàn tất • 10 Tháng 7	...	Xem kết quả		
Tin nhắn L.ouis V.uiton Tổng hợp những mẫu...	4.705 Người tiếp cận	7 Đã bắt đầu cuộc trò chuyện qua tin nhắn	498.172 đ Đã chi tiêu/500.000 đ	
✓ Đã hoàn tất • 5 Tháng 7	...	Xem kết quả		
Lượt tương tác với bài viết Đón Hè rực rỡ bằng BST kính mát ...	10.000 Người tiếp cận	505 Lượt tương tác với bài viết	500.000 đ Đã chi tiêu/500.000 đ	
✓ Đã hoàn tất • 1 Tháng 7	...	Xem kết quả		
Tin nhắn G.U.C.C.I sunglasses ✨ Sang trọn...	3.550 Người tiếp cận	11 Đã bắt đầu cuộc trò chuyện qua tin nhắn	398.535 đ Đã chi tiêu/400.000 đ	
✓ Đã hoàn tất • 25 Tháng 6	...	Xem kết quả		
Tin nhắn [GETLUX ORDER] LO.UIS VUIT....	2.380 Người tiếp cận	4 Đã bắt đầu cuộc trò chuyện qua tin nhắn	379.595 đ Đã chi tiêu/380.000 đ	

- **Instagram:**

Currently, the team completed 5 ads

Total cost: 2.021.000 vnd

Total reach: 32.319 reaches

Details about the ad target audience

- Hobbies: Beauty, Holidays, Cocktails, Fashion magazines, Coupons, Brand lovers, Investment banking, Da Nang, Cafes, Bars, Gucci, Golf courses, Handbags, Homestay, Aviation, Fashion blog, Spa, Sunglasses, Shoes, Shopping, Jewelry, Chanel, Bank, Nail salon, Resort, Rich Kids, trip, Online shopping, Ho Chi Minh City Minh, Fashion Accessories, Louis Vuitton, Brand, Real Estate, Sneakers, Investment, Shopping mall, Vietnam, Da Lat, Tourism, Sea, Beach, Restaurant, Perfume, Real Estate Investment, Hoi An, Beauty, Golf, Rich, Hotel, Real Estate, Golf club, Cartier (jewelry brand), High fashion, Hanoi, Tourism, High Commodities level or Outfit of the day
- Location: Vietnam
- Age: 18 - 34 years old



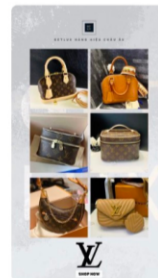
Đã đăng vào ngày 25 Tháng 6 lúc 4:35 AM

33

1

6

35



Đã đăng vào ngày 29 Tháng 6 lúc 7:26 PM

Tổng quan ⓘ

Người tiếp cận được	8.125
Số lượt tương tác với nội dung	75
Hoạt động trên trang cá nhân	586
Lượt nhấn vào quảng cáo	717

Mục tiêu quảng cáo	
Lượt truy cập trang cá nhân	554
100% từ quảng cáo	

Tổng quan ⓘ

Người tiếp cận được	9.360
Hoạt động trên trang cá nhân	725
Lượt nhấn vào quảng cáo	638

Mục tiêu quảng cáo	
Lượt truy cập trang cá nhân	715
89% từ quảng cáo	



Đã đăng vào ngày 5 Tháng 7 lúc 9:25 AM

17

3

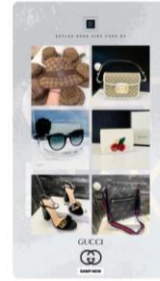
2

4

Tổng quan ⓘ

Người tiếp cận được	6.736
Số lượt tương tác với nội dung	26
Hoạt động trên trang cá nhân	70
Lượt nhấn vào quảng cáo	133

Mục tiêu quảng cáo	
Lượt truy cập trang cá nhân	70
100% từ quảng cáo	



Đã đăng vào ngày 10 Tháng 7 lúc 6:55 AM

Tổng quan ⓘ

Người tiếp cận được	8.089
Hoạt động trên trang cá nhân	679
Lượt nhấn vào quảng cáo	622

Mục tiêu quảng cáo	
Lượt truy cập trang cá nhân	658
94% từ quảng cáo	





+ **Seeding:**

Frequency

2 post per day at these groups :
 + Luxury Devotee
 + Thanh lý đồ hiệu (luxury authentic)
 + Authentic Community VN (Say no to fake)
 + Authentic Vietnam

Reason why couldn't seeding other content at Luxury Selling Group

Because Luxury selling groups in Facebook have specific laws such as only posting sales, it is strictly forbidden to post content that leads or assigns other links or posts with content that are not selling luxury items.

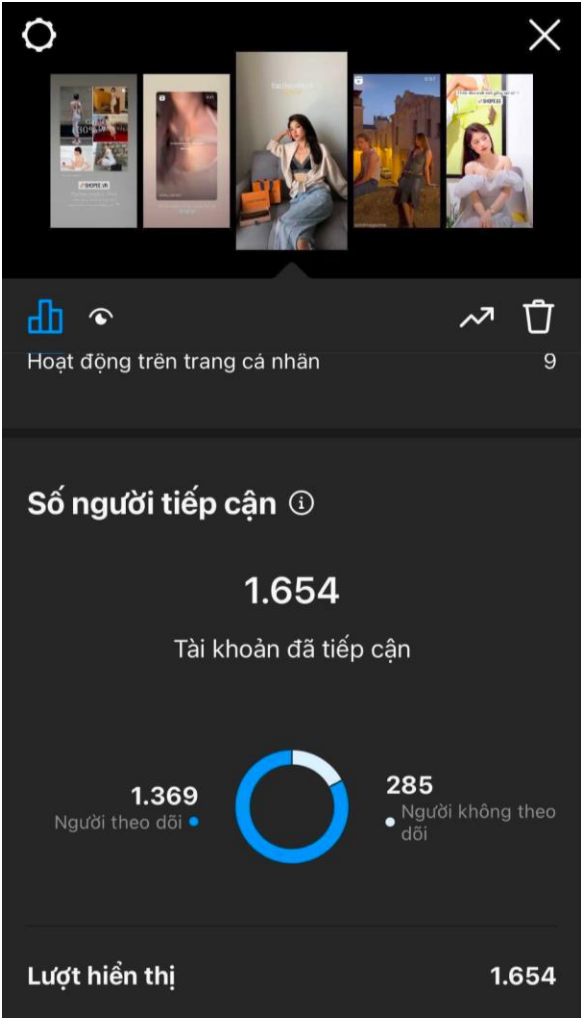
No	1	2	3	4
Date	27/6	15/7	8/7	24/7
Seeding Group	Authentic Community Vn (Say NO To Fake)	Thanh lý đồ hiệu (Luxury Authentic)	Luxury Devotee	Authentic Vietnam
Seeding Content	Nhận mua hộ bộ sưu tập ví LV từ châu Âu	Nhận mua hộ bộ sưu tập thắt lưng Lv mới từ châu Âu	Nhận mua hộ bộ sưu tập túi Gucci mới từ châu Âu	Nhận mua hộ bộ sưu tập ví dài LV mới từ châu Âu
Link	https://www.facebook.com/groups/authenticcommunityvngroups/permalink/5357425994316553/	https://www.facebook.com/groups/330440050861163/permalink/1237476383490854/	https://www.facebook.com/groups/2304234962976639/permalink/5313206268746145/	https://www.facebook.com/groups/AuthenticCommunityVN/permalink/1761133340936122/
Capture				

Although the effectiveness cannot be measured, the team is still seeding in luxury sales groups as a supported way to easily reach target customers.

