

Research on the Benefits of Digital Marketing for enterprises in the post-Covid period: A case of Vietnam's Small and Medium Sized Enterprises Development

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Abstract

This paper aims to present the benefits of using Digital Marketing for Vietnamese enterprises after the post-Covid-19 post-translation period. This is a fairly prevalent trend in recent times for foreign businesses and companies, but only a few documents mention businesses in Vietnam. The article is studied through a number of documents and books that mention Digital Marketing, how to do business in Vietnam, for the purpose of research, analysis and prediction. Possible solutions for businesses. The results of studying the consequences of the Covid-19 epidemic have left an impact on the economy in general and on each individual and collective in particular, in all fields and occupations. Business needs to restore the economy, want customers to know about their products. In the epidemic of Covid-19, the need for social isolation is essential, Digital Marketing has become the most optimal choice for businesses to thrive. Through comments on development opportunities with the application of this field, the article offers a number of suggestions and solutions suitable to how businesses in Vietnam can refer and orient their business.

Keywords: Covid-19, digital marketing, enterprises, vietnam.

1. Introduction

The epidemic Covid-19 has had a significant impact on small and medium enterprises, and at the same time, has a direct impact on the people. Businesses are looking for a way to reach customers, introduce their products securely, and adhere to social isolation. Digital Marketing is the right solution for this time [1]. Taking advantage of the Internet, the current global network, the Digital Marketing industry is growing rapidly. Companies increasingly invest more in media advertising through social networking platforms, as well as websites such as Facebook, Tiktok, and YouTube, reaching out to new customers. Ads with content increasingly attractive, more attractive to viewers, or even create trends on social networks [2]. For Vietnamese businesses, although Digital Marketing is not new, most large, long-standing companies are still attached to traditional communication methods, familiar to a number of familiar customers. with the product, while not bringing high efficiency, it also costs a considerable amount of budget. However, anything has its own price, the more expensive costs it spends the more impacts on Vietnamese customers it provides, especially in this absolutely special period, people want to be safe when staying in, spend time surfing their mobile phones or personal computers and be engaged attractively by ads channels, social networking marketing. Instead, if these businesses approach Digital Marketing, it will help companies innovate, catch up with trends, and attract new customers [3].

2. Research content

2.1 Marketing overview

Digital Marketing is a form of branding, product promotion to increase product and brand awareness, stimulate buying behavior based on internet platform or Digital devices [1]. As defined by Asia Digital Marketing Association, Digital Marketing is a strategy of using Internet tools as a means for marketing activities and exchanging information [3].

Through all media channels, businesses will implement Digital Marketing to build, develop and promote online brands and products [2]. In addition, it also defines the concept of Digital Marketing in a simple way: Digital Marketing (Digital Marketing) is the marketing of all services and products using digital technology, mostly on the Internet, through the Internet. In addition, it includes mobile phone equipment, display advertisements and other digital media.

2.1.1 Segments in Digital Marketing

Digital Marketing is divided into 2 main areas [4]. The first main segment includes Digital Online Marketing and Digital Offline Marketing [3]. Digital Online Marketing: Search Engine Optimization, Content Marketing, Social Media Marketing, Pay Per Click (PPC), Affiliate Marketing, Native Advertising, Marketing Automation, Email Marketing, Online PR, Inbound Marketing, Sponsored Content. The second main segment includes Digital Offline Marketing: Enhanced offline marketing, Radio marketing, Television marketing, Phone marketing, Associations/ Trade shows, Workshops, Print Publications.

2.1.2 The role of Digital Marketing

Digital Marketing offers fair competition opportunities for all businesses: Digital Marketing offers fair competition opportunities for all types of businesses, advertising their brands on the online environment. No longer like before, when only big multinational companies can grasp and apply Digital Marketing in business. Currently, the role of Digital Marketing for small and medium enterprises is very important. Because it helps businesses achieve efficiency and improve business results. Small and medium businesses or new businesses have a great advantage when advertising on the online environment [2]. Furthermore, Digital Marketing itself is a automatically revoluting system directly studying about consuming behaviors of clients, detecting potential trends which can support enterprises change or enhance their insights, lead the marketplace's needs.

