

UNIVERSITY OF ECONOMICS HO CHI MINH CITY
SCHOOL OF INTERNATIONAL BUSINESS – MARKETING



**PROPOSAL TO DEVELOP CONTENT MARKETING
SERVICE ON TIKTOK PLATFORM FOR SIEU KINH
DOANH ADVERTISING AND MEDIA COMPANY
LIMITED (SIKIDO)**

Student full name: Truong Kha Hong

Major: Marketing Class: MR003

Instructor: PhD. Dinh Tien Minh

Ho Chi Minh City – 2024

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Year 2024

ACKNOWLEDGEMENT

First of all, I would like to express my sincere and deepest gratitude to PhD. Dinh Tien Minh, my instructor. Thanks to your attentive guidance and valuable contributions, I have successfully completed this report. Your advice and direction have greatly assisted me during my research and in refining my topic.

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Once again, I sincerely thank everyone who accompanied and assisted me throughout my study and the completion of this report.

Truong Kha Hong

DECLARATION

I, Truong Kha Hong, hereby affirm that the research topic: "Proposal to develop content marketing service on TikTok platform for Sieu Kinh Doanh Advertising and Media Company Limited (SIKIDO)" is the result of my research and work throughout my internship at SIKIDO Company, with the guidance and support of my instructor, PhD. Dinh Tien Minh.

All opinions and analyses are based on my observations and personal results during my direct work at the company, therefore I confidently commit that there will be no occurrence of copying data from previous research studies.

In the event of any fraud or plagiarism detected in this internship report, I will accept full responsibility and face disciplinary action from the school council.

October 13, 2024

Truong Kha Hong

EVALUATION BY THE ENTERPRISE/ORGANIZATION

EVALUATION FORM BY ENTERPRISE/ORGANIZATION

The School of International Business - Marketing, University of Economics HCMC (UEH) would like to acknowledge your acceptance for Student: Truong Kha Hong Class: MRC03 Class ID: 47

Come to practice at the company for a period of time: 09/10/24 to 13/10/24

Students are practicing and working at the department: Marketing

In the company: Sieu Kinh Doanh Media & Advertising Company Limited (Sikido)

Working time: 6 days/week

The practical semester is an opportunity for students to approach the practical and professional working environment at the enterprise/organization. We respectfully request that you - the person in charge of the student's internship - evaluate the student's internship process at the enterprise according to the criteria table below.

Please rate the student's performance at your company following the criteria (by circling the corresponding marks):

Criteria	Fail	Pass	Credit	Distinction	High Distinction
1. Professional knowledge (master the knowledge and tools used in the field of practice)	1	2	3	4	5
2. Professional skills (be capable in decision-making, work planning and organization, time management, office tools, and so on)	1	2	3	4	5
3. Teamwork skills (be an active teammate or an effective leader, effective communication, team contributions...)	1	2	3	4	5
4. Attitude (honest, professional, friendly, self-disciplined, proactive learning, creative, work-enthusiastic...)	1	2	3	4	5
5. Task completion (Complete the work as required, on time, and ensure quality of work)	1	2	3	4	5
6. Thesis contributions to the enterprise/organization (Interesting, relevant topic; demonstrates good understanding of the business; feasible, practical solution; high contribution)	1	2	3	4	5

Thanks very much for the assistance you provide. It is sincerely appreciated.

Confirmation from the enterprise/organization:

Full name: Nguyen Thi Kim Oanh

Position: Project Manager Email: kim.oanhsikido@gmail.com



Nguyen Thi Kim Oanh

EVALUATION FORM OF THE PRACTICAL SEMESTER REPORT BY THE INSTRUCTOR

STUDENT NAME: TRUONG KHA HONG **STUDENT ID:** 31211020739

CLASS: MR003

COMPANY/ORGANIZATION: SIEU KINH DOANH ADVERTISING AND MEDIA
COMPANY LIMITED (SIKIDO)

CRITERIA	MAX. POINTS	MARKED BY INSTRUCTOR
Part 1: Internship dairy	15	
1. Content (<i>detailed, specific, following the internship process, lessons learned ...</i>)	10	
2. Presentation (<i>follow the format regulations and reference styles, professional structure</i>)	5	
Part 2: Internship report	55	
1. Content (<i>Good business understanding, practical content, suitable for the training program, logical, complete, creative in identifying problems or recommendations...</i>)	25	
2. Independent research skills (<i>Complete and appropriate document research, information evaluation/analysis, appropriate research methods, following the schedule...</i>)	10	
3. Problem solving skills (<i>identify the problem accurately, develop a proposal based on appropriate expertise, develop practical and feasible solutions ...</i>)	10	
4. Presentation (<i>The writing style is clear, concise, free of grammatical errors, and presented following regulations....</i>)	5	
5. Attitude and behavior (<i>Professional, honest, progressive, time management, proactive, positive...</i>)	5	
TOTAL	70	

Instructor name: _____

Signature: _____

Date: _____

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LIST OF ACRONYMS

Acronym	Full Term
SIKIDO	Sieu Kinh Doanh Advertising and Media Company Limited
SEO	Search Engine Optimization
SMEs	Small and medium-sized enterprises
CEO	Chief Executive Officer
Ads	Advertising
KOLs	Key Opinion Leaders
KOCs	Key Opinion Consumer
WOM	Word of Mouth
DIY	Do It Yourself

ABSTRACT

This report focuses on developing Content Marketing services on the TikTok platform for SIKIDO, aiming to meet the growing demand of businesses to effectively leverage this social media platform. The study was conducted through in-depth interviews with 20 current and potential Clients of SIKIDO to gather insights and evaluations regarding TikTok usage habits, expectations of the Agency's services, and the key factors determining success in Content Marketing strategies.

The purpose of this report is to provide an overview of the TikTok market in Vietnam, analyze customer needs and expectations regarding Content Marketing services, and propose appropriate strategies to help SIKIDO effectively develop this service to best meet customer demands.

The results show that 100% of Clients acknowledge that user behavior and preferences on TikTok change rapidly, significantly impacting their marketing strategies. Clients are eager to collaborate with the Agency to receive creative content, measurement solutions, and campaign management. Storytelling content, educational videos, and challenges are highly valued for their ability to attract users effectively. Factors such as creativity, trend responsiveness, and understanding the target audience are identified as crucial in successfully implementing Content Marketing campaigns. The investment level for this service ranges from 20 to 40 million VND, with the aim of achieving both short-term and long-term goals.

To develop this service, SIKIDO needs to focus on creating flexible and innovative content, building an integrated service package that includes content creation, performance measurement, and ad optimization. Additionally, investing in training staff on new trends and tools on TikTok is essential to ensure competitiveness and meet Client needs. These recommendations not only create growth opportunities for SIKIDO in a dynamic market but also help the company best meet customer needs in the field of Content Marketing on TikTok.

INTRODUCTION

1. Reasons for choosing a thesis topic

1.1 The strong development of TikTok in Vietnam:

TikTok is one of the fastest-growing social networking platforms in the world, including Vietnam. According to the report of We Are Social and Meltwater on Digital 2023, TikTok has 49.86 million users aged 18 and over in Vietnam, with an average of more than 1 billion users per month, and is the application with the highest average daily usage time of 54 minutes per day. With a huge and diverse user base, shifting customer behavior from traditional channels to TikTok, especially among young people, opens up potential opportunities for businesses to reach young customers and build their brands.

1.2 Businesses are willing to invest heavily in advertising on the TikTok platform:

According to Adobe's report, more than half of the businesses (54%) surveyed have used TikTok to promote their business, posting an average of nine times per month. Some businesses have also tapped into the potential of influencer marketing, with a quarter of small businesses using TikTok influencers to sell or promote products. On average, businesses allocate about 15% of their marketing budget to TikTok content creation. While the platform shows great potential, many companies struggle to consistently create content, attract a larger audience, and create high-quality videos. This has led to the emergence of more and more TikTok Content Marketing services to address these challenges.

1.3 Sieu Kinh Doanh Advertising and Media Company Limited (SIKIDO):

Sieu Kinh Doanh Advertising and Media Company Limited (SIKIDO) is a Digital Agency with many years of experience in providing media and advertising services, especially Content Marketing services. However, the company's content creation is mainly developed on the Website and Facebook platforms, while the content marketing trend is changing rapidly and in many different forms. In addition, with the development orientation and vision of becoming one of the leading companies in Vietnam within the next 5 years with main areas of operation including media and online advertising. Expanding Content Marketing services on TikTok is an opportunity not only to help SIKIDO reach and serve customers better but also to demonstrate the company's commitment to innovation and improving service quality, while consolidating its position and enhancing competitiveness in the market.

Based on an overview of the development of TikTok, the demand for Content Marketing of businesses on this platform, and the current context, and future development orientation of the company, I believe that developing a new service - Content Marketing services on TikTok is necessary and appropriate.

2. Theoretical basis

McGraw-Hill's "New Products Process" theory (2011) is a model that systematizes the steps of developing and managing new products or services, to ensure efficiency and success when launching to the market. This process includes 5 basic stages:

- Phase 1 Opportunity Identification and Selection: This stage focuses on identifying potential opportunities through market analysis, consumer trends, and customer needs. The business needs to select opportunities that can be developed into new products or services that are profitable.
- Phase 2 Concept Generation: After opportunities have been identified, the business will proceed to generate new ideas. Ideas can come from many sources, including customer feedback, competitive analysis, or internal creativity. This is the key stage, where innovation and creativity play an important role.
- Phase 3 Concept/Project Evaluation: During this phase, ideas are thoroughly evaluated based on criteria such as feasibility, market potential, cost, and risk. The goal is to eliminate unfeasible ideas and focus on the most promising projects.
- Phase 4 Development: Once the idea is selected, the development process begins. The business will plan in detail, design, test, and prepare for the product launch. This phase requires close coordination between departments to ensure that the new product or service meets the requirements and goals set.
- Phase 5 Launch: This is the final phase, when the new product or service is officially launched to the market. The business needs to implement effective marketing, promotion, and distribution strategies to attract customers. At the same time, monitoring performance after launch and making timely adjustments is also important to ensure long-term success.

Applying the "New Products Process" will help SIKIDO systematically approach the development of new services, from identifying opportunities on TikTok, generating ideas that fit customer needs, and assessing feasibility and risks, to developing and deploying this service to the market.

3. Research objectives

- Research, analyze the market, customers and identify opportunities.

- Evaluate the feasibility of developing a Content Marketing service on TikTok
- Propose the development of a Content Marketing service on TikTok for SIKIDO to provide additional marketing solutions for Clients.

4. Research object

- Customer needs, desires, and expectations for a Content Marketing service on TikTok.

5. Scope of research

- Geographic scope: Vietnam, mainly in Ho Chi Minh City.
- Customer scope: Small and medium enterprises (SMEs) that need to use TikTok as an advertising channel.
- Product/service scope: Focus on developing Content Marketing services specifically for TikTok, including content production, advertising optimization, and data analysis.
- Time scope: researched from August 2024 to October 2024.

6. Research methods

6.1 Desk research

Search, collect, and analyze information about the market, industry, service type, and potential customers from available, reputable sources on the Internet, books, newspapers, magazines, etc. to evaluate the feasibility of the service.

6.2 Qualitative research

- Interview format: online via Google Meet
- Interview duration: 60 minutes/person
- Number of samples: 20 people
- Interviewees:
 - + Small and medium-sized enterprises (SMEs), who have used or are using Content Marketing services from Agency companies.
 - + Marketing staff or Project Managers of small and medium-sized enterprises (SMEs), brands operating in Vietnam.
- Reason for selection:
 - + Owners of SMEs, often access new advertising channels, especially on social networking platforms such as TikTok, to increase brand presence and reach target customers.
 - + Marketing staff or Project Managers of SMEs: They are responsible for digital marketing campaigns and have the authority to decide or influence the company's choice of

advertising channels such as TikTok. They understand the needs and expectations, challenges, and difficulties of businesses for Content Marketing services on TikTok.

- Interview process:
 - + Create a discussion guide (qualitative questionnaire).
 - + 1:1 interview within 60 minutes.
 - + Transcript all conversations and highlight, and organize answers.
 - + Develop ideas for Content Marketing services on TikTok platform.

7. Topic limitation

- Geographical scope: The research of this topic is only applied in Ho Chi Minh City, so the results obtained may only be useful in a certain scope, not meaningful in other areas and not generalized, because different areas will have different characteristics and needs.
- Number of samples: The number of interview samples may be limited due to time and research resources, which may affect the representativeness of the results. However, this research still provides valuable information and a clear direction for the development of SIKIDO's services.

8. Thesis layout

INTRODUCTION

CHAPTER 1: COMPANY OVERVIEW

1.1 Company overview

1.2 History of establishment and development

1.3 Mission, vision, and core values

1.4 Company's organizational structure & Human resource

1.5 Company's business performance in the last 2 years (2021 - 2023)

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2.1 Situation analysis

2.1.1 Reasons for choosing the topic

2.1.2 Theoretical basis

2.1.3 Research objectives

2.1.4 Research subjects

2.1.5 Research scope

2.1.6 Research methods

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2.2.2 Phase 2: Concept Generation

2.2.3 Phase 3: Concept/Project Evaluation

2.2.4 Phase 4: Development

2.2.5 Phase 5: Launch

2.3 Summary of Chapter 2

CHAPTER 3: RECOMMENDATIONS

3.1 Basis for proposal of recommendations

3.2 Recommendations for implementing Content Marketing services on TikTok

3.3 Action plan, Timeline, Budget management, Evaluation

3.4 Summary of Chapter 3

CONCLUSION

CHAPTER 1

COMPANY OVERVIEW

1.1 Overview of SIKIDO Company

1.1.1 Information about SIKIDO Company



Figure 1.1: SIKIDO Company logo

(Source: SIKIDO Company)

The SIKIDO logo is designed with a black tone and white text, featuring the three abbreviated letters "SKD," which stand for "Siêu Kinh Doanh" (Super Business). The meaning of this logo reflects the inspiration, ambition, strength, modernity, and dynamism of SIKIDO. The black color symbolizes professionalism, elegance, and formality, while the white letters represent sophistication, modernity, and creativity. SIKIDO's logo creates a powerful and professional image in providing business solutions on digital platforms.