2.3.2 Influencer marketing

- Linbene

The posts on the Instagram channel by Lin Bene promoting GETLUX on 07/07/2022



- Lê Thùy Vân

The posts on the Instagram channel by Le Thuy Van promoting GETLUX on 25/06/2022



Lướt nhấn vào nhãn dán	362
@getlux.official	362



Lướt nhấn vào nhãn dán	149
@getlux.official	133



vanveoduck

Được tài trợ bởi getlux.official



[Xem thông tin chi tiết](#)



Có [_anhmytran](#) và 526 người khác thích

vanveoduck Chụp được mấy tấm hình giống ở Thượng Hải quá phải nhanh khỏe cho anh em... khác

Tổng quan ⓘ

Tài khoản đã tiếp cận 34.504

Tài khoản đã tương tác 2.291

Hoạt động trên trang cá nhân 2.901



Thêm vào tin của bạn >

- Nguyễn Chí Khang

The posts on the Instagram channel by Nguyễn Chí Khang promoting GETLUX on 30/07/2022



Tổng quan ⓘ	
Tài khoản đã tiếp cận	4.734
Tài khoản đã tương tác	314
Hoạt động trên trang cá nhân	8

Tài khoản đã tiếp cận	579
Lượt nhấn vào nhãn dán	76
@getlux.official	76

2.3.3 Sponsorship marketing

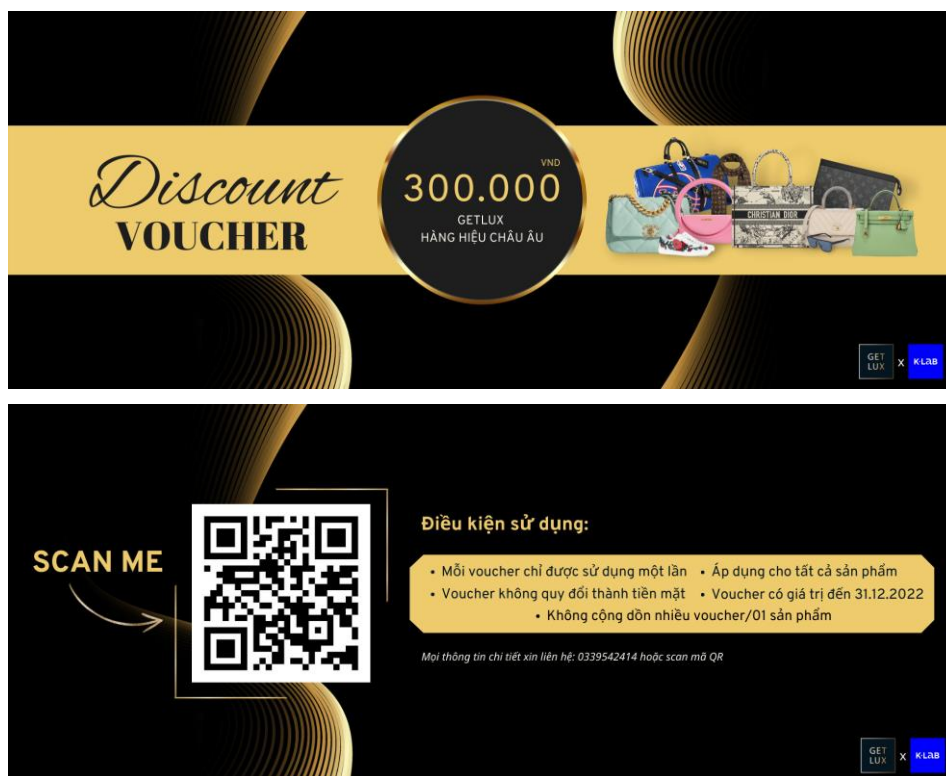
- Sponsor voucher for **KLAB**

Sponsorship form:

- Quantity: 100 vouchers. Each voucher is worth 300,000vnd
- Voucher expiry date: until the end of December 31, 2022
- The audience who comes to KLAB and uses service will be presented 1 voucher GETLUX x KLAB

Cost: 130,000vnd (Voucher printing)

Voucher:



- Sponsor voucher for **The Blossom Of Fluidity** event

Sponsorship form:

- Quantity: 150 vouchers. Each voucher is worth 300,000vnd
- Voucher expiry date: until the end of December 31, 2022
- The audience who comes to "The Blossom Of Fluidity" event or participates in a minigame will be given a voucher of GETLUX and applied to all products of the shop.

Cost: 195,000vnd (Voucher printing)

Result: After 3 days of participating at the offline event, the Facebook Fanpage increased by about 80 likes

Some pictures of the event:



Voucher:



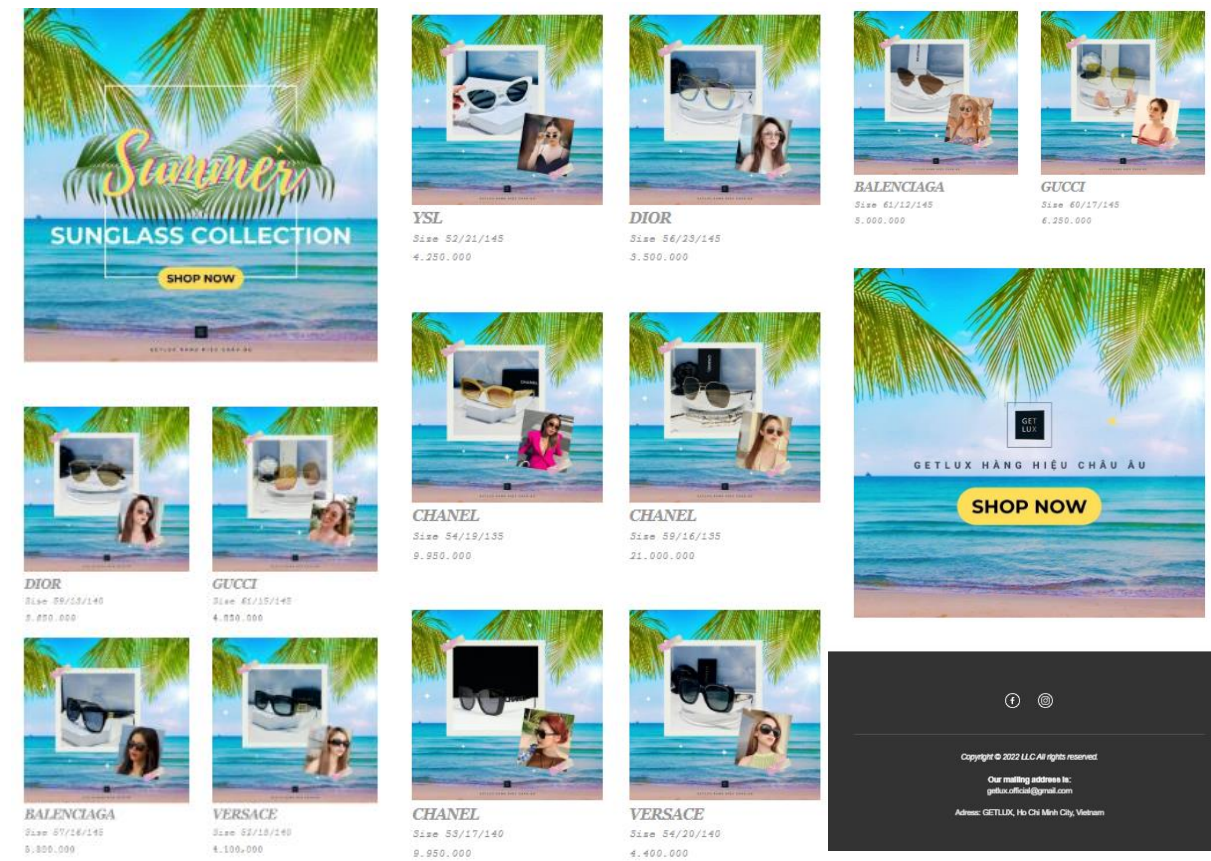
2.3.4 Email marketing

Collect recipients' emails from:

- + Customers have used the service at GETLUX
- + GIVEAWAY game on the fan page Facebook
- + Event The Blossom Of Fluidity
- + The campaign's first survey on luxury goods in Vietnam

During the campaign, the team sent 2 emails:

- The first email: Title: **SUMMER VIBES**
Send date: 11/7/2022
Content : Introduce Summer collection glasses



68 Recipients

Audience: GETLUX

Subject: SUMMER VIBES

Delivered: Mon, Jul 11, 2022 1:29 pm

[View email](#) · [Download](#) · [Print](#) · [Share](#)

8 Opened	4 Clicked	1 Bounced	0 Unsubscribed
-------------	--------------	--------------	-------------------

Successful deliveries	67	98.5%	Clicks per unique opens	50.0%
Total opens	14		Total clicks	4
Last opened	7/20/22 1:19PM		Last clicked	7/12/22 2:16PM
Forwarded	0		Abuse reports	0

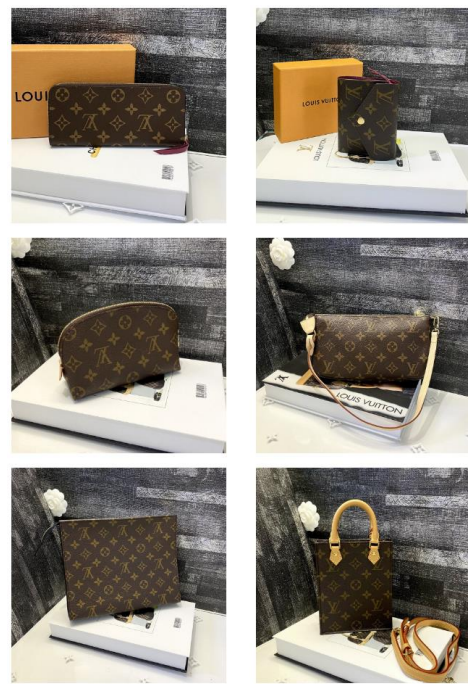
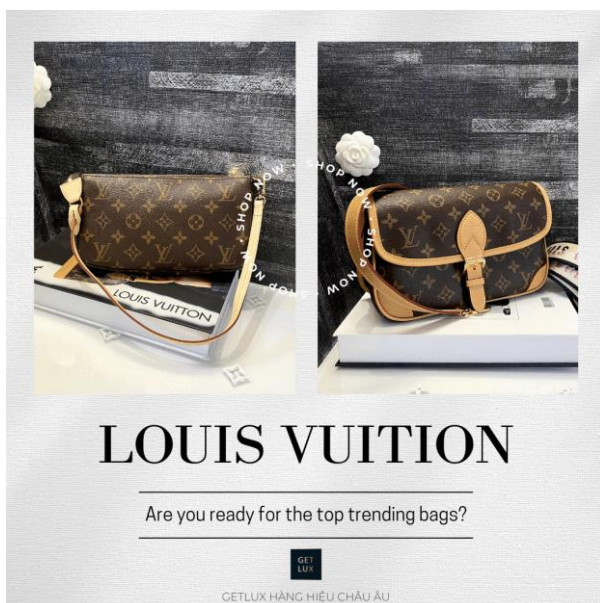
Result:

- + 68 recipients
- + 8 opened (11.7%)
- + 4 clicked (gain 5.8%)

- The second email: Title : **Top trending bag of Louis Vuitton**

Send date : 29/7/2022

Content: Introduce Top trending Louis Vuitton bag



93 Recipients

Audience: GETLUX (Tags: GETLUX NEWS)

Delivered: Fri, Jul 29, 2022 11:43 pm

Subject: Louis Vuitton Trending Bag

[View email](#) · [Download](#) · [Print](#) · [Share](#)

14 Opened	0 Clicked	1 Bounced	0 Unsubscribed
--------------	--------------	--------------	-------------------

Successful deliveries	92	98.9%	Clicks per unique opens	0%
Total opens	17		Total clicks	0
Last opened	8/4/22 11:07AM		Last clicked	N/A
Forwarded	0		Abuse reports	0

Result:

- + 93 recipients
- + 14 opened (15.05%)
- + 0 clicks

2.4 Cost

About: 15.000.000 VND

No	CATEGORIES	QUANTITY				TOTAL
		Person	Day	Quantity	Unit	
A. Human Resources						
1	Designer			4	post	400.000
B. Research						
1	Quà tặng survey	2				200.000
C. Machinery - equipment						
D. Social media						
1	Cost-per-click Facebook ads			1	post	410.000
				1	post	431.000
				1	post	525.000

		1	post	509.000
		1	post	1.333.405
2	Cost-per-click Instagram ads	1	post	431.000
		1	post	530.000
		1	post	530.000
		1	post	530.000
		1	post	700.000
3	Influencer marketing	1	dự án	4.000.000
		1	dự án	1.000.000
		1	dự án	1.500.000
	Quay video	1	clip	300.000
4	Mua like	1	dự án	600.000
5	Tiền in voucher sponsorship	300	voucher	380.000
D. Special support costs				
1	Tiền ship túi 2 chiều cho KOL 1	1	chuyến	100.000
2	Tiền ship đi kính VER quay clip	1	chuyến	31.000
3	Tiền ship về kính VER quay clip	1	chuyến	42.000
4	GIVE AWAY	1	giải	500.000
TOTAL				14.982.405