2.1.3 Digital Marketing - goals and transformation

One of Digital Marketing's roles is to promote the brand and market it through the media, converting the target audience into buyers. Digital Marketing plays an important role in branding and targeting converting into leads [2]. Businesses are now only interested in measuring the rate of sales, subscribers, leads, transactions, guaranteed revenue. Besides better conversions through effective Digital Marketing ads, the key role in securing revenue is crucial. It brings great interest to businesses and people. With clear targeting, specific leads, convert and generate revenue. That is why small and medium businesses use Digital Marketing system; has an advantage in improving business results by 3.3 times.

Online marketing opens the door to wider marketplace, reaching better and stronger goals in your business. Digital Marketing towards mobile users: With the development of smartphones, mobile marketing is the most commonly used method to distribute data and information to users. In the current 4.0 era, computer users are gradually switching to mobile [2]. Therefore, we must constantly improve the interface with the same speed. According to the E-Marketer report, 80% of users shop by phone compared to PC and PC. That is why, approaching customers by phone is being frankly interesting today. The role of Digital Marketing with the prospect of improving business efficiency: Using effective Digital Marketing strategy will attract a large number of customers. It gives the opportunity to call to action from the customer immediately. There are many strategies that help us move from calling customers to buying action [3]. A call to action tells us what they usually do when they visit your website. They can read the blog post, download something, subscribe, register an account to access to your website or make a purchase. Digital Marketing provides us all solutions, for us to choose and find our own solutions to reach out and make them make buying decisions [4].

Also, modern Marketing aims to Digital Transformation in order to passes through business traditional role like selling, marketing, customer services and start changing into focus on how we cogitate and attract more customers. As the result, Digital Transformation is seemed to be more effective, when it can improve both technology industry and market place, customers behavior investigation system [5].

2.1.4 Compare the benefits of Digital Marketing compared to Traditional Marketing

The most obvious advantage is the ability to connect with customers automatically without using traditional calling methods. Costs for advertising Digital Marketing are more economical than the traditional way: Businesses when advertising with Digital Marketing dominate the capital spent on advertising compared to the traditional way. "According to the latest Gartner ad spending report, businesses save about 40% when advertising online. The report also shows that 28% of the businesses tested will switch from spending the conventional way to advertising Digital Marketing." in which some meaningless financial wastes have been determinated and eradicated during the changing marketing era period. The Internet is a great place to establish personal contact with a target audience representative and further personalize a company's commercial offering for each individual customer. In addition to the wide potential of using a send-to-receiver communication model, via the Internet, also offers many opportunities to use the multi-sender-to-receiver model. This concept sees the Internet as an equal participant in the peer-to-peer communication process with organizations and consumers [6]. Using "traditional" channels of communication, related organizations provide consumers with information they think they need. In the case of using Digital Marketing, the situation changes dramatically: consumers themselves are searching for the information they are interested in. The advantage of this approach to consumers is clear: they don't need to receive every single marketing message in a row [4]. For companies operating on the Internet market, more and more demands are required, is the social responsibility of organizations is increasing. Of particular importance here is the concept of Internet interaction described above, as the consumer has the opportunity to constantly engage in dialogue with the company. The consumer in this case is no longer just a self-regulatory object of the application of the marketing efforts, but also a partner of the organization [5]. Through the feedback system, customers and regular visitors to the website 31 have the opportunity to express themselves about any aspect of the company's operations, drawing management attention to issue and thus improve both product specifications and the organization's image. In the reality of the Internet market, consumer interests are becoming more important to companies [3]. Consumers not only perform the functions of buying products from the organization, but also help the organization improve its operations. Using companies must understand this specific feature of network business and encourage consumers to engage in constructive dialogue with the organization [1]. On the contrary, this means that the company has a greater responsibility to its customers, because unhappy consumers on the Web are much more likely to spoil the corporate image than is the case with the "traditional" marketplace.

While traditional marketing is just focusing on finding which way that helps salers can sale easily to their customers, the Digital Marketing does better. Digital Marketing also builds strategies with valuable datas and analyses which can synthetize how much clients access to the website during the day, month or year, measures how much time they spend surfing on Internet, studies about viewers' genres, ages and hobbies, etc. In this way, the top marketing website will be prioritized. Assisting company managers to understand clearly about how the marketing strategy is helpful [4]. The significance of installing new potential customer

relationships performs Digital Marketing major role in business cycle life, which it can measure the quality of content, delineate an area of clients for always reinnovating their contents and making the right way to sell to the right person [6].