- Company Name: Sieu Kinh Doanh Advertising and Media Company Limited
- Abbreviation: SKDAM CO., Ltd or SIKIDO
- Field of operation: Agency
- Address: 36 D5 Street, Ward 25, Binh Thanh District, Ho Chi Minh City
- Tax ID: 0313207475
- Establishment Date: April 11, 2015
- Staff Size: 200-250 employees
- Legal Representative: Mr. Phan Dinh Chuyen
- Website: <https://sikido.vn/>

1.1.2 History and development of SIKIDO Company

Since its establishment, SIKIDO has continuously grown and developed, not only in providing web design and online marketing services but also in sales revenue. Currently, SIKIDO holds a strong position in the top tier of Vietnam's website market, with over 1,000 customers trusting and using its services.

Below is the history of SIKIDO's formation and development from 2015 to the present:

- **2016 – 2019: Building Reputation and Overcoming Challenges**

In just four years of operation, SIKIDO established its name in the market, becoming a reputable provider of high-quality, premium website design services in Vietnam. At the beginning of 2020, a global pandemic, COVID-19, unfolded, causing significant economic challenges due to restrictions on large gatherings and business activities. Many businesses were forced to close and shift to online models to adapt to the circumstances. This created favorable conditions for SIKIDO as more Clients sought to build websites, establish social media platforms, and run online advertisements due to increased investment in online business models. However, it also posed a significant challenge for SIKIDO, as the company faced fierce competition and continuous market changes.

- **2020 – 2022: A Turning Point During the Pandemic**

This period can be considered a major turning point for SIKIDO, marked by an explosion in sales due to the essential demand for website design and online advertising, which became integral to businesses in Vietnam at the time. By this stage, COVID-19 was gradually being controlled, and businesses began reopening, yet the need for website design and online advertising remained high. The pandemic had shifted consumer behavior, with more people opting for online shopping over in-person purchases. This required businesses to adapt swiftly to meet the market's and consumers' demands. As a result, the dynamic market created a growth opportunity for website design companies like SIKIDO, enabling the company to thrive and achieve significant business milestones. Therefore, this phase can be regarded as a critical turning point for SIKIDO.

- **2023 – 2024: Stability and Growth**

The foundation laid during 2020-2022 set the stage for future growth. Thus, by 2023-2024, SIKIDO entered a phase of stability, with increasing investment to refine its core services and explore new business opportunities. In 2023, SIKIDO expanded its service offerings to include SEO, Website Management, and Content Marketing on Facebook. This expansion helped SIKIDO maintain strong relationships with existing Clients while also attracting new Clients

from diverse industries. This contributed significantly to revenue growth. This period marked a phase of stability, not only in the company's management and operations but also in its customer relationships, fostering greater satisfaction, trust, and long-term commitment from Clients.

- **Vision for 2025 – Breakthrough**

With the mission to become one of the leading companies in Vietnam within the next five years in fields such as Media, Online Advertising, Website Design Consulting, Internet Value-added Services, and E-commerce solutions, SIKIDO has set a critical breakthrough goal for 2025: multi-service, multi-sector expansion. With this goal, the company will not limit itself to core services but will invest in developing additional services to meet Client needs, applying advanced technologies to provide comprehensive solutions for both SIKIDO and its Clients. This objective will not only contribute to SIKIDO's growth but also serve as a commitment to continually adapting to market and user trends, positioning the company as a trusted partner that delivers diverse services to meet Client demands.

1.1.3 Vision and mission of SIKIDO

- **Vision**

SIKIDO aims to become one of the leading companies in Vietnam within the next five years in fields such as media, online advertising, website design consulting, Internet value-added services, and e-commerce solutions. To achieve this, SIKIDO continually improves service quality and applies the latest technology to provide customers with optimal and efficient solutions.

- **Mission**

At SIKIDO, we are committed to caring for our customers and making their lives easier. Our goal is not to become the largest company in Vietnam, but instead, we strive to provide the best services to deliver the greatest value to our customers. All leaders and employees at SIKIDO adhere to the principle: "The customer's interests come first." SIKIDO always provides technology solutions that are user-friendly, efficient, and meet customer needs, delivering premium products that enhance the business process.

1.1.4 Fields of operation of SIKIDO

SIKIDO operates primarily in the following fields:

- Website design
- Domain name provision
- Website hosting

- Google and Facebook advertising
- Search Engine Optimization (SEO)
- Website management
- Content Marketing

1.1.5 SIKIDO's Clients

SIKIDO is proud to be a trusted partner for thousands of Clients ranging from small and medium-sized businesses to large corporations across Vietnam. The Client base of SIKIDO is diverse, including:

- **Startups:** With cost-effective website design packages, domain name provision, and web hosting services, SIKIDO supports startups in building their online presence from the very first steps.
- **SMEs:** SIKIDO helps these businesses expand their brand through Google and Facebook advertising campaigns, along with content marketing services, driving revenue growth and business development.
- **Large Corporations and Well-Known Brands:** With expertise in website management and SEO, SIKIDO offers cutting-edge technological solutions, enabling large corporations to maintain and strengthen their position in the competitive market.

The diversity and reputation of Clients are testaments to the quality of SIKIDO's services and its professionalism, always aiming to accompany Clients in every field and stage of development

1.2 Organizational structure of SIKIDO

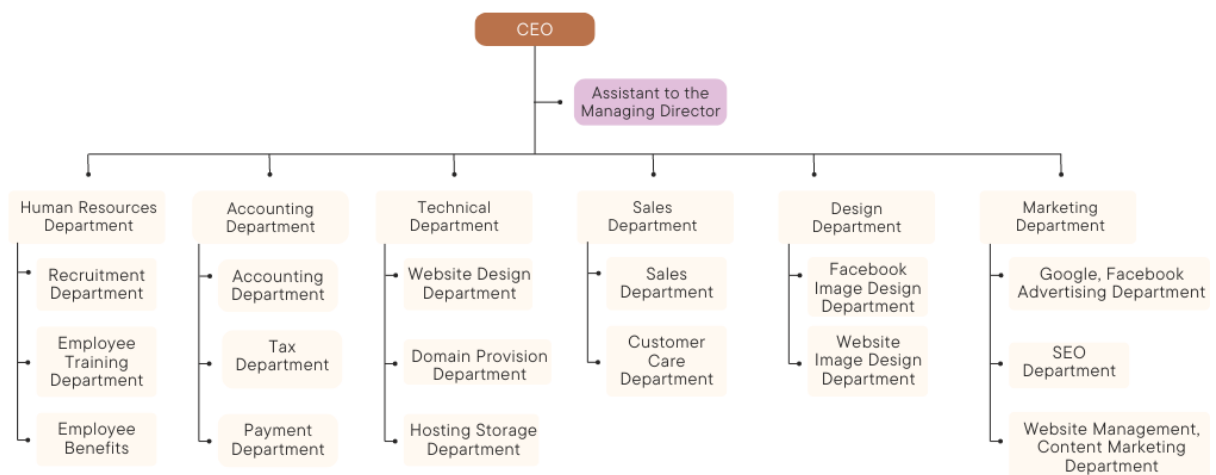


Figure 1.2: Organizational structure of SIKIDO

(Source: SIKIDO Human Resources Department)

SIKIDO's departments and divisions are organized as shown in the chart above. Below are the details of the functions of each department:

- **CEO**

The CEO at SIKIDO plays a key role in ensuring the smooth operation and effective management of the departments, optimizing all company activities. The responsibilities include:

- Defining the company's strategic development direction and long-term vision and mission.
- Overseeing and managing all company activities across departments: Human resources, accounting, technical, sales, design, marketing, ensuring goals and targets are met on time.
- Making crucial decisions regarding policies, finance, human resources, and daily operations.
- Representing the company in relationships with Clients, partners, and other stakeholders.

- **Executive Assistant**

The executive assistant supports the CEO in managing daily tasks, organizing meetings, and tracking project progress. This role also acts as a bridge between the CEO and other departments in the company.

- **Accounting Department**

The accounting department is responsible for managing the company's financial resources, planning fund usage, and managing other assets. This department ensures the effectiveness of financial management as well as financial and accounting controls over the company's operations. Responsibilities include:

- Organizing, supervising, and performing accounting activities, including receiving, checking, and processing documents; maintaining accounting records; and preparing monthly, quarterly, and annual financial reports as directed by the CEO.
- Managing service contracts, sales contracts, invoicing, and tracking financial settlements of contracts, while regularly updating the CEO on the financial status of each contract and the overall business.
- Preparing loan, repayment, and statistical reports as directed.
- Managing debt collection and budget payments, fulfilling commitments to the government.

- **Technical Department**

SIKIDO's technical department handles many critical tasks in providing technology and digital support services. This includes:

- Website Design Team: is responsible for developing and designing website interfaces, creating engaging user experiences, building customer-requested features, and optimizing website speed and performance.
- Domain Provision Team: helps customers select and register appropriate domain names for their brands, managing related settings and ensuring timely domain renewals.
- Website Hosting Team: provides website hosting services, ensuring that customer websites operate stably and securely. Additionally, this team is responsible for system security and maintenance, implementing measures to prevent cyberattacks, and maintaining optimal website performance.

- **Sales Department**

SIKIDO's sales department plays a crucial role in developing and maintaining customer relationships. This department consists of two main sections: the Sales Team and the Customer Care Team.

- Sales Team: is responsible for finding, approaching, and attracting new customers. They introduce the company's services, negotiate contracts, and play a key role in closing new business deals. Their duties go beyond selling, as they also aim to understand customer needs and provide optimal solutions.
- Customer Care Team: maintains and develops relationships with existing Clients provided by the Sales team after contracts are signed. They address inquiries, handle arising issues, and ensure customer satisfaction with the company's services. Additionally, they collect feedback to improve service quality and suggest appropriate solutions. In summary, the sales department acts as a crucial bridge between the company and its customers, ensuring the company's success and sustainable growth.

- **Design Department**

SIKIDO's Design Department is responsible for creating visual images and content for marketing campaigns. When working on image design for Facebook and Website campaigns, this department handles several key tasks.

- For Facebook campaigns, they are in charge of creating creative images that capture users' attention and drive engagement. These designs must meet the requirements of each campaign, accurately reflecting the Client's message and brand.
- For Website campaigns, the design team focuses on creating images, banners, and graphic elements that enhance the user experience. They ensure that the designs are not only visually appealing but also easy to interact with, helping users quickly access information and encouraging actions such as signing up, purchasing, or contacting the company. Additionally, the department works closely with other departments to ensure

consistency and cohesion across media platforms, creating a comprehensive and effective marketing campaign.

- **Marketing Department**

SIKIDO's Marketing Department is organized with a specialized structure to handle various marketing activities, ensuring the highest results for Clients. The department's operations include:

- **Google and Facebook Advertising:** Responsible for managing Google Ads campaigns, including keyword planning, writing Ads content, and optimizing campaigns to achieve the best cost-efficiency and results. This department also manages Google Search Console to resolve issues related to website search visibility. On Facebook, they handle campaigns via Facebook Meta Suite, creating engaging ad content, setting target audiences, and monitoring and optimizing campaign performance.
- **SEO, Website Management, and Content Marketing:** This department plays a vital role in optimizing and maintaining online performance. The SEO team focuses on improving website rankings on search engines to increase traffic. The Website Management team handles tasks like completing missing sections on the website, such as banners, conversion buttons, and company information and policies. Moreover, they collaborate with the Content Marketing team to create and manage content like blogs, articles, and videos to attract and retain customers, while enhancing brand image.

1.3 Company Size

As of October 2024, SIKIDO has a total of 250 employees. The largest department is sales, making up 40% of the workforce, followed by the technical department (20%), human resources (5%), accounting (5%), marketing (20%), and design (10%).

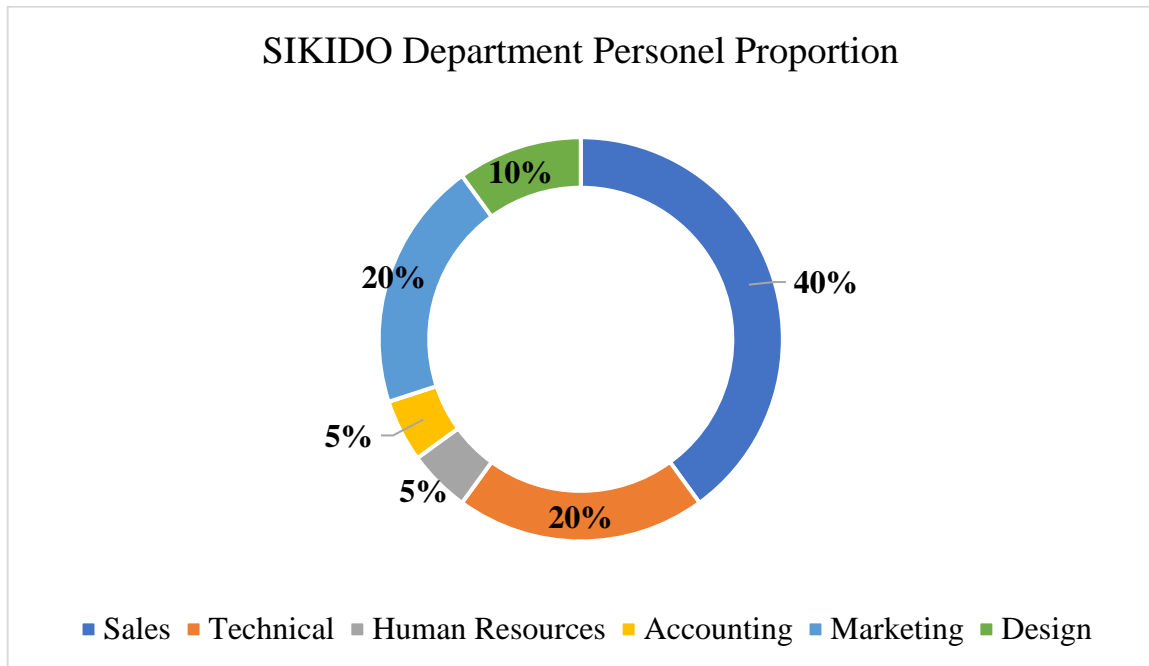


Figure 1.3: SIKIDO Department personnel proportion

(Source: SIKIDO Human Resources Department)

With a team of experienced, dedicated, and highly professional staff who closely support Clients from the first steps of cooperation, customers always feel confident.