3: Evaluation

3.1 Review objectives and KPI

- Increase brand awareness

	Likes			Reach		
	KPI	Actual		KPI	Actual	
Facebook	+ 500	+ 544	accomplished	80.000	60.202	not accomplished
Instagram	+ 500	+ 528	accomplished	80.000	43.121	not accomplished

	Views		
	KPI	Actual	
Tiktok	500 views/clip	Average 1.067 views/clip	accomplished

- Increase brand love

	Interactions		
	KPI	Actual	
Facebook	2,000	14.383	accomplished

Instagram	1,500	2.074	accomplished
-----------	-------	-------	--------------

3.2 Break down results by channel:

3.2.1. Facebook

- **Likes:** Increase 544 likes compared to before the campaign

Lượt thích Trang Facebook ⓘ

5.544

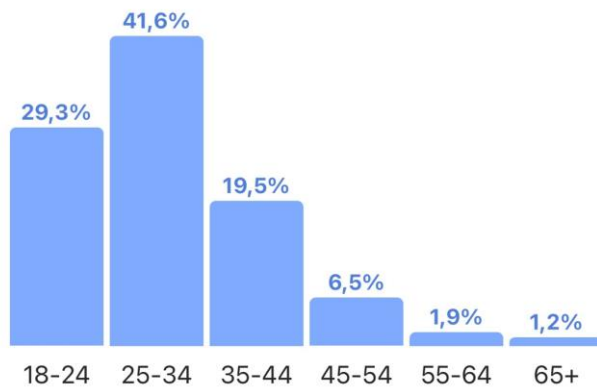
- **Age and gender**

Độ tuổi & giới tính ⓘ

📊



● Nữ 52%
● Nam 47%



- **Interactions:** total interactions: 14.384

03/06/2022 - 17/07/2022

Lượt tương tác với bài viết

8,079
▲ 493%

18/07/2022 - 03/08/2022

Lượt tương tác với bài viết

6,305
▲ 19%

- **Reach:**

Số người tiếp cận Trang Facebook ⓘ

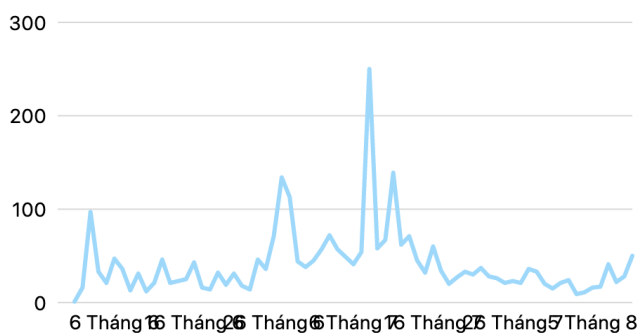
60.202 ↑ 158,3K%



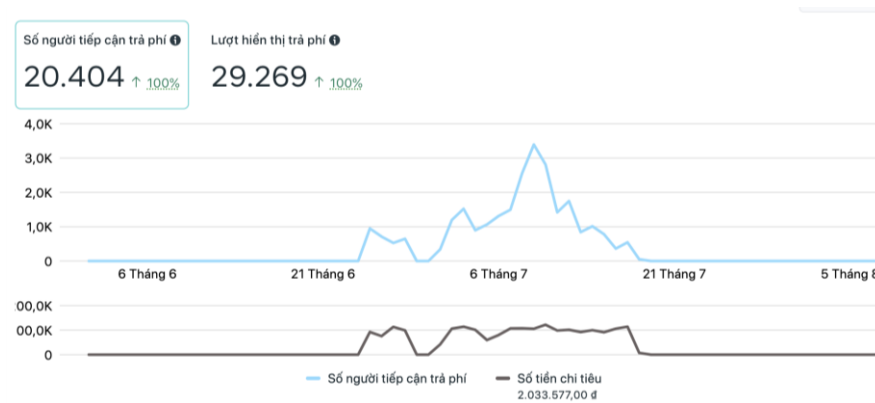
- **Page visits**

Lượt truy cập Trang Facebook ⓘ

2.914 ↑ 5,6K%



● Reach through advertising



● Paid impressions



3.2.2. Instagram

- **Followers:** Increase 528 (1.5%) followers compared to before the campaign

Người theo dõi trên Instagram ⓘ

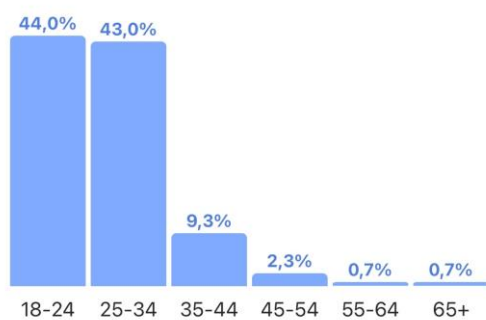
20.528

- **Age and gender**

Độ tuổi & giới tính ⓘ



● Nữ 53%
● Nam 46%