In the other hand, Digital Marketing can make the revenue battle between small and medium companies with large enterprises more equal when it allows lower-capital enterprises to challenge directly to higher-capital enterprises despite of the shortage of fund and manpower [7]. Because at the present, the one who have better strategy in Marketing can win the customers psychological mind. As the results, Digital Marketing straightforwardly can create more income than Traditional Marketing.

2.1.5 The impact of the Covid-19 translation on Vietnam

Almost the entire Vietnamese market is suffering from negative impacts. "Spending on packaged food, education, personal care and healthcare industries decreased slightly by 4% to 16% compared to the same period last year. "In contrast, online shopping and home delivery showed impressive increases of 20% and 12%, respectively. To keep up with this trend, many new services have been tested and put into operation faster than ever to respond to the needs of users under the pressure of epidemic diseases. Translating COVID-19 has caused many difficulties but also motivated a number of businesses to develop and make efforts to accelerate the digital transformation process [5]. During the time the social quarantine order was issued, the need to connect, work and study online caused the download of video communication apps to increase significantly. Meanwhile, social networks continue to be favored as consumers gradually spend more time online than before, especially for strong video format platforms such as TikTok, Youtube, Facebook. At the same time, mobile gaming is also starting to become the leading entertainment activity in the context of isolation, and more and more high-quality free games are being availablely released. Therefore, the Game applications will naturally occupy the "prime" positions in the list of top applications. Digital marketing is the only marketing channel that is even more powerful during the epidemic. When people are limited to the streets and gather in crowded places, more time spent on internet devices is an opportunity for brands to convey their message and increase brand coverage [8].

In Vietnam, Covid-19 translation, although controlled and entered the post-Covid-19 stage, almost companies recognized the importance of Digital marketing and began to promote the development of digital marketing activities effectively. Recruitment of digital marketing staff also shows that e-commerce is having a big advantage in the current situation [3].

2.2 Research methodology

The survey method has been used in the paper in order to gather their opinions as well as their proposed solutions. For the questionnaire samples, the random sampling method was selected so that all participants were equally likely to participate in the sample. At the same time, to ensure sample reliability, the interview questions were conducted in different locations and at different times. The survey also is comprising the marketing professional in Ho Chi Minh City and Ha Noi City, are two most biggest cities in Vietnam play an importance role in business presence and commercial activities where hundreds of replies were sent to our team for accomplishing the surveys.

2.3 Discussions

Through the survey of people in big cities with high shopping demand such as Hanoi and Ho Chi Minh, it can be seen that under the impact of Covid-19, the shopping habits of people have changed in a different way in forward. Switch from direct shopping to online shopping, avoid person-to-person contact, and be safer.

Digital marketing benefits us for a number of obvious reasons. First, for small businesses, competing with big companies is not easy. With the right digital strategies, we can build a giant social network that tracks, ranks at the top of Google, or sells tons of products via email [4].

Next is targeting our ideal customers. When we invest in traditional marketing like magazine articles or TV commercials, we can target our audience to some extent. After all, we know who often reads magazines or watches TV shows. But what if we really want to engage customers and optimize our budgets? We can find and target our ideal buyers using digital marketing tactics, even if your audience is small or has certain interests [5].

The third is to reach our customers in the right place. Fewer people than ever read magazines and newspapers or listen to the radio. Instead, our customers are spending more time online [2]. In fact, 90% of Vietnamese adults use the Internet regularly, nearly 70% use Facebook regularly, and nearly 75% use YouTube regularly.