- Highly skilled programmers with excellent expertise and qualifications.
- Customer care services are friendly, enthusiastic, and trained professionally to prioritize customer satisfaction.
- Sales personnel are polite, honest, quick, and provide highly detailed and easy-to-understand consultations.
- With an expert consulting team and extensive experience, Clients trust us in planning comprehensive investment strategies that are reasonable, effective, and cost-efficient. SIKIDO believes it will bring satisfaction to Clients in every detail of its services.
- Additionally, the departments are organized with clear management levels for each division to ensure work is performed efficiently and optimal results are achieved.

1.4 Operational Status of SIKIDO from 2021 to 2023

To better understand SIKIDO's development and performance, we will review the company's operations during the period from 2021 to 2023:

Table 1.1: SIKIDO's business performance report (2021-2023)

Unit: VND

STT	Indicator	2021	2022	2023
1	Revenue from services	70,450,950,175	81,925,034,894	91,395,546,367
2	Revenue deductions	-	-	-
3	Net revenue from services	70,450,950,175	81,925,034,894	91,395,546,367
4	Business management expenses	45,413,638,567	51,527,689,457	55,623,263,327
	- Including loan interest	-	-	-
5	Net profit from operations	25,037,731,616	30,397,345,440	35,772,282,040
6	Other income	-	-	-
7	Other expenses	-	-	-
8	Other profit	-	-	-
9	Total pre-tax accounting profit	25,037,731,616	30,397,345,440	35,772,282,040
10	Profit after corporate tax	22,533,958,450	27,357,610,900	32,195,053,840

(Source: SIKIDO Accounting Department)

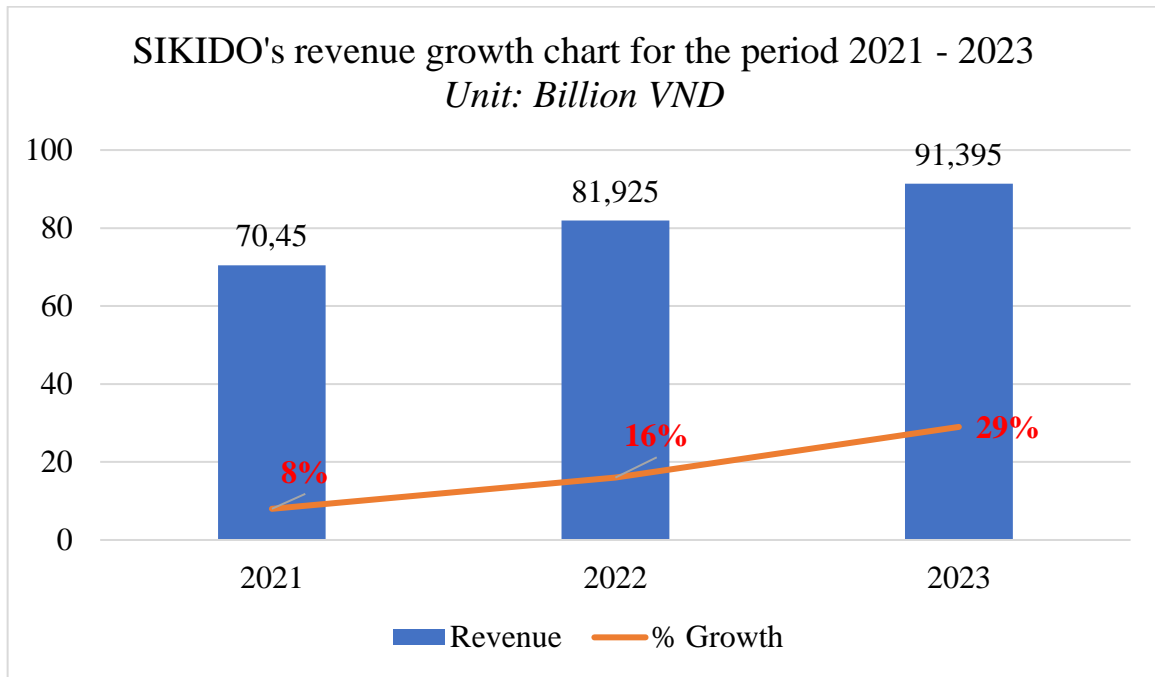


Figure 1.4: Revenue Growth of SIKIDO (2021-2023)

(Source: SIKIDO Accounting Department)

According to the information in Table 1.1 and Figure 1.4 above, SIKIDO's total annual revenue for 2022 was VND 81,925,034,894, an increase of VND 11,470,084,702 (equivalent to 16%) compared to the same period in 2021. In 2023, despite the economic downturn, SIKIDO continued to grow, achieving a revenue of VND 91,395,546,367. This represents an increase of VND 20,944,596,190 (29%) compared to 2021. Notably, expanding new services such as Google Ads, Facebook Ads, online advertising, SEO optimization, website management, and content marketing significantly contributed to this growth.

Overall, SIKIDO successfully capitalized on post-pandemic opportunities, diversifying its services to meet market demands. The consistent revenue growth in 2022 and 2023 highlights the company's successful business strategies and flexible adaptability.

1.5 Summary of Chapter 1

Through its history of formation and development, we can see the challenging journey of SIKIDO in becoming one of the leading Agencies providing website design and online advertising services in Vietnam. The company continuously adapted to the pandemic and the changes in consumer preferences and behaviors, steadily refining and optimizing its service solutions for Clients. As a result, this has contributed to SIKIDO's remarkable growth in both revenue and reputation in the market.

However, SIKIDO does not stop at its core services. The company has a clear long-term development goal: multi-service, multi-sector expansion. To achieve this, SIKIDO will need significant investment in its team as well as the application of advanced technologies in developing its services. In the upcoming phase, Content Marketing services are expected to be a breakthrough that will contribute to the company's sustainable and long-term growth, as it not only helps Clients increase brand awareness across platforms but also reaches many other potential customers.

CHAPTER 2

PROBLEM ANALYSIS

2.1. Definition of concepts

2.1.1 Content Marketing

Content Marketing is generally defined as creating various types of content that provide value or meaning to viewers and delivering it to the right audience through a systematic process to achieve the company's marketing objectives: "Content marketing is a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience." - According to the Content Marketing Institute. Content Marketing includes formats such as social media posts, blogs, images, videos, infographics, podcasts, and other interactive materials. By providing useful information about a product/service or solving a problem that consumers face, Content Marketing becomes an effective tool in helping customers better understand the product/service, increasing their favorability and trust in the brand, as well as fostering interactions and building a two-way relationship both companies with customers. Therefore, businesses that heavily invest in Content Marketing are more likely to attract potential customers by increasing online visibility, thereby encouraging viewers to make purchases and helping the business grow revenue faster. According to a study by HubSpot, companies that use Content Marketing have the potential to grow revenue up to 13 times faster than those that do not implement this strategy.

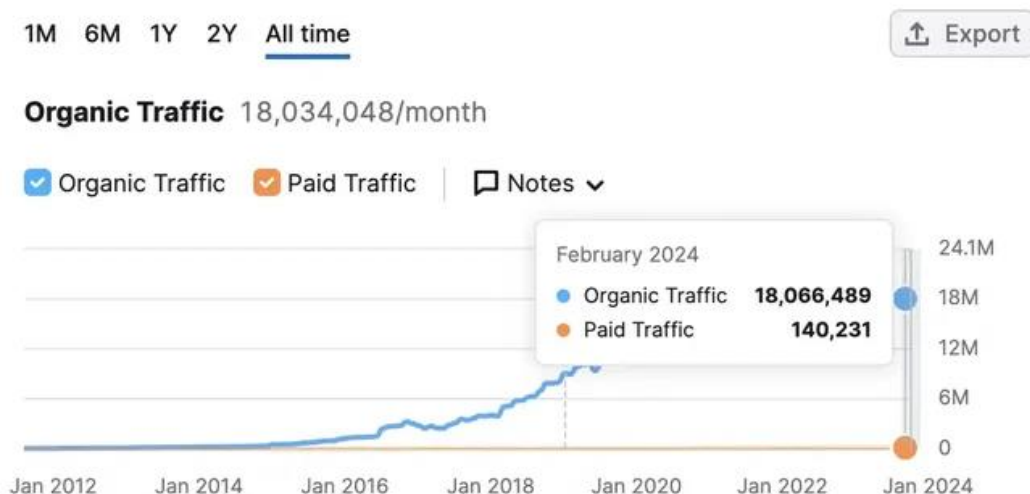


Figure 2.1: Content Marketing's revenue growth potential

(Source: HubSpot)

2.1.2 Content Marketing Services on TikTok

Content Marketing services on TikTok involve businesses using the TikTok platform to create and share engaging content to attract users and build a community. With its short video format and high interactivity, TikTok has become a powerful marketing channel for brands looking to connect with a younger, dynamic audience. According to an estimate by eMarketer, TikTok had 1.04 billion active users globally as of May 2024, highlighting the significant potential for businesses to reach prospective customers.

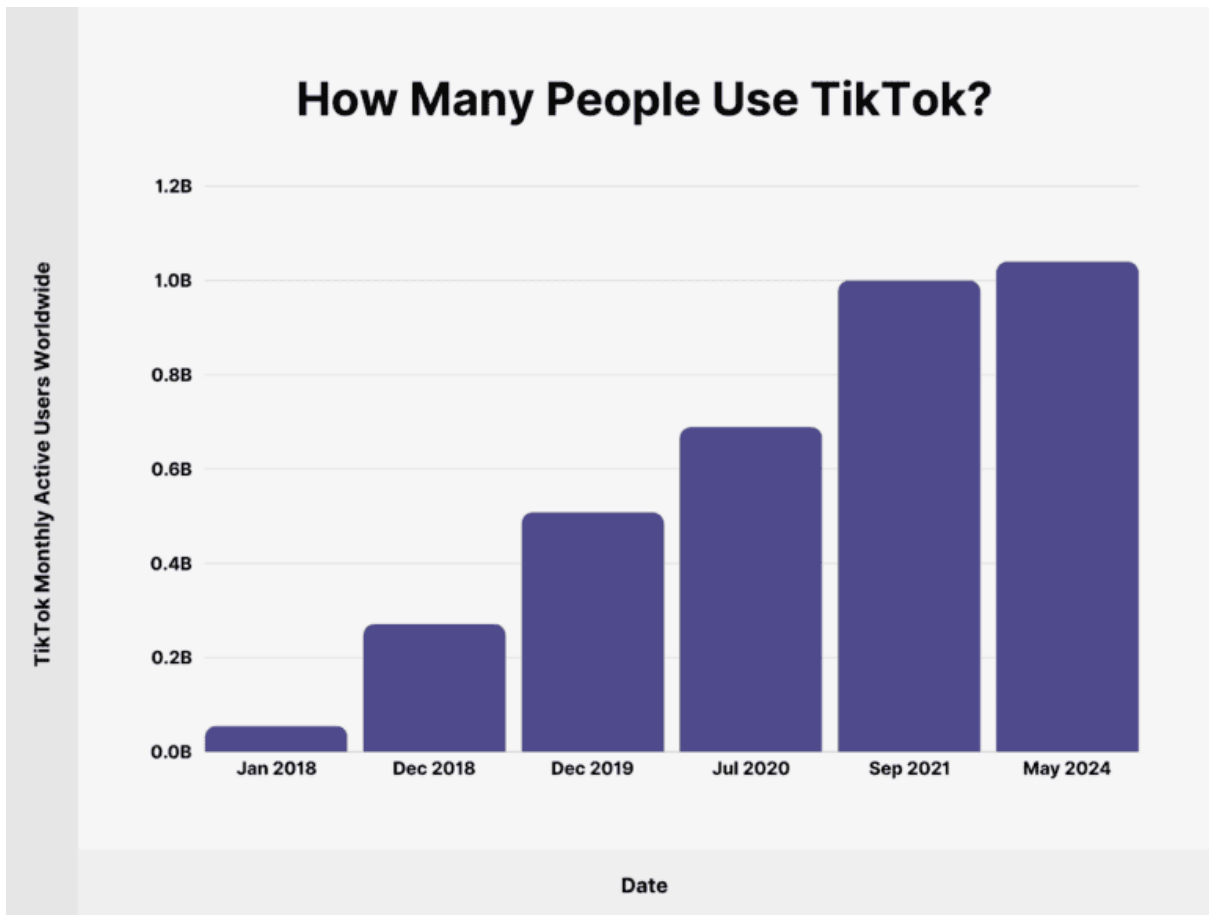


Figure 2.2: How many people use TikTok?

(Source: DataReportal)

These services include developing creative video content, running advertising campaigns on TikTok, optimizing content to capture attention and create viral reach, as well as tracking and analyzing content performance to adjust marketing strategies.

TikTok is becoming a leading social media platform not only for its creativity and high interaction but also due to the staggering amount of time users spend on it. According to the latest statistics, the global average time spent on TikTok is 95 minutes per day, far exceeding

other social media platforms. This is a key indicator of TikTok's appeal and potential in capturing user attention.

Social Media	Average Time Spent per Day
TikTok	95 minutes
Instagram	62 minutes
X (Twitter)	30 minutes
Snapchat	19 minutes

Figure 2.3: Average time spent per day on Social Media

(Source: Financial Times, eMarketer)

2.2 Research Methodology

2.2.1 Research objectives

- Research, analyze the market, customers and identify opportunities.
- Evaluate the feasibility of developing a new service - Content Marketing on TikTok
- Propose to develop a new service - Content Marketing on TikTok for SIKIDO company to help provide additional Marketing solutions for Clients.