- **Interactions:** Increase 2.106% compared to before the campaign

Lượt tương tác với nội dung ⓘ

2.074

Lượt tương tác với nội dung

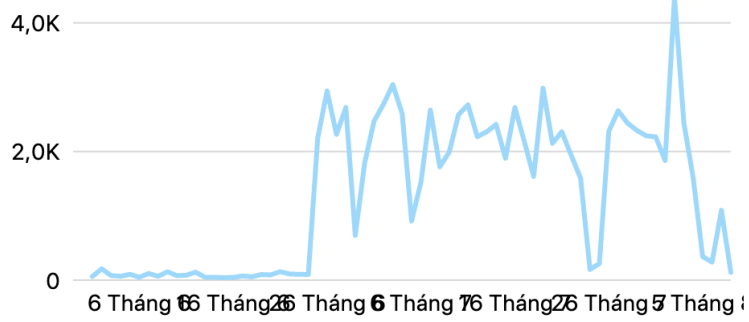
4% từ quảng cáo

+2.106% với 25 tháng 3 - 31 tháng 5

- **Reach:** Increase 2.2K% followers compared to before the campaign

Số người tiếp cận trên Instagram ⓘ

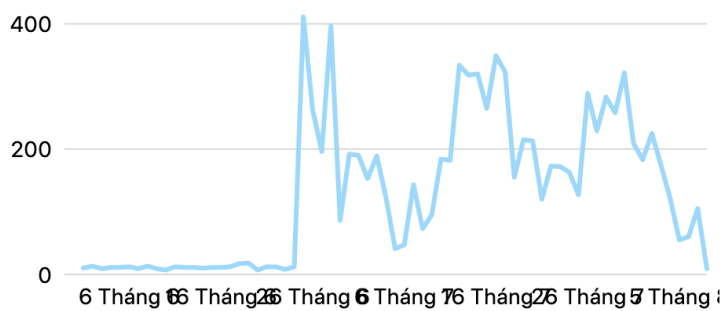
43.121 ↑ 2.2K%



- **Page visits**

Lượt truy cập trang cá nhân Instagram ⓘ

9.001 ↑ 1.1K%



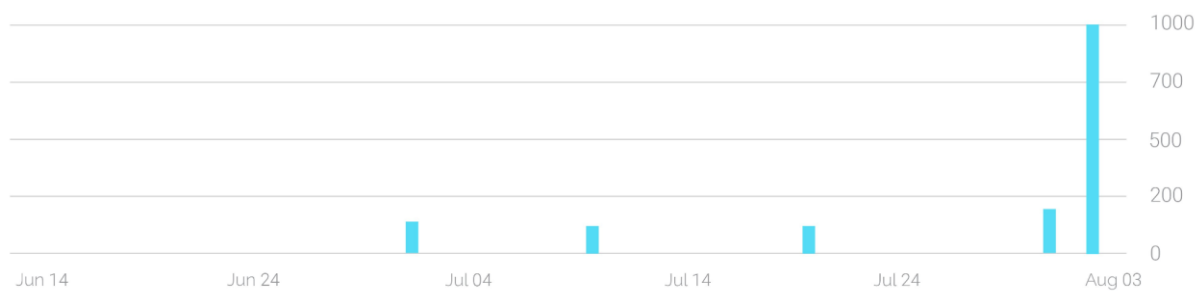
3.2.3. Tiktok

- **Interaction**
+ *Like*



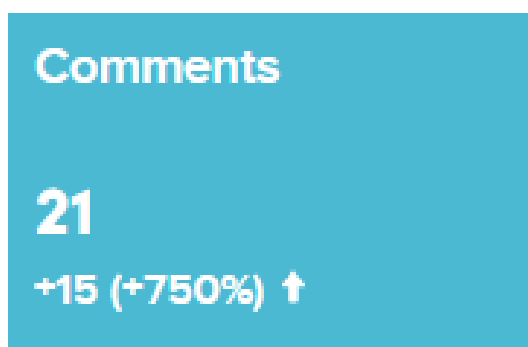
Likes ⓘ

Jun 13 - Aug 03



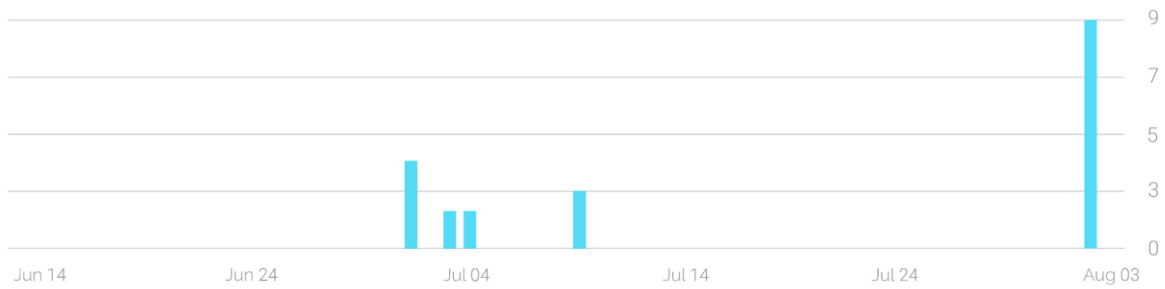
Likes on TIKTOK from June 13 to August 13 increased sharply, reaching the milestone of more than 1000 likes, the highest on August 2 reached 1015 likes.

- + *Comment*



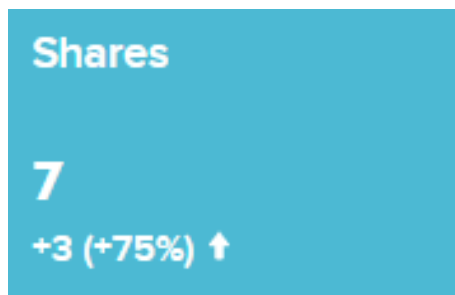
Comments ①

Jun 13 - Aug 03



The maximum number of comments on Tiktok from June 13 to August 3 was 9 comments, the total number of comments reached 21

+ *Share*



Shares ①

Jun 13 - Aug 03



Total video shares on Tiktok from the start of the campaign June 13 - August 3 reached a total of 7 shares

- **Followers:** Increase 319 followers compared to before the campaign

Followers

[View more >](#)

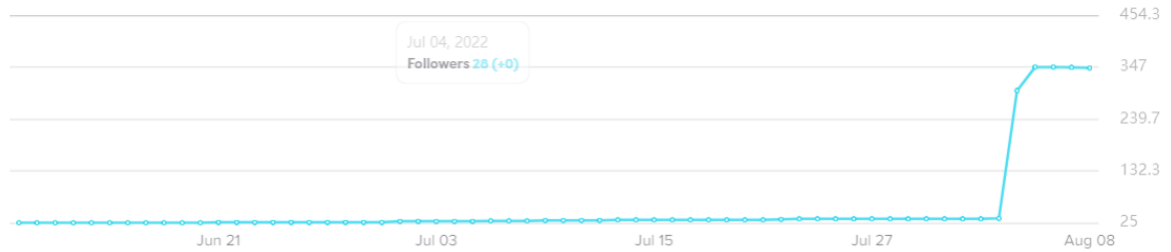
[Last 7 days](#)
[Last 28 days](#)
[Last 60 days](#)
[Jun 10 - Aug 08](#)

347 in total ⓘ

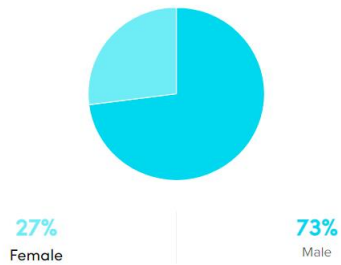
Net +320 (Jun 10 - Aug 08)