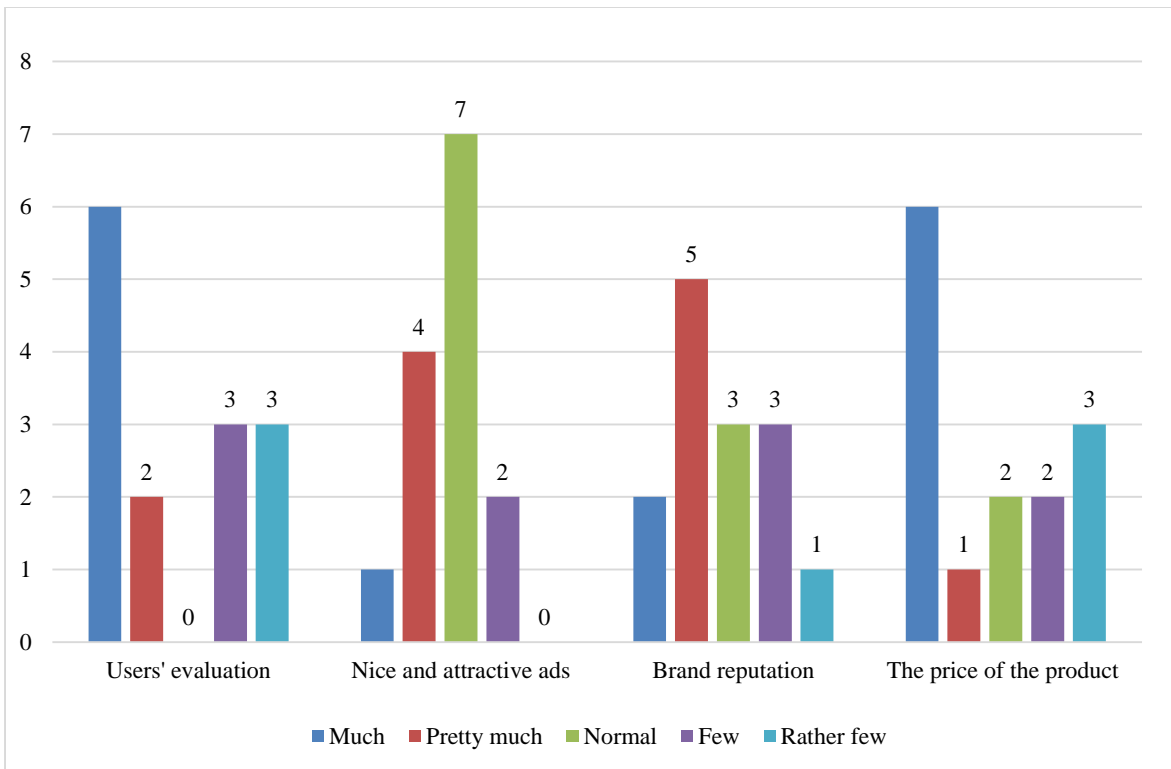


Figure 1: Criteria affecting customers when choosing products

Through the survey results are represented by the figure 1, product evaluation criteria through advertising have a lot to do with purchasing decisions, many brands have invested more strongly in media advertising, creating to launch eye-catching communication products to attract more users [4]. Some brands have started to run ads with messages that catch the trend of the season and especially their sales are still earning as usual. In addition, influencer marketing is also mentioned as an online advertising form that brands cannot miss. Because customers spend more internet surfing time, brands focus on social media (Figure 1).

So what does that mean for our business? With the right digital marketing tactics, we can connect with our audience where they went.

Digital marketing also makes tracking and monitoring easy. Because, tracking results from traditional advertising campaigns is not easy. We can know how many times our ad has appeared. However, we don't know how many people actually respond to advertisements on our newspapers or TV [3].

When we launch a digital marketing campaign, we can keep track of almost every detail. With a few clicks, we can see how many people clicked on our ad and whether they bought something or not. We can even target the same group of people with another ad [6].

Digital marketing also allows us to scale and scale. When we find a digital tactic that works for our business, we can easily scale it. After all, we are not tied to TV commercials or committed to direct mailing monthly in advance. That means we can spend a little more on Digital marketing and get exponential results, adapted to our needs as they evolve.

We can rely on analytical tools to measure our results. Because of complete control of our strategies, we can test new ideas at any time. If we like the results, we can scale. If they don't go as well as we'd like, you can stop them before you spend too much [7].

Regardless of our industry, it's likely that competitors are off to a good start with Digital marketing. In fact, 70% of marketers are already using content marketing and nearly 75% are already using social media. Nearly two-thirds are investing in SEO and nearly half are using email automation [1].