2.2.2 Related theories

2.2.2.1 New Products Process Theory - McGraw-Hill

McGraw-Hill's "New Products Process" theory is a model that systematizes the steps of developing and managing new services, to ensure efficiency and success when launching to the market. This process includes five basic stages:

- Phase 1 Opportunity Identification and Selection
- Phase 2 Concept Generation
- Phase 3 Concept/Project Evaluation
- Phase 4 Development
- Phase 5 Launch

2.2.2.2 Reasons for applying this theory at SIKIDO

Applying the "New Products Process" will help SIKIDO systematically approach the development of new services, from identifying opportunities on TikTok, creating ideas that suit customer needs, assessing feasibility and risks, to developing and deploying this service to the market. Applying this process not only helps SIKIDO ensure the effectiveness and success of

the new service but also strengthens the company's competitive position in the increasingly competitive digital media market.

2.2.2.3 Applying the theory to SIKIDO's new service development process

Table 2.1: Applying the theory to SIKIDO's new service development process

Phase	Objective	Activity	Outcome
Phase 1: Opportunity Identification and Selection	Identify potential opportunities for a new product or service	Desk research to identify unmet customer needs, emerging trends, or technological advances that could lead to a new service (TikTok Content Marketing service)	A list of potential product opportunities that can be pursued
Phase 2: Concept Generation	Generate viable ideas for the new service based on the identified opportunities	Brainstorm and develop ideas for the type of TikTok content that the Content Marketing service can provide, such as short videos, challenges, and collaboration with influencers. Evaluate the tools, methods, and content styles that will help SIKIDO Clients stand out on TikTok	A set of preliminary ideas for services that address the identified opportunities
Phase 3: Concept/Project Evaluation	Evaluate and select the most viable ideas for further development	Screen the ideas to determine feasibility, market potential, and fit with the company's resources	A shortlist of the most promising service ideas to be further developed

		Then conduct customer interviews and internal surveys to assess market attractiveness and technical and cost capabilities. From there, select the most potential ideas	
Phase 4: Development	Develop a service prototype and conduct testing	Including detailed service design, team building, and support tools, prototype development, testing the service internally or with some existing customers. Evaluate and adjust the service and prepare a Marketing Plan	The TikTok Content Marketing service is completed and optimized and the staff is trained and ready to deploy the new service
Phase 5: Launch	Introduce the new service to the market	Complete and launch the TikTok Content Marketing service. Implement a campaign to promote the service to potential and existing customers. Optimize the service delivery process, and ensure quality and efficiency in implementing the	The new service is launched in the market, and the company begins to monitor its success, making improvements as needed

		TikTok Content Marketing strategy	
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2.2.3 Research Methodology

- **Definition of In-Depth Interview**

In-depth interviews are understood as a qualitative research method in which the researcher directly converses with the respondent based on a pre-prepared set of questions to gather detailed and insightful information on specific aspects. The diversity in respondents' answers provides a rich and varied source of data, uncovering many potential ideas for the development of current and future research. In-depth interviews not only explore answers to the given issues but also encourage respondents to share their personal views, underlying causes, influencing factors, and the broader context. This allows researchers to gather useful and practically meaningful information for addressing the research problems.

- **Purpose of Application**

In-depth interviews are used in research to obtain comprehensive and rich data from participants. Using this approach, researchers can access rich concepts and viewpoints that might not surface through surveys or other quantitative research techniques. Researchers can develop more appropriate solutions by better understanding participants' needs, expectations, and the variables influencing their behavior within the research environment through in-depth interviews.

- **Implementation**

In this study, in-depth interviews were conducted with 20 current and potential Clients of SIKIDO Company. The implementation steps included:

- Preparation: Prepare by coming up with interview questions about expectations for Agency services, usage patterns on TikTok, and the elements that make content marketing strategy successful.
- Conducting Interviews: Organize interviews either in person or via online platforms, with me taking on the role of interviewer. During the interview, I will record and listen carefully to note down the highlighted points or good, innovative, useful ideas to solve research problems.
- Recording and Analysis: After completing the interviews, I summarized and analyzed the gathered information to draw conclusions and recommendations for SIKIDO's content marketing services on the TikTok platform.

The in-depth interview method helped me collect valuable information, providing a comprehensive and profound insight into the market, as well as Clients' needs and expectations in the field of content marketing on TikTok.

2.3 Analysis and Research Results

2.3.1 Phase 1: Opportunity Identification and Selection

2.3.1.1 Question 1: What is the reason that prompted your company to decide to cooperate with an Agency to implement a Content Marketing campaign on TikTok?

First, all interview participants (20/20) provided responses similar to respondent 1's opinion; they all believed that: “The main reason that led me to decide to collaborate with an Agency to implement a Content Marketing campaign on TikTok, to take advantage of their professionalism and experience in optimizing the content on this platform”. This shows that businesses are looking not only for an execution partner but also for an expert with in-depth knowledge of TikTok, to help them avoid technical risks or mistakes in their customer outreach strategy. Collaborating with an Agency allows businesses to easily execute complex campaigns, ensuring that the content created is both creative and aligned with the target audience. This reflects businesses' interest in maximizing the benefits of TikTok, a platform with a unique algorithm and operating mechanism that requires comprehensive understanding.

Second, 17 out of 20 respondents believed that collaborating with an Agency helps them save time and effort. In reality, many businesses do not have an in-house team dedicated to TikTok, or if they do, they still face challenges in keeping up with new trends and managing the details of campaigns, as respondent 3 mentioned: “However, with the busy work schedule, managing tours and ensuring service quality have taken up all of my time. Building and executing an effective Content Marketing campaign on TikTok by myself is nearly impossible. To fully leverage the opportunities TikTok offers, I decided to collaborate with an Agency specializing in marketing on this platform. This decision was based on the benefits I believe the Agency can bring to Alex Tour”. Therefore, they believe that transferring the entire campaign management to a third party will allow the business to focus on other core activities, avoiding the dispersion of resources: “Additionally, collaborating with an Agency helps save time and resources as they handle the entire process, from planning, content production, to campaign management. This allows my marketing team to focus on other important tasks.” - Respondent 4 shared.

Another important factor emphasized by 13 out of 20 interview participants is that the challenges posed by the TikTok platform itself are the reason they need support from an Agency.

TikTok, with its unique algorithm, rapidly changing trends, and constant demand for creativity is a difficult platform for businesses lacking experience or resources. As respondent 5 shared, when implementing Content Marketing campaigns on TikTok, she realized one important thing: “I realized that creating engaging and relevant content on TikTok requires a high level of creativity and a deep understanding of trends and user behavior on the platform. Although the company has an in-house marketing team, to maximize the effectiveness of the campaign and fully leverage TikTok’s potential, I believe we still need support from a professional Agency with experience in executing campaigns on this platform” This further highlights that more and more businesses are becoming aware that TikTok is not just an advertising platform, but also an environment that requires agility, flexibility, and the ability to create engaging and unique content.

Although only 6 interview participants agreed that cost-saving is also a fairly important factor for them, it is not the main reason why Clients choose to collaborate with Agencies. This shows that businesses are willing to invest in high-quality Content Marketing solutions on TikTok, as long as they receive value that matches their investment. I will analyze this level of investment in more detail in question 6.

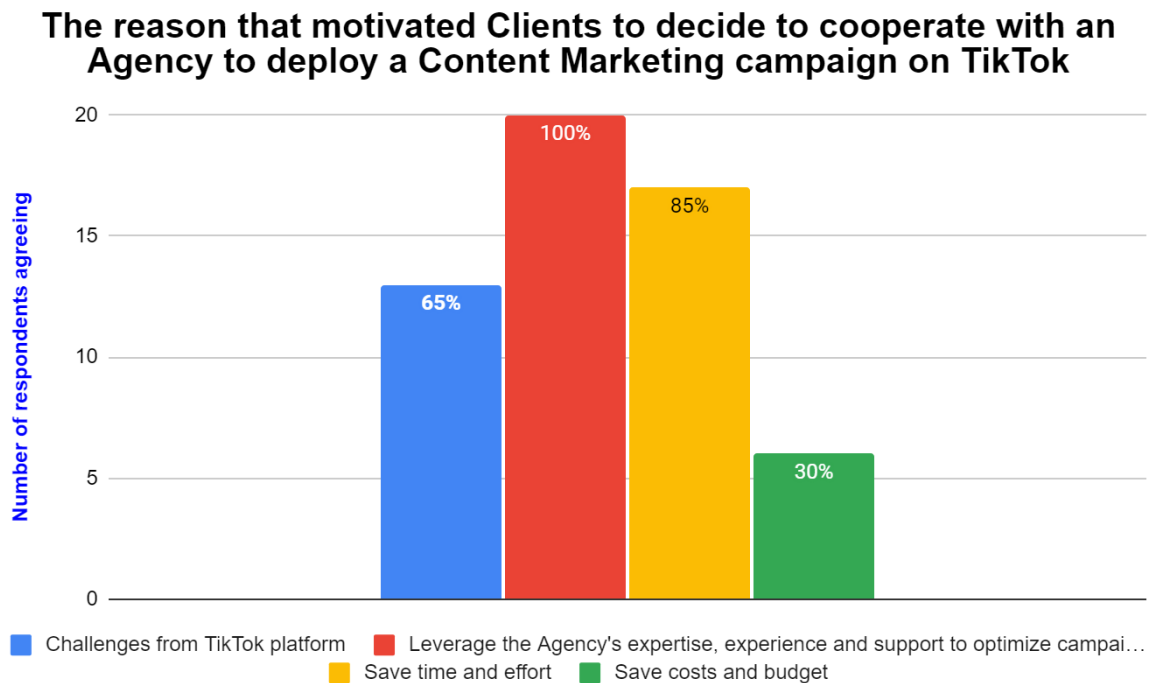


Figure 2.4: The reason that motivated Clients to decide to cooperate with an Agency to deploy a Content Marketing campaign on TikTok

(Source: Research results)

Overall, through this analysis, it can be seen that the main reason businesses decide to collaborate with Agencies is to address the challenges posed by the TikTok platform, leveraging the expertise of Agencies to optimize campaigns and ensure that expected results are achieved. Factors such as saving time and effort, along with facing the complex technical requirements of TikTok, are strong motivations driving businesses to seek professional support from Agencies.

2.3.1.2 Question 2: How do changes in customer behavior and preferences on TikTok affect your marketing strategy? Why?

All businesses participating in the interviews recognize that TikTok is a dynamic platform that requires continuous updates and content creativity. Personalizing content is considered a core factor because TikTok users increasingly tend to seek content that aligns with their interests and lifestyles. This not only requires businesses to have a clear understanding of their target audience but also the ability to leverage data to create customized content tailored to specific customer groups. As respondent 12 explained, upon noticing this trend, her company adjusted its Content Marketing strategy: “TikTok users, especially young people, are often drawn to new trends, quick and engaging content within a few seconds. This forces me to continuously update and adjust my content strategy to keep up with hot trends, such as challenges, trending music, or creative, concise storytelling.” Moreover, keeping up with trends and quickly jumping on trends is also an important part of maintaining a brand presence on this platform. If businesses cannot timely grasp new trends or lack the creativity to personalize user experiences, they will easily be left out of the intense competition. This is similar to what respondent 11 shared: “Customers on TikTok frequently change their tastes and trends in real-time, which requires our company to continuously update and adjust our marketing strategies. For instance, a new fashion trend can quickly gain attention and become a “hot trend” on TikTok. If I don’t quickly catch up with this trend and adjust our advertising content, we might miss the opportunity to reach potential customers”.

The changes in customer behavior and preferences also require businesses to continuously monitor and adjust their strategies, with 16 out of 20 respondents agreeing with this view. This arises from the fast-paced nature of TikTok, where user trends and preferences can change within just a few days or weeks. A marketing strategy on TikTok cannot succeed without the ability to continuously adjust based on real market data; therefore, monitoring metrics such as engagement rates, views, comments, and shares becomes extremely important. As respondent 2 shared about how they have adjusted their strategy to best suit their audience.: “I use data

analytics to better understand new insights from our target audience, then create content and messages tailored to specific customer groups”.

Interacting with customers is the key to building sustainable relationships. Encouraging direct interaction with customers is considered an essential factor in the marketing strategy of TikTok by 13 out of 20 businesses. Activities such as creating challenges, live streaming, or direct commenting are becoming powerful tools to attract customer's attention and make them feel connected to the brand. Indeed, when comparing this with the insights shared by respondent 12, we can see this more clearly: “I also noticed that TikTok users love instant interaction, so live-streaming product showcases and answering customer questions in real-time has become an important part of the company's strategy. Understanding these changes has helped me adjust the content to attract and retain customers more effectively”. This shows that interaction not only provides communication value but also helps the brand gain a better understanding of customer feedback, allowing for improvements in products and services. A high level of interaction is often associated with a higher conversion rate because customers feel more engaged in the brand's story, rather than just being passive consumers.

On the other hand, TikTok is a platform where customer behavior differs significantly from other social networks, which has a direct impact on how businesses segment and reach their target audience. Six interview participants shared their feelings that: “if a new challenge or trend emerges, creating content aligned with that trend can help our company’s brand quickly attract attention”, They noticed that changes in behavior also somewhat affect how quickly or slowly they can reach their target audience and whether they are reaching the right audience. It is evident that on TikTok, customer groups are segmented not only by age, gender, or geographical location but also by interests, video-watching habits, and how they interact with content. This requires businesses to adjust their methods of analysis and customer targeting compared to other platforms like Facebook or Instagram. Businesses must not only target large customer groups but also focus on smaller, more specific groups, especially those users who tend to engage positively with content related to their brand. Careful segmentation helps businesses optimize their advertising budget and avoid wasting resources on non-potential target groups.

Additionally, although it is not the top factor, some businesses (3 out of 20 interview participants) still place importance on quickly and positively responding to customer inquiries on TikTok. For example, respondent 2 emphasized the significance of this: “Since TikTok users

tend to engage heavily with content by liking, commenting, and sharing, we need strategies that encourage interaction, provide guidance, and prepare to respond quickly and positively to customer feedback and questions”. They believe that having an effective community management team is essential for the brand to maintain trust and build sustainable relationships with customers, especially in today's highly competitive environment.