Growth rate +10,566.67% (vs. Apr 11 - Jun 09) ↑

Jun 10 - Aug 08



Gender ⓘ

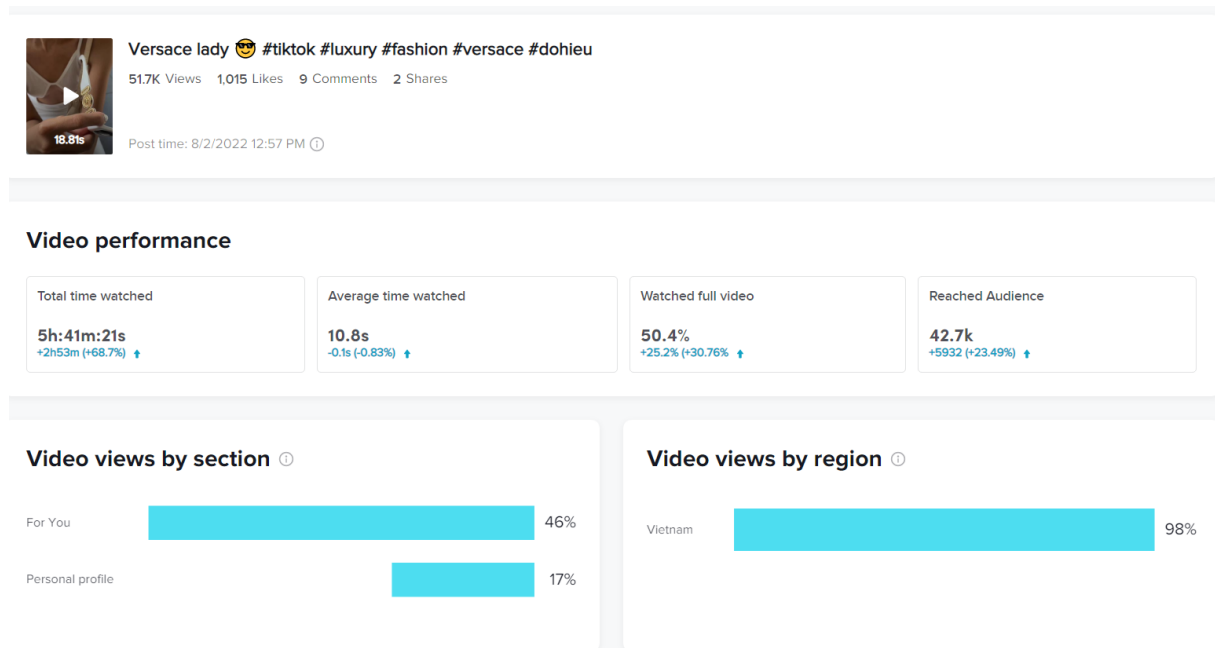


Top territories ⓘ



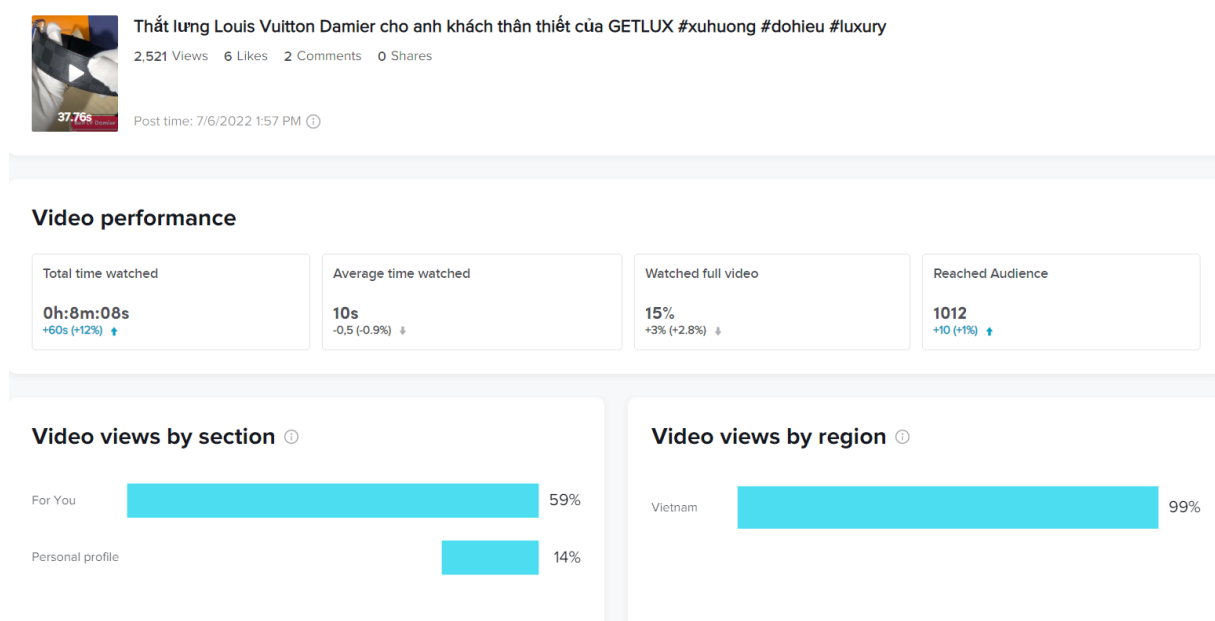
TOP VIRAL VIDEO ON TIKTOK:

1. Title: Versace lady #tiktok #luxury #fashion #versace #dohieu




Reached 51.7k Views - 1015 Likes - 8 Comments - 2 Shares

2. Title: Túi lủng Louis Vuitton Damier cho anh khách thân thiết của Getlux #xuhuong #dohieu #luxury



Reached 2.521 Views - 6 Likes - 2 Comments - 0 Shares

3.3 Assessment from the business




PHIẾU LẤY Ý KIẾN CỦA DOANH NGHIỆP
VỀ VIỆC HỢP TÁC TRIỂN KHAI KHÓA LUẬN TỐT NGHIỆP
HỌC KỲ SUMMER 2021

Tên doanh nghiệp:	GETLUX SHOP
Lĩnh vực kinh doanh:	Dịch vụ mua hộ thời trang hàng hiệu cao cấp
Địa chỉ:	Online
Website:	
Người đại diện cho ý kiến:	Họ và tên: Trịnh Hoàng Nam Chức vụ: Quản lý Email: namth@seegroup.vn Số điện thoại: 0985734566
Tên đề tài:	Chiến dịch phát triển nhận diện thương hiệu GETLUX
Ngành đào tạo:	Truyền thông đa phương tiện
Giảng viên hướng dẫn:	Nguyễn Trần Lê Anh
Nhóm sinh viên thực hiện:	1. Nguyễn Lê Trúc Vy 2. Trịnh Trung Hiếu
NỘI DUNG LẤY Ý KIẾN	
1. Về công tác phối hợp với Giảng viên và sinh viên	Sinh viên kết nối với giảng viên tốt, làm tốt các nhiệm vụ trong đó án, doanh nghiệp hỗ trợ cung cấp thông tin cần thiết để sinh viên hoàn thành đồ án một cách tốt nhất

Lưu ý:
 -Quý Doanh nghiệp vui lòng gửi thông tin về trước ngày 23/8/2022
 -Mọi thông tin cần hỗ trợ, vui lòng liên hệ: 0908 291 186 (Mr. Phước Bảo) – BaoNTP@fc.edu.vn