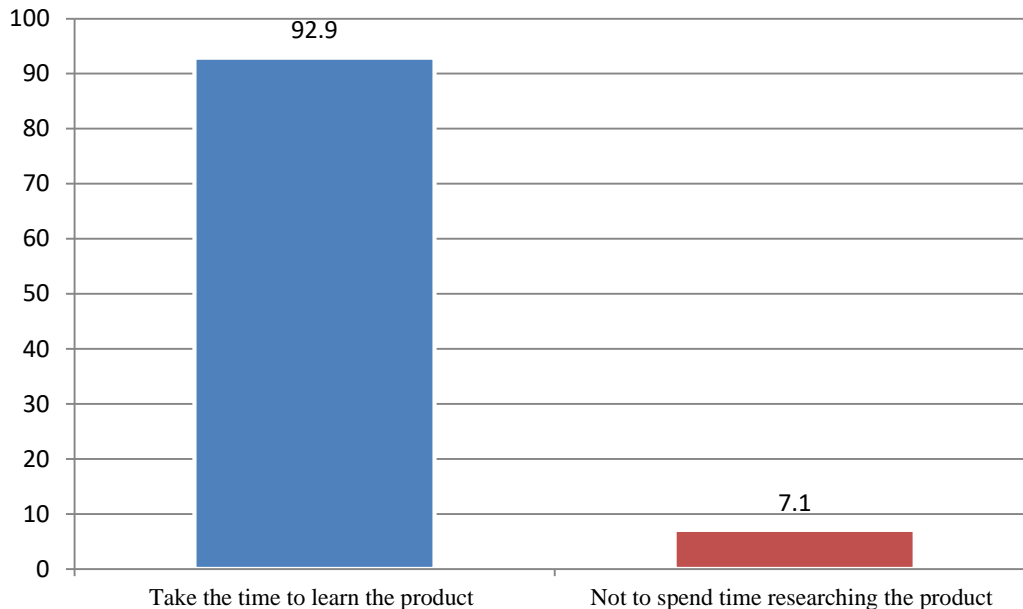


Figure 2: Shows people's tendency to learn about new products for products with attractive advertisements

Through this chart, more than 90% of surveyed customers will spend time researching new products if the advertising attracts, businesses can take advantage to attract new customers for their products. Survey shows that customers are more likely to find eye-catching and attractive advertisements than ordinary products [6].

The results of research on opportunities for Digital marketing in the post-Covid-19 period are based on statistical methods, synthesis, comparison, document review, data collection. The team has analyzed the opportunities for Digital marketing specifically, making strategies and grasping opportunities in the current context will help Digital marketing grow further [9]. Psychological awareness, price and quality of products are studied to be highly attended by customers which represent aspects affecting customers' purchasing behaviors. Therefore, businesses in this field need to take advantage of opportunities and offer solutions to attract businesses to invest in them, as well as take full advantage of opportunities to promote further development in the future. Post-Covid-19. This result can be a reference point for Digital marketers in Vietnam in the post-Covid-19 era, through which they can be used to research projects that better complement their corporate strategy [5].

2.4 Recommendations

Development opportunities for businesses applying Digital marketing in production and business activities. When the Internet is popular, develop becomes an indispensable demand in modern life, Digital Marketing service is born as a business inevitably, in response to be seen as a new and popular "communication" channel. It's only because the time has been around for more than 20 years, but the influence of Digital Marketing is pervasive, soon becoming one of the easy and important communication channels to reach customers. Enterprises have quickly learned and applied, but many are still quite confused and passive in accessing and learning this new information channel in order to keep up with the times and take advantage of opportunities to rise in the market. From the development of the Digital field during the past time, we can see that this method has brought great development opportunities to businesses [8]. Along with the development of communication, the spread of the internet has been bringing many opportunities, opening up new spaces with many creativity and approaches to customers. One-way advertising and communication activities have become outdated, making it easy for listeners to get bored and ignore the messages it brings.

Besides, as customers are more clever day by day so that the ads products has to be intellectually made to encourage customers change from thinking, seeing to purchasing. Not just include colorful and meaningful idea in order to attract enterprises' clients, the viewable eye-catching feature and the length of the channel also enhance the curiosity of the customers towards business activities and quality of products or push them away if exaggerate too much. As follows, depend on what the ad content is about, all of it will perform the promising development of products produced by the business companies, so on create trust and prod the the buying-process, in the contrast, brake the purchase chain of the company [3].