Finally, only 2 people believe that changes in customer behavior affect how marketing budgets are allocated, namely respondent 13 and respondent 14, as they will rely on these changes to adjust their investment budget for that type of content: “user behavior on TikTok also influences how I allocate budgets and choose advertising formats. For example, if I see that short, humorous videos attract more views and engagement, I might decide to invest more in that type of content.” Even though only 2 people agreed, this is still noteworthy because TikTok is a new platform, and businesses must adjust their financial resources to optimize campaign effectiveness by choosing to allocate more budget towards experimenting with new content or reducing spending on TikTok if the current strategy does not yield the expected results.

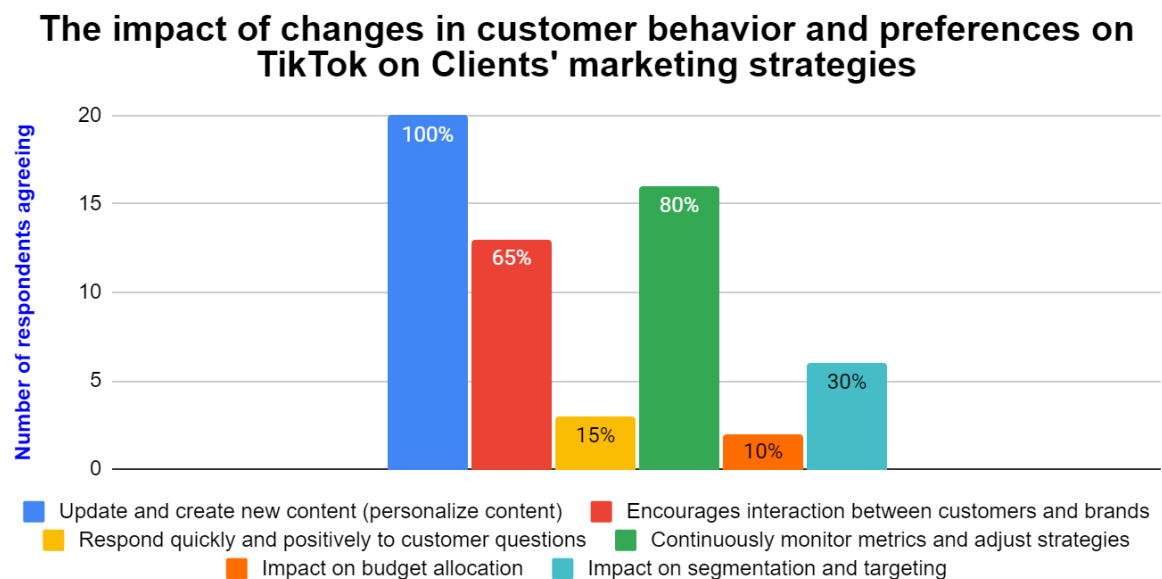


Figure 2.5: The impact of changes in customer behavior and preferences on TikTok on Clients' marketing strategies

(Source: Research results)

Overall, changes in customer behavior and preferences on TikTok have significantly impacted how businesses build their marketing strategies. Businesses not only need to be flexible in personalizing content but also must actively monitor trends, engage with customers positively, and allocate resources wisely. Those businesses that understand and quickly adjust their

strategies to align with the dynamic environment of TikTok will have a greater chance of success, while those that are slow to adapt may miss out on many potential opportunities.

2.3.1.3 Conclusion for Phase 1

Analyses conducted through the surveys and interviews perceived that businesses increasingly want to use TikTok as a marketing tool. Obviously, they realize that TikTok is not only a platform for entertainment, but rather, it is a big chance to develop brand recognition. Companies want to post short videos that will pull more consumers and in turn increase market growth. All these findings indicate a definite trend in the increasing popularity and the growing demand for Content Marketing services in order for them to enhance their profile in TikTok. In addition, the content analytics also show that TikTok users also become more picky about the contents which are short and have due creativity. They wish to be entertained, but they also wish to connect and interact with brands through videos. This means that the market demand is not only from the companies but from the customers' satisfaction as well. Customers want brands to creatively and engagingly participate in their lives and hence businesses have to change their marketing strategies accordingly.³

Based on these findings, I have identified the key trends and drivers behind market demand for Content Marketing services on TikTok. The combination of business needs and changes in customer behavior suggests a significant opportunity for marketing services on this platform. Businesses are seeking innovative and effective solutions to develop content that aligns with customer preferences, opening the door to a variety of Content Marketing services on TikTok, ranging from brand building to interactive advertising campaigns.

2.3.2 Phase 2: Concept Generation

2.3.2.1 Question 3: What type of content on TikTok do you think will attract your target audience the most, and why?

When asked about the types of content that attract Clients' target audience on TikTok, Educational videos, Skills, Tips, and DIY content were the most popular choices, with 16 out of 20 respondents agreeing that this type of content draws significant interest from their target customers. These types of videos provide practical value to viewers, helping them solve everyday problems easily. Respondent 7 also shared on this issue: “In my opinion, the type of content that will attract Mai Ngoc Yoga’s target audience the most on TikTok will be short, easily accessible videos that provide real value, such as simple yoga exercises that anyone can follow at home. TikTok is a platform where people seek quick entertainment, but they also appreciate things that provide clear benefits in their lives. Therefore, if I post short yoga tutorial

videos along with tips to improve health or reduce stress, it will definitely attract attention. Especially for busy individuals, they want to see something brief yet effective.” This type of video not only helps the brand build trust but also enhances interaction with users by providing useful information. Similarly, respondent 8 also shared that due to the nature of the business field, such videos are very important: “Customers often care about the origin, benefits, and usage of bird's nests for optimal results. Videos sharing in-depth knowledge, presented in a simple and easy-to-understand way, will help customers trust the product and make purchasing decisions. For example, videos guiding how to prepare bird's nests, distinguishing between real and fake bird's nests, and tips for using bird's nests for different customer groups (children, elderly, pregnant women...) will garner more attention from customers”.

User-generated product/service review videos are also a highly valued type of content, with 13 out of 20 survey participants stating that this type of video creates strong trust among potential customers. As respondent 13 shared: “For instance, if a customer posts a video about how they use one of our furniture products to improve their living space, sharing their experiences and specific benefits, that video will attract a lot of attention. It shows that the product is not just a piece of furniture but an important part of improving consumers' everyday lives. These videos not only promote products naturally but also encourage potential customers to engage in conversations, creating a more authentic connection with the brand”. This is why many businesses are actively encouraging their customers to share product review videos on TikTok to increase trust and reach a larger audience.

Conversely, Storytelling videos, while not the most popular type of content, still received attention from 5 out of 20 respondents. Storytelling is seen as a way to help customers connect more deeply with the brand through inspiring narratives. This is especially true for products that carry special messages or meanings associated with the users, such as wedding attire, as shared by respondent 12: “Videos that tell stories of brides, their journey of choosing a wedding dress, or memorable moments on their wedding day can create a strong emotional connection. My customers are mostly people about to get married, and they often seek emotional empathy and connection. Watching these videos allows them to see themselves in similar situations and feel the care that Uni Bridal puts into their special day”. Although the number of businesses prioritizing storytelling is not large, it is still a type of content with potential for building long-term brand narratives.

Content types such as Challenge videos, Minigames, Livestreams, humorous and cute videos, and Q&A videos did not receive much support. However, this does not mean that these types of content lack potential; rather, they may simply not align with the current strategies of most businesses.

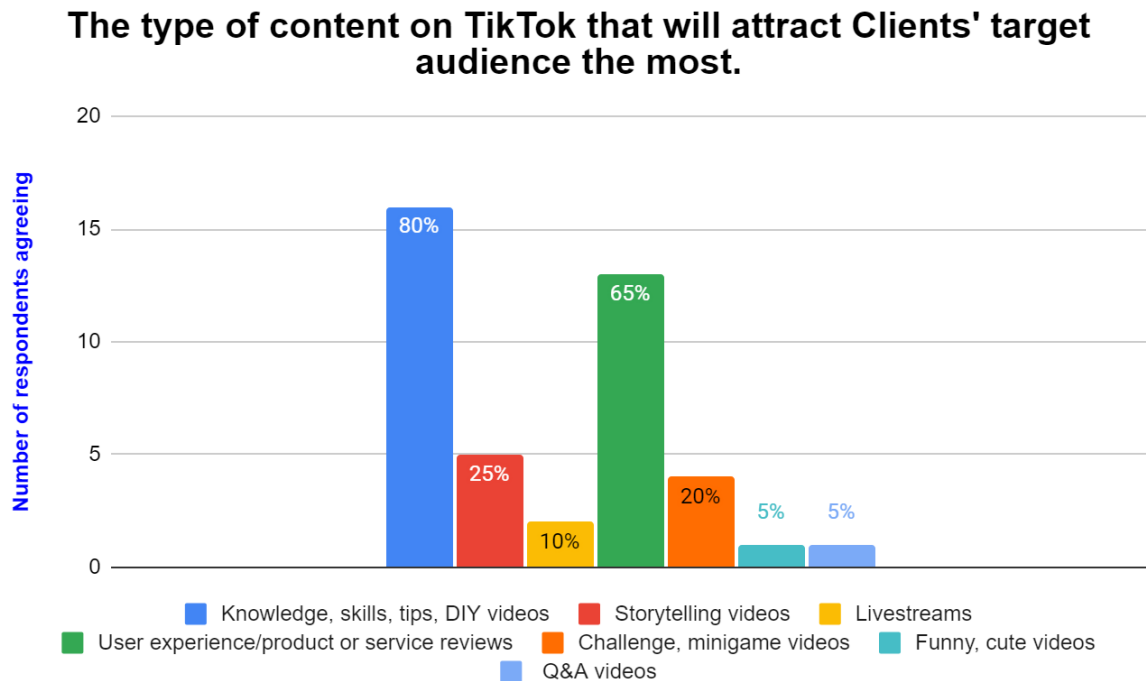


Figure 2.6: The type of content on TikTok that will attract Client's target audience the most

(Source: Research results)

Overall, the results collected from the interviews indicate that Educational videos, Skills, Tips, DIY content, and product/service review videos are the two types of content that attract the most customers on TikTok, with 16 and 13 respondents respectively providing matching answers. This highlights customers' preference for content that offers practical value and real experiences from other users. Although storytelling and challenge videos received fewer selections, they still play an important role in building brand narratives and engaging with customers. Businesses need to flexibly incorporate these types of content into their marketing strategies, continuously experimenting and optimizing to align with the changing behaviors and preferences of users.

2.3.2.2 Question 4: What potential ideas do you see on TikTok that your company has not yet tried? Why?

When analyzing the qualitative responses of businesses regarding potential ideas that have not yet been tested on TikTok, it is evident that Livestreaming and Challenges, minigames, and duet videos are the two ideas most frequently mentioned, with 9 out of 20 participants providing similar answers.

Livestreaming is seen as a powerful tool for direct interaction with customers, answering questions, and building trust instantly. Businesses recognize that livestreaming products or services can enhance authenticity, thereby encouraging customers to make purchasing decisions. As one respondent shared their genuine feelings about this format: "You can see this every day on TikTok with numerous live sessions from Hang Du Muc, Pham Thoai, Xoai Non, etc. These livestream sessions not only attract millions of viewers but also generate impressive sales within a short time...And you know how influential TikTokers can be; just Hang Du Muc can sell out products before she even tries them, and just Ha Linh's reviews can make customers trust in the product's quality and effectiveness and order immediately" - Respondent 10 shared that. While this format is extremely appealing for generating quick sales, it also carries significant risks, such as distorted product messages, unmet expectations, and the potential for customers to easily spread negative feedback, which can adversely affect the brand's reputation. Moreover, livestreaming can create time pressure for businesses in preparing products and after-sales services. When a large volume of orders is generated in just a few minutes, without thorough preparation, delays in delivery or errors in order processing can lead to a wave of negative feedback from customers. Therefore, while Livestreaming is a powerful tool for boosting sales, businesses need to carefully consider and prepare a comprehensive strategy, from production and quality control to customer service, to optimize effectiveness and minimize risks when implementing this format.

Alongside this, Challenges and Minigames are highly valued for their ability to engage a large community of TikTok users. Some businesses have not yet implemented these activities because they are concerned about the feasibility of creating campaigns that are compelling enough to become trends. However, businesses that have successfully conducted challenge activities believe that they can create a powerful viral effect if designed to align with the characteristics of their target audience. Respondent 4 elaborated on this perspective by sharing her successful application of such activities and her intention to invest more in this type of content: "I think I should add more Challenges and Minigames related to TOEIC, like vocabulary quizzes, word games, or the 100-day challenge to conquer 600+ TOEIC. These contents are not only fun and stimulate viewer participation but also create opportunities for them to interact directly with Agena TOEIC, helping to build a strong connection between users and the brand". Regarding the reasons why many businesses have yet to experiment with this format, it seems they share similar thoughts with Respondent 13: "My company hasn't executed these ideas yet because I want to ensure that each campaign is well-prepared and has a clear

plan. At the same time, implementing new ideas requires time for testing and adjustment to suit our customer base and company goals”. Thus, to optimize this format, businesses need to invest in monitoring trends, researching user behavior on TikTok, and continuously creating novel content. At the same time, it is also essential to regularly evaluate the effectiveness of each campaign, from participation rates to engagement levels, which is an important part of helping businesses adjust their strategies and continue to develop successful challenge activities.

Influencers, KOLs, KOCs (Key Opinion Consumers), and TikTokers were mentioned by 8 out of 20 interview participants as having untapped potential. Collaborating with influencers on TikTok allows brands to easily reach new customer segments, increase trust, and drive rapid conversion of buying behavior, as respondents cited clear evidence of the effectiveness of combining Livestreams with Influencers, KOLs, KOCs, and TikTokers in quickly boosting sales. However, in deciding to implement this combination, businesses have several concerns to consider, particularly the difficulties in finding suitable influencers and the high investment costs associated with this advertising format: “As you can see, choosing an influencer should not only be based on follower count but also on the actual engagement level of the influencer with their audience. For instance, the number of comments, likes, or shares on their posts should ensure that the influencer has a real impact, not just superficial numbers. Not every influencer is suitable for every brand” - Respondent 9 shared.