	Yêu cầu đề ra	Đạt/Không đạt
2. Về kết quả thực hiện so với yêu cầu đề ra	1. Xây dựng fanpage Facebook GETLUX	Đạt
	2. Cài thiện fanpage Instagram GETLUX	Đạt
	3. Dạy tri phát triển kênh về tính Tiktok	Đạt
	4. Chụp ảnh, quay video đồng bộ để truyền thông	Đạt
	5. Tài trợ, chạy quảng cáo, seeding trong các group đồ hiệu	Đạt
3. Nhận xét/Góp ý về đề tài	Góp phần tăng nhận diện thương hiệu GETLUX với cộng đồng nói chung và khách hàng nói riêng.	
4. Đề xuất cải tiến hoặc hướng phát triển đề tài (nếu có)	<i>Đề xuất cải tiến</i> - Phải cẩn trọng hơn trong việc quảng cáo trên Facebook - Phát triển Tiktok mạnh hơn và follow trending trên các mạng xã hội nhiều hơn <i>Hướng phát triển</i> Xây dựng kinh doanh dựa trên nền tảng xã hội nhiều và mạnh mẽ hơn	
5. Đánh giá chung (theo thang điểm 10)	8	
6. Kết luận về việc nghiệm thu đề tài (Ghi rõ: "Đồng ý" hoặc "Không đồng ý")	Đồng ý	

Người nhận xét
 (Ký và ghi rõ họ tên)



Lưu ý:
 -Quý Doanh nghiệp vui lòng gửi thông tin về trước ngày 23/8/2022
 -Mọi thông tin cần hỗ trợ, vui lòng liên hệ: 0908 291 186 (Mr. Phước Bảo) – BaoNTP@fc.edu.vn

3.4 Survey to evaluate the communication effectiveness of the campaign

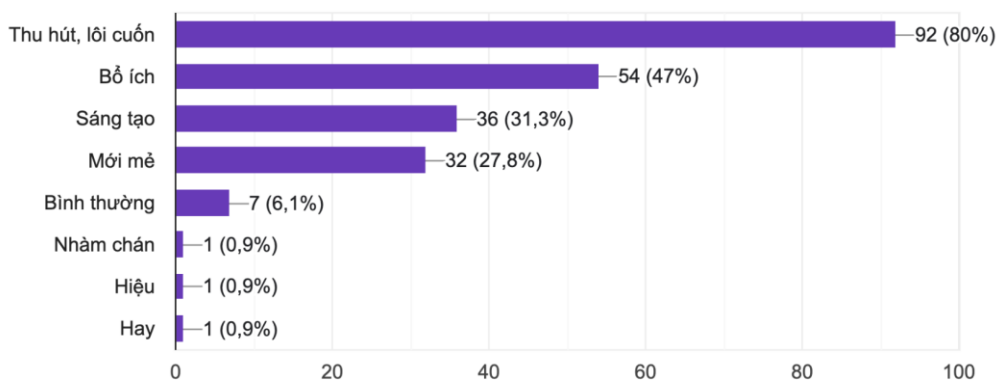
To evaluate the campaign's effectiveness, the team conducted a 1-week survey from August 3, 2022, to August 10, 2022. The survey results obtained 115 participants. Survey subjects are people who know GETLUX, such as customers, friends, acquaintances, and people who have liked and followed the company's social networking sites.

Bạn biết đến GETLUX qua đâu?
115 câu trả lời



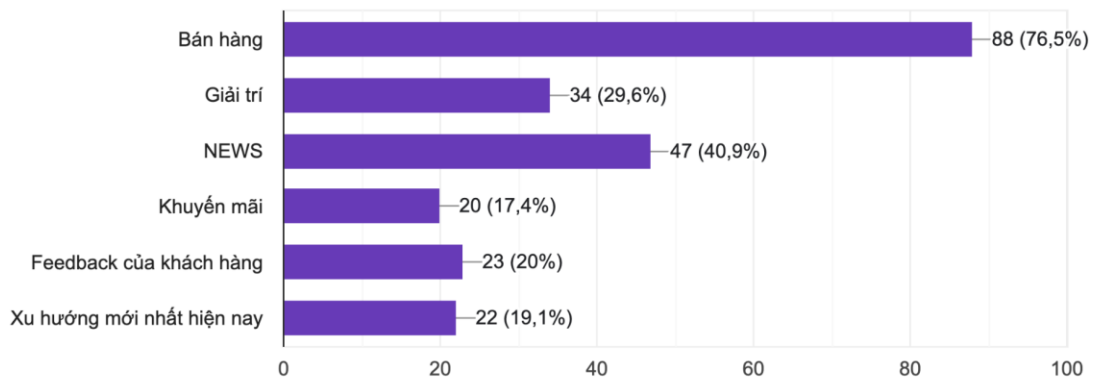
→ After the campaign, the team assessed that the three highest ways that survey participants know about GETLUX are: 27.8% know through the shop's social networking sites, 25.2% through seeding and 10.4% through influencer marketing.

Đánh giá nội dung hiện tại trên các trang mạng xã hội của GETLUX?
115 câu trả lời



Bạn yêu thích nội dung nào nhất?

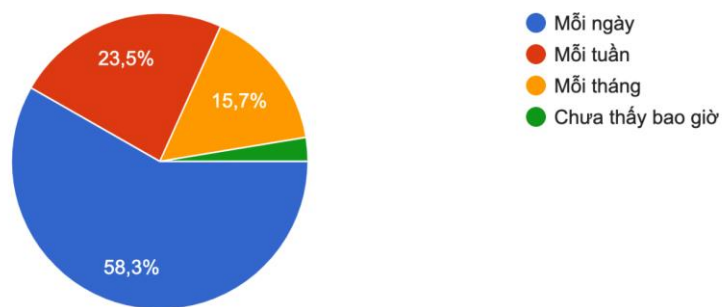
115 câu trả lời



→ Current content on GETLUX's social networking sites is well-reviewed

Tần suất bạn nhìn thấy các trang mạng xã hội của GETLUX?

115 câu trả lời

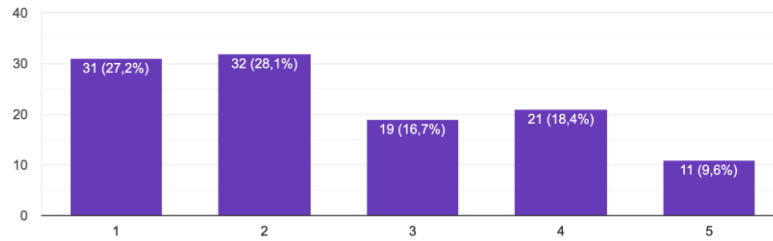


→ 67.5% of survey respondents rate that they see GETLUX's social media sites every day

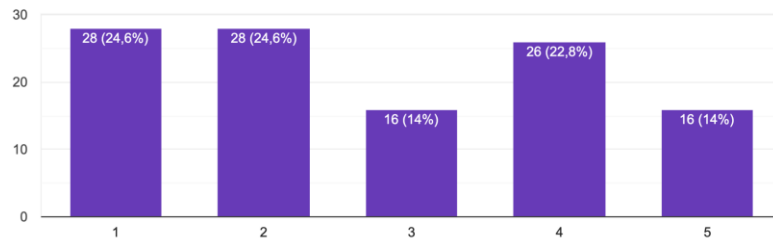
- **Before the campaign:**

Result: **55.3%** of survey respondents did not know about GETLUX and **49.2%** of survey respondents did not like this brand before the campaign started.