Catching up with the new trend of the market as well as customer psychology, many businesses have developed interactive marketing campaigns on the internet - Digital Marketing. The power of interaction enables businesses and customers to connect with each other, thereby creating connection and brand loyalty. With Digital Marketing, managers will have accurate information about the number of people who have viewed the website in real time. With Google Analytics, Marketer can track statistics and information about his marketing website. It will tell you about: Number of people visiting your website, their geographic location, gender, age and interests of visitors, how much time users spend on your website, the source of traffic from various gadgets, website bounce rate, how traffic has changed over time [4]. By showing a breakdown of all of this traffic information, business owners will know which marketing channels to prioritize. Real-time data analysis gives managers a better understanding of the effectiveness of marketing tactics. With access to this information, the person in charge can also optimize his or her marketing budget by investing in effective marketing campaigns. Investing in Marketing, especially in Digital Marketing, is becoming substantially bearing in

mind of enterprises and investors as financially beneficial method in order to keep their products impacting on the market place in this current strongly developing Digital Marketing era [6].

3. Solutions

Determine which ad channel is having the highest conversion rate, even though it's not highly scalable. For businesses that have always had optimal innovation, this is an advantage in the current context. They always know which activities and marketing channels bring the highest conversion rates. For businesses with website-based marketing, fanpage, and regular use of Google, Facebook is the main advertising tool that should be deployed: Optimizing all content, messages on the website, fanpage and templates. advertisement. Optimal content at this stage should be towards empathy and providing valuable information to users, limiting the reliance on Covid-19 for conditional promotions. At the same time businesses not only need to change the message of marketing, but also need to change the message for the sales team. In addition to selling, sales consultants also need to have an attentive and considerate attitude to their customers [10]. Optimizing the entire user experience on the website or other media channels. The results achieved can partly improve revenue while creating the basis of growth for the post-Covid-19 period. Creation of new elements to overcome difficulties. Digital transformation for marketing, sales, administration, human resources, finance, accounting activities ... is a must to adapt and do it boldly. In the traditional fields, employees are too familiar with the traditional way of working and barriers appear. For a successful and fast digital transformation, company leaders and department leaders must be the ones who decide [11].

Because of the high volume of using social network and mobile apps for purchasing needs, Search Engine Optimization (SEO) and Search Engine Marketing (SEM) are seemed to be excellent choices for protecting enterprises' virtues. SEO can increase business website ranking on Internet inside every naturally searching result while not using any advertisements. Besides, can decrease the costs caused in the Marketing campaigns which is found to be one of the most suitable marketing method for small and medium businesses. As for SEM, using effectively advertisements in every single searching result which can spread influence of the enterprise products go further on the market place, despite costly expenditures can occur but worthy for large companies and groups to considerate huge benefits and profits it brings [12]. For instance, what most consumers use as a search engine is Google. "There are two main reasons why they use Google. The first one is that it is one of the most popular and friendly search engines, being visible will increase the chances of improving profitability for the organization. The second reason is that a great deal of search engines use search patterns from Google, thus, if a company optimizes its webpage in Google, it is also optimized for those others search engines." [13].

Moreover, Millennials and General Zs are among the largest age group in total citizen on the planet. They are creative, energetic, freedom, independence, they also eager to experience better with product and of course, everything that can start a trend they will try to buy and use it. Digital Marketing must research about this general type of characteristic to satisfy this "trend" customers. And with the combination of technologies, Digital Marketing can penetrate deeply into every single consuming behaviors, then grasp the new trend is greatly easy to find out [6].

4. Conclusion

Digital marketing has been considered a trend of the world for many years when it has become one of the guiding principles in the communication activities of most businesses. Digital helps brands to cover more and closer to customers through internet networks connected with the globe. Digital marketing has many development opportunities for the current economy in Vietnam. As activities are gradually shifting to online form, traditional marketing activities are also gradually streamlined, giving way to new online marketing 9 trends. Enterprises need to build a sustainable development direction for the new normal period by understanding the new psychology of customers, bringing useful messages on the outstanding basis of digital marketing, from which New points in the approach and building campaigns that bring real value to customers. A change in digital marketing strategy is one of the good and quick ways to help businesses overcome the epidemic crisis of Covid-19, to progress to remarkable growth when normal times really return. . The study has introduced the theoretical basis of digital marketing and digital marketing activities to contribute to creating a knowledge base for those interested in this issue. Present the current situation and the business performance of the business, opportunities for digital marketing to develop in the current Vietnamese market, so that readers can have a specific view and correct judgment. At the same time, the study also proposes a number of solutions to help Vietnamese businesses have directions and develop in the post-Covid-19 era with digital.

Conflict of interest

No conflict of interest is in the paper.

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