User-Generated content (UGC), with 4 votes, is also a considered idea, as user-generated content not only enhances engagement but also provides a more authentic and relatable feeling to the community. However, managing user-generated content remains a significant challenge for many businesses. Concerns about users potentially posting inappropriate content or content that does not align with the brand's message are the primary reasons some businesses are hesitant to implement this format.

Finally, ideas such as storytelling videos, AR filters, series videos, and before-and-after videos received less attention, with each idea mentioned by only 1-5 people. This can be explained by the fact that these formats often require substantial investment in creative content and technology, which not all businesses are ready to undertake immediately. However, these are still unique ideas that, if implemented effectively, could create a difference for brands on TikTok.

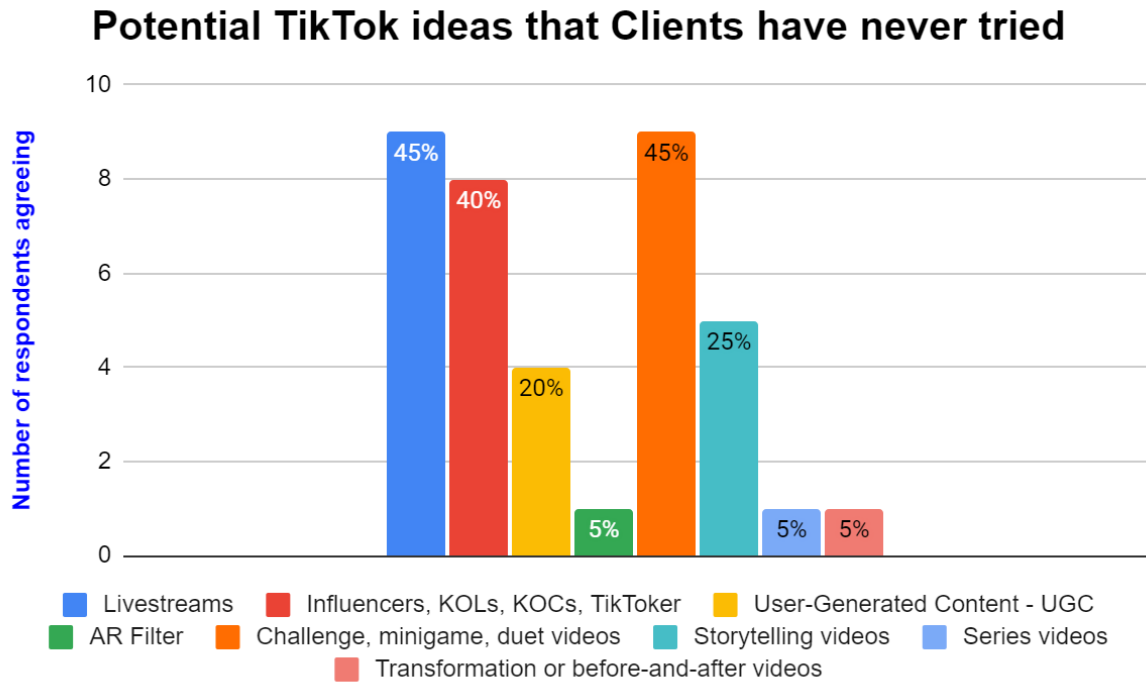


Figure 2.7: Potential TikTok ideas that Clients have never tried

(Source: Research results)

Overall, the interview results indicate that Livestreams and Challenges, minigames, and duet videos are two potential ideas that many businesses are considering but have not yet implemented due to concerns about risks and feasibility. Livestreaming is highly regarded for its ability to interact directly and build trust with customers, but it requires careful preparation regarding resources and after-sales service to avoid negative feedback. While challenge and mini-game activities can create a strong viral effect, they demand creativity and a clear plan. Collaborating with influencers, KOLs, and KOCs is also an attractive option for quickly boosting sales; however, the challenges of selecting suitable partners and high costs leave businesses hesitant. Ideas like UGC, storytelling videos, or AR filters are mentioned less frequently due to challenges related to content and technology, but they still hold potential if properly invested in.

2.3.2.3 Conclusion of Phase 2

Through the interviews, I found that businesses are increasingly focusing on leveraging TikTok as a strategic marketing channel. The combination of business needs and customer preferences indicates that there are untapped potential ideas, particularly in Livestreaming and Challenge or minigame activities. These formats not only enhance interaction and connection with consumers but also create opportunities to build trust with the brand. As TikTok users increasingly prioritize creative, entertaining, and interactive content, they are eager to participate in exciting activities organized by brands. This presents a significant opportunity;

however, many businesses remain hesitant to implement these ideas due to concerns about risks and the pressure of preparation.

The findings from these interview questions not only help me identify trends and potential on TikTok but also open up opportunities to develop content marketing services that align with customer needs. Businesses require innovative and effective solutions to meet consumer expectations, from creating engaging livestream content to organizing interesting challenge activities. This not only generates value for the brand but also provides positive experiences for customers, ultimately building loyalty and fostering sustainable market growth.

2.3.3 Phase 3: Concept/Project Evaluation

2.3.3.1. Question 5: What factors do you think will determine the success of a Content Marketing service on TikTok? Why?

Firstly, all 20 interview participants agreed that the key factor determining the success of a Content Marketing service on TikTok is creativity and the ability to keep up with trends. This clearly reflects that creativity plays a crucial role on a distinctive platform like TikTok, where short, trend-driven content easily captures viewers' attention. Respondent 12 also noted that, from a creative standpoint, this is the most fundamental factor influencing the success of a Content Marketing service on TikTok: "First at all, the content must be truly creative and engaging. TikTok is a platform where users scroll quickly and are exposed to millions of videos daily. Therefore, to stand out, the Agency's content on this platform must be unique and leave an impression from the first few seconds. A video needs to have elements of surprise, fun, and memorability to attract viewers. If the company's content is not distinctive and on-trend, it will easily get lost among countless other videos". This further goes to prove that when the trends are updated regularly, there is not only high engagement but also the company is able to reach out to its possible target audience. Therefore, in terms of creating marketing content on TikTok, innovation, and adaptability in terms of content becomes the most critical requirement.

Secondly, 16 of the 20 respondents also pointed out that deep knowledge of the audience is also very important. As one of the answers shares, Respondent 17: "Success on TikTok relies on a clear comprehension of audience behavior and preferences. Content needs to be personalized and aligned with user trends, needs, and habits. If the service can accurately analyze and capture the target audience, it will help create more engaging and interactive content". This suggests that there is a need for businesses to conduct studies to market how TikTok users behave, such that the content produced is not only imaginative but appealing to the users' expectations. There

is an understanding of the consumer, which means that companies can create content and even messages that target different segments of users enhancing their performance on loyalty and trust in the company's brand.

Thirdly, maintaining and improving marketing strategies requires data analysis and campaign performance tracking, according to 15 out of 20 interviewees. Respondent 8's statement: "In addition, analysis and measurement of effectiveness are essential steps to understand whether the campaign is performing well. The Agency needs to use analytical tools to track key metrics such as views, engagement rates, and conversion rates. This helps gain a clearer understanding of what works and what needs adjustment. I believe that having detailed reports greatly assists in optimizing strategies and achieving better results". This indicates that not only creativity but also accuracy in analysis and optimization are equally important factors in determining the success of Content Marketing services on TikTok.

Finally, while cost efficiency was mentioned by only 7 out of 20 participants, it still plays a significant role. Businesses always need to optimize their budgets to achieve maximum effectiveness without expending too many resources. Additionally, collaboration with KOLs or influencers received only 5 responses, indicating that this is not a primary factor but can contribute to the success of a campaign if used appropriately as an advertising tool: "Utilizing TikTok's advertising tools to optimize reach, as well as collaborating with TikTokers or influencers who have a relevant following, will help my content reach a larger audience" - Respondent 18 shared.

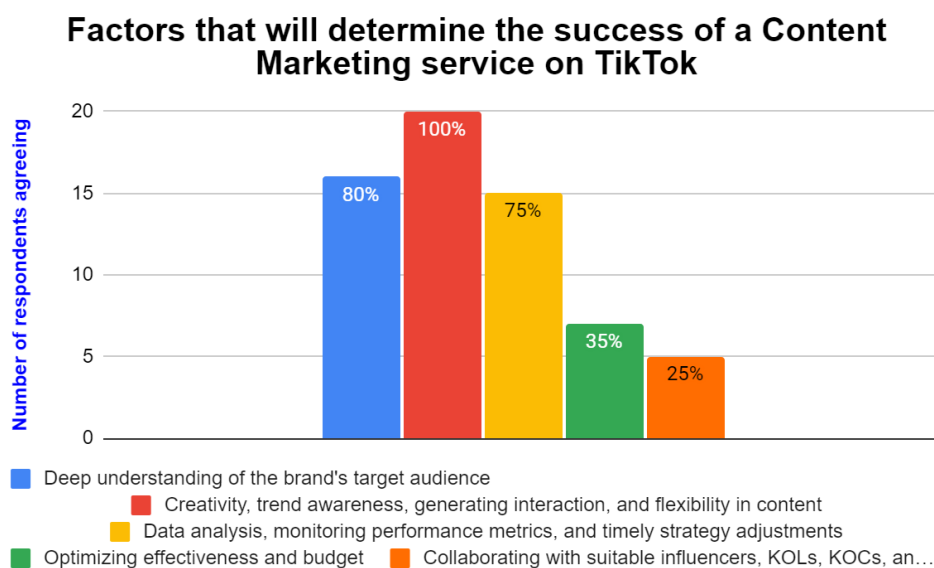


Figure 2.8: Factors that will determine the success of a Content Marketing service on TikTok

(Source: Research results)

Overall, with the continuous development of TikTok, businesses need to leverage opportunities from this platform through creative, flexible, and data-driven marketing strategies. The ability to understand customers and use the right analytical tools not only helps businesses optimize their Content Marketing strategy but also opens up significant opportunities for growth and brand building on the TikTok platform. Combining creativity, effective analysis, and customer understanding will create a comprehensive Content Marketing service that meets market demands and helps businesses establish their position in today's digital communication landscape.

2.3.3.2 Question 6: How much are you willing to invest in Content Marketing services on TikTok every month? What determines your monthly investment level for TikTok Content Marketing services?

- **Question 6.1: How much are you willing to invest in Content Marketing services on TikTok every month?**

The monthly investment levels for Content Marketing services on TikTok show a diversity in the willingness of businesses to pay. The majority of interview participants, specifically 14 individuals, chose to invest between 20 to 30 million VND, while another 14 individuals were willing to spend between 30 to 40 million VND each month. This indicates that businesses are recognizing the value of TikTok in brand development and customer outreach. It also demonstrates that budgets for TikTok campaigns are becoming increasingly important in the overall strategies of businesses.

Additionally, there is one business willing to spend over 50 million VND per month. The higher the investment, the greater the confidence in the effectiveness of the platform and the commitment from stakeholders to optimize costs and deliver tangible results. Therefore, it is rare for businesses to be willing to spend at this level on a single platform. The primary reason for such high investment is due to the specific brand objectives set for the TikTok platform, as well as the selection of tools and advertising formats used in the campaign: "If I'm preparing for a new product launch campaign and want to achieve a wide reach within a month, I might decide to invest 50 million VND in TikTok for ads, collaborating with influencers, and creating high-quality content"- Respondent 16 shared.

- **Question 6.2: What determines your monthly investment level for TikTok Content Marketing services?**

The differences in investment levels are influenced by several factors affecting businesses' spending decisions. First, the factor of additional investment in content production was

emphasized by 18 interview participants, ranking at the top of the list. This clearly reflects that businesses understand that quality, creative, and engaging content is the core element to attract attention and interaction from TikTok users. They are willing to increase the budget for content production to create eye-catching and interesting videos to stand out in the competitive landscape of this platform: “If the Agency can continuously deliver novel and interesting ideas while maintaining the brand's identity, I would be completely willing to invest in the long term” - Respondent 7 shared.

Next, the factor of campaign goals and marketing objectives was emphasized by 17 participants, making it a crucial element affecting the level of investment. As respondent 17 shared, the strategic goals prompted her to consider the investment as follows: “If my company aims for significant objectives, such as boosting brand awareness or attracting a large customer base, the investment needs to be higher to ensure the campaigns are executed professionally and effectively”. This indicates that businesses will consider their spending based on the expectations, significance, and priority levels of their marketing goals within their overall strategy. If a campaign is seen as a focal point with the potential to deliver substantial benefits, the budget allocated to it will be increased accordingly.

The factor of assessment of scale, scope, timing, effectiveness, and budget adjustments was also highly regarded, with 15 participants selecting it. This indicates that businesses exhibit flexibility in adjusting their budgets based on the actual results and performance of each campaign. Specifically, respondent 10 shared how she flexibly adjusted her budget as follows: “I will monitor the performance of campaigns through metrics such as views, engagement, and conversion rates. If a specific campaign achieves positive results and significantly boosts sales, I may decide to increase investment in similar campaigns in the following months. If the campaign does not meet expectations, I will adjust the budget, potentially reducing investment in less effective activities and increasing efforts in those likely to yield higher ROI”. Thus, regularly monitoring and evaluating metrics to make necessary adjustments is essential to ensure optimal effectiveness for marketing activities on TikTok.

The factor of the effectiveness of previous campaigns, chosen by 8 respondents, is also important, reflecting that businesses will consider the results of previously implemented campaigns to determine the level of investment for future activities. If past campaigns have been effective, they will be willing to spend more on future campaigns. Specifically, as Respondent 8 shared: “I usually base the current month's strategy on the previous month's

results; if something worked well, I will invest more in it, and if it didn't work well, I can cut back and come up with new, more unique ideas. If a previous campaign spent 30 million VND and achieved 500,000 views and 5,000 interactions, resulting in a revenue increase of 100 million VND, then I might raise the budget for the new month to 40 million VND for a similar campaign, expecting to achieve even better results”.

Finally, the factors of market trends and competitor activities, the company's marketing budget, and experience, reputation, capabilities, and commitment of the Agency also play a certain role but are not as prominent among the responses. The rapid changes in the market and competitor activities can create pressure on businesses, forcing them to invest more to avoid falling behind in the competitive race. The overall marketing budget of the business will affect their willingness to invest in Content Marketing services on TikTok. Meanwhile, trust in the Agency is also important, but it is not the primary determining factor for the level of investment.