Trước khi chiến dịch diễn ra, mức độ nhận diện thương hiệu GETLUX của bạn?
114 câu trả lời



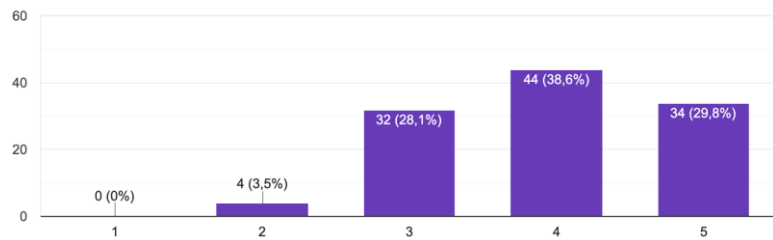
Trước khi chiến dịch diễn ra, mức độ yêu thích của bạn với thương hiệu GETLUX?
114 câu trả lời



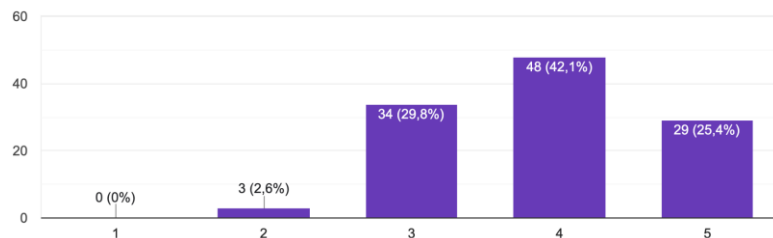
- **After the campaign:**

Result: **96.5%** of survey respondents know about GETLUX and **97.3%** think they love this brand after the campaign.

Sau khi chiến dịch diễn ra, mức độ nhận diện thương hiệu GETLUX của bạn?
114 câu trả lời



Sau khi chiến dịch diễn ra, mức độ yêu thích của bạn với thương hiệu GETLUX
114 câu trả lời



4. Summarize:

4.1 Lesson learned:

- Prepare well before running ads
 - Carefully review the advertising policy so as not to affect the timeline and strategy.
 - Constantly research advertising formats on social media platforms and prepare every content carefully before running an advertising
 - Content must be legal to avoid violating community standards.
- Stay up to date with current trends
 - Always follow hot trends on social platforms
 - Follow funny and viral trends that easily attract high views
 - Practice using the right filters to create special style of the video

4.2 Recommendations for next steps:

4.2.1. Online platforms:

- Create website
 - Customers can easily choose variety of product models
 - Increase credibility and professionalism for customers
 - Create a new experience for customers

Purpose

- + Expand accessibility approach: The shopping trend of users is gradually shifting to online channels. Having a sales website, the shop owner will easily deploy to push orders and ship goods online
- + Increase the effectiveness of advertising activities: Because of stability and security, all online advertising activities are website-centered. Professional website design will increase SEO efficiency and ad conversions.
- + Build reputation and brand: Creating a professional sales website with a beautiful interface, convenient online shopping support will make customers love and trust the business more.

- Focus more on media communication of Instagram and Tiktok
- Earn more potential customer
- Make advertising easier than Facebook

Purpose for Instagram

Sponsored posts on Instagram go viral. Sponsored posts will differ from ads because KOL will often create content ads to drive customer interaction with the product. On the other hand, this sponsored content will often be pulled from a customer's feed to drive more engagement. Therefore, such articles will have the words "sponsored".

Purpose for Tiktok

+ TikTok has also revolutionized content creators and marketers in a wide range of fields, making it easier than ever to connect to an unlimited number of networks. In an attempt to tap into this lucrative market, luxury and luxury brands continue to flock to the app, acknowledging its undeniable influence on shoppers' purchases and value. It's as a trend channel.

- Email Marketing
- Help stay connected with customers
- Maintain sending products, inform customers
- ⇒ Promote customer purchase decision

Purpose: Save time and money: Usually, a marketing campaign will cost a lot of hundreds, billions of dong for advertising methods via television, videos, KOLs, etc., and it takes days and hours to be able to implement those campaigns. Then Email Marketing will help GETLUX minimize costs. Moreover, it also allows GETLUX send emails to thousands of people in a split second without spending much time waiting, sending information to the right potential customers as quickly as possible.

4.2.2 Offline:

In addition to online activities, we consider several issues related to offline activities to enhance the customer experience at GETLUX:

- Create shopping bag:
- Environmental protection: Nowadays, people are paying more and more attention to

environmental protection. Shopping bags help protect the environment, good for users' health. In addition, the product stored in the shopping bags will be preserved more extended and not as hot as a plastic bag. With these shopping bags, customers can keep other products, and the business can create more sympathy in customers' minds.

- Show class and professionalism: If a company or business uses shopping bags instead of plastic bags, it will impress customers more and help the brand gain more credibility.

Products packed in shopping bags will affirm the class and attractiveness and show their value.

- Cost savings for businesses: With the use of shopping bags, businesses can print images, information, and logos on the bags, attracting attention and creating more prestige with customers. With this, businesses will not have to spend money advertising their products. Using shopping bags and promoting such products will help more people know about the brand while saving advertising costs.

- Focus on product image quality
 - Attract customers: Beautiful images help attract more customers' attention and stimulate product curiosity, while increasing the luxury of the GETLUX brand for customers.
 - Product features: The product's characteristics, when taken carefully, will help viewers better understand the product and the benefits of buying high-end brands.
- Sponsor the event:

During the campaign, we sponsored an event about fashion at FPT University. However, the primary audience of the event is from 18-24 years old, so in the future, GETLUX should look for events with the primary audience from 24-35 years old (because according to research above found that this age group has a higher propensity to buy luxury goods than 18-24 years old) and has hobby behavior relate to this field for sponsorship, which will help businesses reach more target customers, increase brand awareness and increase sales.

References

Chin Corp, 2021, “*Tại sao các nhãn hàng nên hợp tác với micro influencer để thu hút nhiều khách hàng tiềm năng?*”, Brands Vietnam, viewed by May 21, 2022,

<https://www.brandsvietnam.com/congdong/topic/28781-Tai-sao-cac-nhan-hang-nen-hop-tac-voi-micro-influencer-de-thu-hut-nhieu-khach-hang-tiem-nang#:~:text=B%E1%BA%A3n%20th%C3%A2n%20c%C3%A1c%20Micro%20Influencer,c%C3%A1c%20ng%C3%B4i%20sao%20n%E1%BB%95i%20ti%E1%BA%BFng>.

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