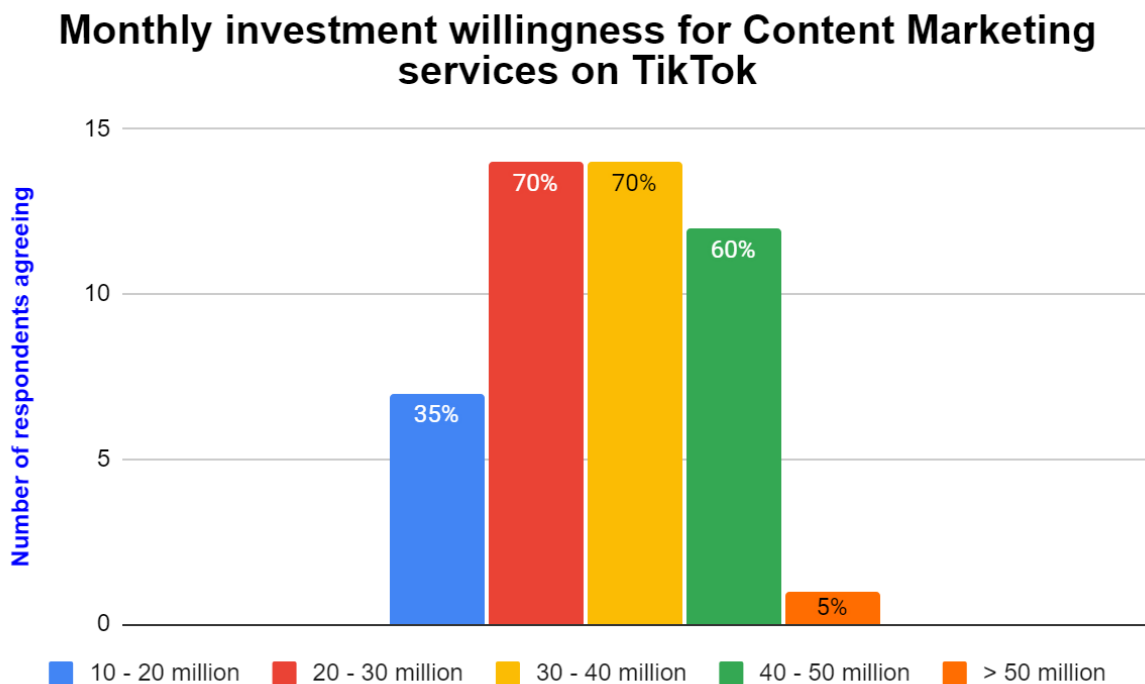


Figure 2.9: Monthly investment willingness for Content Marketing services on TikTok

(Source: Research results)

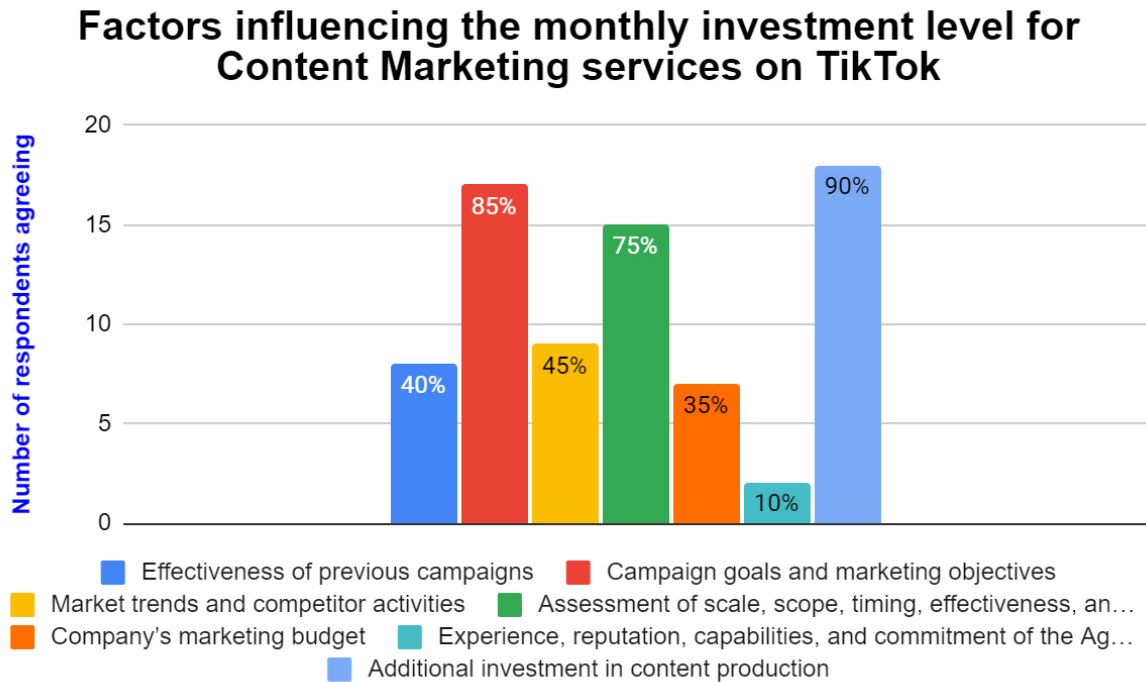


Figure 2.10: Factors influencing the monthly investment level for Content Marketing services on TikTok

(Source: Research results)

In conclusion, through the analysis of the interview results regarding investment in Content Marketing services on TikTok, it is evident that investment in Content Marketing on TikTok is opening up significant opportunities for businesses, and they are willing to spend if they can receive commensurate value from these marketing activities. The investment level in the range of 20 to 40 million VND indicates a strong commitment from businesses to leverage the potential of TikTok, where creativity and quality content are key factors. The determinants of investment levels, such as campaign goals, the effectiveness of previous campaigns, and market trends, show that businesses are not only considering each activity individually but also calculating comprehensively, in alignment with their overall business strategy.

2.3.3.3 Conclusion Phase 3

Based on the analysis from questions 5 and 6, it is evident that businesses value the appeal of Content Marketing services on TikTok, thanks to its creativity and trend-catching capabilities. TikTok, characterized as a short video platform with high virality, requires continuous creativity and the ability to quickly grasp trending topics. This enables businesses to attract attention from their target audience and build a strong brand presence on the platform. However, the success of a campaign relies not only on creating engaging and creative content but also on a deep understanding of the target audience. To enhance audience engagement, companies have to tailor their content according to the likes and the ways of consumption and communication

of their consumer groups. On the other hand, as question 6 shows, the level of expenditure that businesses are willing to invest in content marketing services on TikTok is about 20- 40 million VND per month. Not only such a decision is based on targets such as selling products & achieving brand awareness, but also on what has a surplus in the past, what the shifting market expects, and what the competition strategy is. This reveals that businesses are not only interested in the production of content but also in the optimization and dynamic adjustment of their strategy. This flexibility in changing tactics ensures that every individual campaign can achieve the maximum possible effectiveness.

This leads one to the conclusion that the mix of creativity, trend awareness, and strategic optimization through knowledge of customers and markets is what makes TikTok's content marketing services so appealing. Investing in TikTok is seen as a long-term strategic decision that provides value not only in the short term but also in sustainable brand development. Notably, collaboration with professional Agencies plays a crucial role in implementing campaigns comprehensively and effectively, helping businesses maximize the potential of the TikTok platform.

2.3.4 Phase 4: Development

2.3.4.1 Question 7: What support do you expect TikTok Content Marketing services to provide in your company's marketing strategy? Why?

Through the previous analyses from questions 5 and 6, it is clear that businesses place great emphasis on creativity, trend awareness, and the optimization of marketing strategies. In question 7, companies continue to expect that Content Marketing services on TikTok will provide extensive support in these areas, with the three most important factors highlighted being: assistance in creating and producing quality content, flexibility in timely strategy adjustments and campaign optimization, and the development and management of effective content and advertising strategies.

Firstly, most of the interview participants (18 out of 20) believe that the most important factor they expect when using Content Marketing services on TikTok is support for creativity and the production of quality content. This closely relates to the analyses from questions 5 and 6, where businesses emphasized that creativity and the ability to catch trends are key factors in attracting consumers on TikTok. As respondent 19 shared: “Next, the service needs to assist in creating creative and high-quality content. The content must be engaging, easily shareable, and aligned with current trends on TikTok. I hope to receive unique ideas and support in video production

with good visuals and sound quality”. This remark makes it clear that businesses want a complete investment in product quality in addition to entertaining and trend-aware content. The information must be successfully communicated through vivid imagery, lively audio, and gripping narrative.

Flexibility, timely strategy adjustments, and campaign optimization are factors emphasized by 18 out of 20 interview participants, and they are linked to the factors concerning strategy optimization and budget allocation studied in question 6. This flexibility is required in the operations of all forms of organizations today, more so in the torrent of competition present in Tik Tok where trends are on the rapid toss and in constant flux. It is not only logical for businesses to expect TikTok Marketing to solve their content creation problems, but it is also gratifying for them to be able to change strategies as the situation dictates instantaneously. This arrangement enables the businesses to assimilate the dynamic consumer behavior in a timely fashion hence increasing the match between the content and the consumer behavior. Respondent 7 shared: “Since TikTok trends change rapidly, I want the service to always stay updated on the latest trends and incorporate them reasonably into the company’s campaigns”. This not only illustrates their expectations but also brings to light the need to follow changing trends and capture them in the content created to retain the interest of the audiences. The Agencies should be able to adjust their campaigns by collecting, analyzing information, and proposing practical solutions based on that analysis. Also, the expenditure for the campaign's sake should be balanced for organizations seeking TikTok advertising on the campaigns.

Developing strategies, managing content and advertising effectively is an important factor highlighted by 16 out of 20 interview participants. As respondent 10 expressed: “I hope the service will build a unique and engaging content strategy, including target audience analysis, and then create detailed and brand-appropriate content plans”, This is also closely linked to understanding the target audience, as highlighted in the previous questions 5 and 6. Employing analytical data for understanding the consumers' behaviors and preferences makes it possible for Clients to better satisfy their target groups when creating content, which therefore increases the intensity of the marketing efforts of the company. Further, a comprehensive advertising plan has different departments in a company that would work hand in hand towards achieving the defined goal. From market research to content development, each step needs alignment to ensure that the marketing strategies are followed through, can be evaluated, and improvements are made where necessary. Therefore, there is a need for a Content Marketing service on TikTok that goes beyond the creation of content, which assists with developing strategies, managing

content and advertising effectively to ensure that maximization of themes and content is achieved on every single one of the campaigns. Such assistance aids companies in addressing issues about the development of interest-inducing content and getting a competitive advantage on TikTok.

Additionally, as Clients in question 6 pointed out, there is a strong link between budget allocation and campaign efficacy and elements like maximizing advertising budgets, offering thorough reporting on campaign performance, and locating and overseeing partnerships with KOLs and influencers. These elements show what Clients think TikTok can do to control and fully optimize the efficacy of their marketing efforts in addition to creating interesting content.

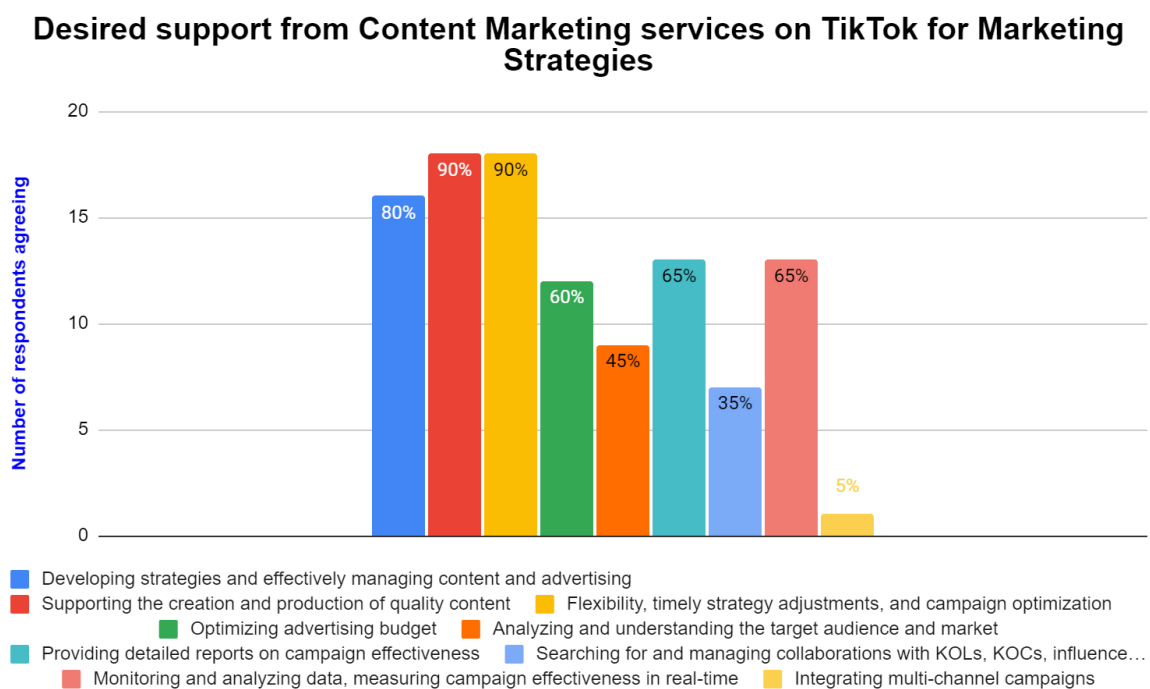


Figure 2.11: Desired support from Content Marketing services on TikTok for Marketing Strategies

(Source: Research results)

In summary, it is clear that businesses have high expectations for Content Marketing services on TikTok. The factors of creativity and trend awareness are considered the most important, as they help attract user attention and maintain engagement on the platform. At the same time, flexibility in adjusting strategies and optimizing campaigns is essential for businesses to adapt to the rapidly changing market dynamics. Additionally, an effective advertising strategy requires a deep understanding of the target audience and managing budgets, as well as collaborating with KOLs and influencers to maximize campaign effectiveness. Companies not

only want to create engaging content but also need comprehensive support in analyzing, managing, and optimizing marketing strategies to achieve the best results.

2.3.4.2 Question 8: What features do you think TikTok Content Marketing services need to be different and more competitive? Why?

Firstly, managing and collaborating with KOLs, KOCs, influencers, and TikTokers is a feature that many interview participants consider essential (9 out of 20). This reflects the current trend on TikTok, where the success of Content Marketing campaigns heavily relies on partnerships with influential individuals on the platform. These individuals help brands quickly and widely reach their target audience while also creating high credibility for the products or services. However, as analyzed in question 4, many businesses still find this approach challenging and wish to receive support from Agencies. Choosing the right TikTokers/influencers is crucial to the campaign's effectiveness, not only based on follower counts but also on their relevance to the product and their ability to connect with the target customers. Respondent 8 explicitly expressed their desire for this feature as follows: "As I mentioned earlier, choosing which TikTokers/Influencers to collaborate with is very important and plays a significant role in the success of the campaign. Therefore, the service could provide a detailed plan for effective collaboration with TikTokers/Influencers, which might include tasks such as: thoroughly analyzing the target audience that the brand wants to reach, and then selecting the most suitable influencer. TikTokers/Influencers with large follower counts may not necessarily be the best choice if they have no relevance to the product or cannot connect with the potential customers of the Clients". This statement further emphasizes the important role of Agencies in advising and implementing the right collaboration strategies, helping businesses optimize results and achieve high effectiveness in their campaigns.

Secondly, 7 out of 20 respondents emphasized the importance of integrating AI into content creation and strategy analysis. AI not only helps optimize the content production process but also enhances campaign effectiveness through rapid and accurate data analysis. Integrating AI into the service enables the creation of data-driven optimal strategies, thereby boosting the competitiveness of businesses: "I believe the integration of Artificial Intelligence (AI) along with analysis and reporting tools is absolutely essential... The combination of AI and analytical tools will not only help us create content tailored to users' tastes but also enable us to set new trends ourselves. This will not only improve the effectiveness of the marketing campaign but also make the business stand out among millions of competitors on TikTok. With AI support, we can meet the increasing demands of businesses in optimizing their marketing strategies on the platform, saving time, costs, and achieving the highest efficiency" - Respondent 3 stated

that. This sharing somewhat concludes that integrating AI into marketing services is a necessary factor for businesses to adapt and thrive in the current digital technology landscape. The advancement of AI is not only a competitive advantage but also opens up new opportunities to improve campaign performance and create breakthroughs in marketing on platforms like TikTok.

In addition, an automated system for tracking, analyzing, and predicting trends is also an important feature mentioned by 7 out of 20 respondents. TikTok is a platform that thrives on the rapid changes of trends. Having an automated system to monitor and predict trends will provide a significant advantage for businesses in effectively anticipating and capitalizing on new trends. Respondent 10 pointed out that: "A TikTok Content Marketing service needs to offer capabilities to monitor and predict trends, thereby helping businesses adjust content accordingly. Instead of chasing every trend, the service should selectively identify trends relevant to the product or appropriate for the target customer audience". This indicates that developing an automation system will not only enhance the effectiveness of marketing campaigns but also help businesses maintain a strong connection with consumer needs and preferences. Along with the advancement of cutting-edge technology, Clients increasingly expect Agencies to provide innovative and flexible marketing solutions that help them not only survive but also thrive in the fierce competitive environment on the TikTok platform.

Other features, such as multi-channel integration, automated tracking, analysis and reporting, A/B testing for advertising content, automated interaction management, automatic ad optimization support, and the integration of augmented reality (AR) and virtual reality (VR) technologies, although promising, have not been highly valued at this time. The reason may be that many businesses do not fully recognize the value of these features or struggle to implement complex technologies. Additionally, high costs and the rapid changes in trends also make businesses hesitant to invest in these solutions. Instead, they tend to focus on basic features that yield more immediate and clear results. However, leveraging and applying these advanced features could provide significant benefits for businesses in enhancing the effectiveness of their marketing campaigns on TikTok.

Features that differentiate and enhance the competitiveness of Content Marketing services on TikTok

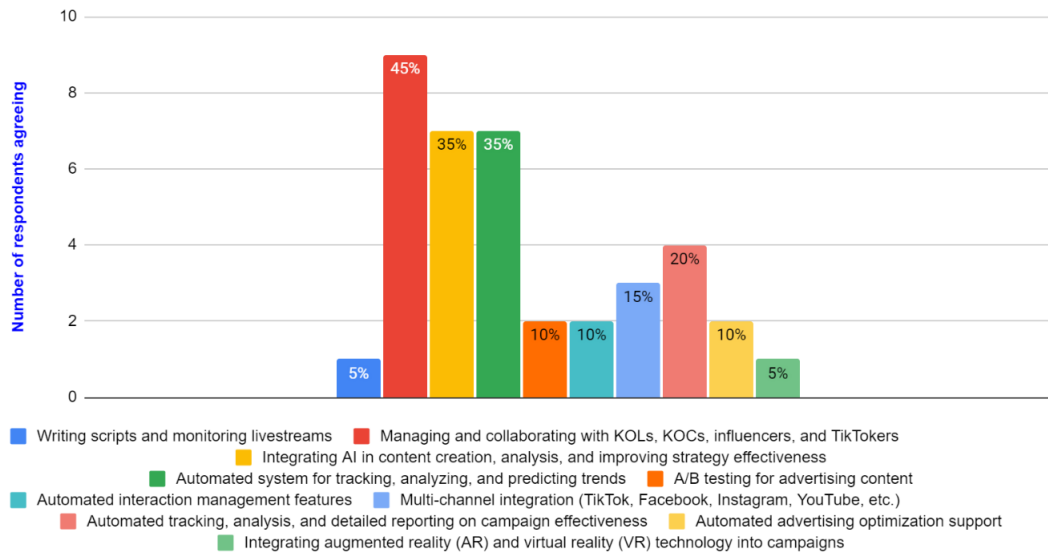


Figure 2.12: Features that differentiate and enhance the competitiveness of Content Marketing services on TikTok

(Source: Research results)

In conclusion, good management, cooperation with Influencers, KOLs, KOCs, and TikTokers, integration of AI to enhance production processes, and strategy analysis are essential to making TikTok's content marketing offerings more unique and competitive. Additionally, an automated system for tracking and predicting trends will help businesses quickly adapt to market changes. Although there are still many promising features, such as multi-channel integration and AR/VR technology, that have not yet been highly valued, if leveraged correctly, they can significantly enhance the effectiveness of marketing campaigns. In conclusion, creativity and flexibility in adopting new technologies will be the key to helping businesses optimize results and maintain competitiveness on the TikTok platform.

2.3.4.3 Question 9: How do you expect this service to contribute to your company's overall marketing strategy? Why?

First and foremost, the majority of respondents believe that Content Marketing services on TikTok can enhance brand awareness (17 out of 20). This indicates that businesses highly value TikTok's ability to reach a large number of users, particularly among the younger demographic. Respondent 9 shared insightful thoughts on this: "For example, if the company conducts a viral campaign with an engaging challenge or humorous content related to the product, it could attract thousands or even millions of views within a few days. TikTok has a very fast content recommendation mechanism; if a video receives a lot of interactions (likes, comments, shares), it can easily appear on the For You page of millions of users, allowing the company to reach

potential customers without needing to invest heavily in traditional advertising". By leveraging TikTok's viral potential, businesses hope to attract widespread attention and build a stronger brand presence in the market. This clearly reflects their trust in TikTok as an effective marketing tool, where creative content can quickly spread and generate positive consumer engagement. The combination of content creativity and smart marketing strategies on TikTok can provide numerous benefits, not only in enhancing brand awareness but also in boosting sales and creating deeper connections with customers. Furthermore, using TikTok as a primary marketing channel signifies businesses' shift toward adapting to modern consumer trends, where users increasingly prefer short, engaging, and easily shareable content. This opens up new opportunities for companies to build their brands and achieve sustainable growth in today's competitive marketplace.

Secondly, 17 out of 20 respondents also pointed out that this service may positively contribute to promoting customer satisfaction and customer loyalty. In this way, TikTok serves not only as a means of advertising those brands but also as a tool of interaction with the customers. Concerning this, respondent 8 claimed: "TikTok's strength lies in its ability to interact directly and continuously with users, thus building better relationships with customers. I hope this service will help the company design content that not only introduces products but also creates a two-way dialogue with customers. Customer comments and feedback can be addressed promptly through short videos or interactive livestreams, helping customers feel valued". Clients understand that Creative content as well as regular interactions on TikTok is helping them build more lasting and positive relationships with customers. This sharing highlights that offering content that is not restricted to only advertisement but would actually invite users to partake in the activities of the brand, gives birth to such an environment where the customers become part of the brand. This helps to elevate customer satisfaction and strengthens customer loyalty which means that the customers are likely to come back and buy again. This further underscores the importance of investing in Content Marketing services on TikTok. Companies can use this platform to listen to and respond to customer feedback, thereby improving the quality of their services and products. At the same time, this relationship gives companies a chance to present their brand identity in a genuine and up-close manner, which fosters consumer trust and produces pleasant, long-lasting experiences.

Market expansion, attracting more customers, and improvement of competitiveness which is the third important factor mentioned by 14 out of 20 respondents. Businesses are aware that TikTok is more than an entertainment platform, but a means to tap into the young and active

user market: “I expect the service to help attract and engage new customers. TikTok has a large and dynamic user base, and creating compelling campaigns can expand my company’s customer base” - Respondent 17 told. This means that TikTok offers companies a chance to promote their brands and capture target customers who would be difficult to reach using other traditional marketing strategies. Since content is highly shareable, one effective promotional video on TikTok could procure millions of users within a short period. Further, using TikTok as an advertisement channel allows companies to increase their market competitiveness in the current tight market. With many brands trying to find ways to be different from one another and to be noticed, TikTok is an environment where such strategies can perform well. Businesses can make good use of the versatility present in the platform to try new content that will not only help attract new Clients but also reinforce the image of the company in the minds of customers.

Although these were noted, many businesses did not prioritize these considerations over others including cost efficiency and strategic effectiveness (7/20), bolstering inter-platform links (3/20), and revitalizing brand image (1/20). This suggests that instead of only reducing costs or attaining quick marketing efficacy, businesses are concentrating on their capacity to draw in and keep customers through unique content. They realize that instead of focusing just on advertising expenses or immediate performance indicators, producing worthwhile and engaging content for users is crucial to the success of TikTok.

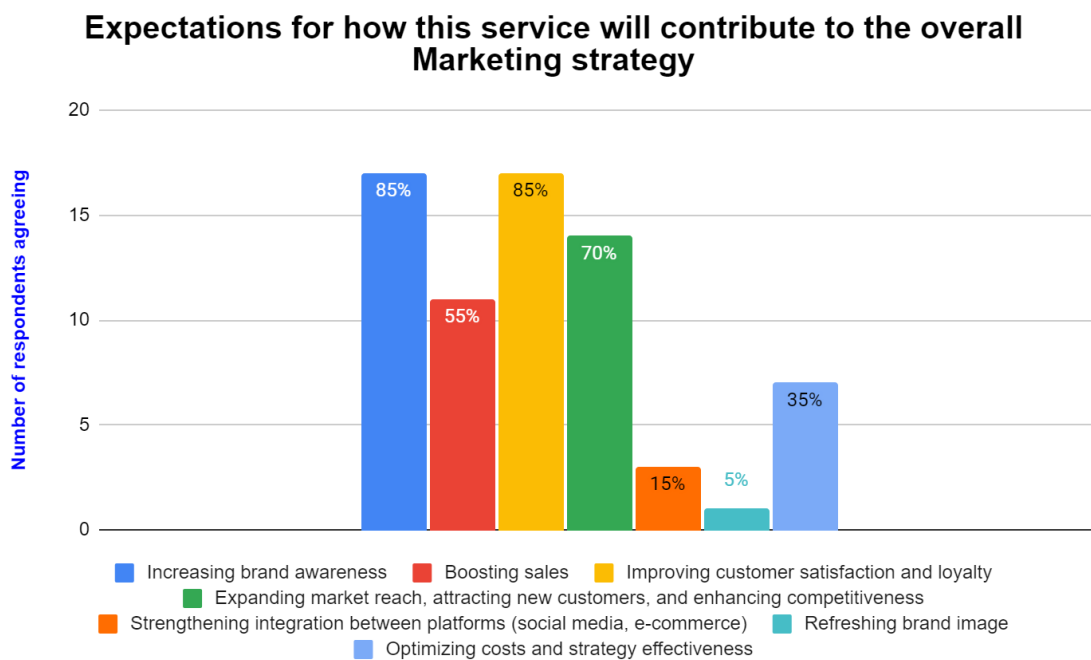


Figure 2.13: Expectations for how this service will contribute to the overall Marketing strategy

(Source: Research results)

In general, the assessment of TikTok's content marketing services' desirability suggests that companies are realizing the platform's enormous potential. Expansion into new markets, enhanced customer satisfaction and loyalty, and brand awareness are all important drivers of organizations' investment in these services. Companies' decision-making processes continue to prioritize TikTok engagement and innovation over other aspects, such as cost efficiency and improving cross-platform connections. The discovery has significant prospects for the advancement of TikTok's Content Marketing offerings, with the goal of satisfying the increasing needs of customers in the contemporary business landscape.

2.3.4.4 Conclusion Phase 4

It is evident from Phase 4 of the TikTok content marketing service development process that businesses have high expectations for this service, viewing it as a crucial component of their marketing strategy rather than as a supplementary tool.

Businesses are searching for a TikTok content marketing service that not only satisfies their creative needs and stays current with trends, but also guarantees the optimization of advertising effectiveness and adds genuine value to their brand, according to the analysis of questions 7, 8, and 9. Quality and creativity in content are valued highly, and companies desire assistance in creating interesting material that follows current trends. In the extremely competitive TikTok market, corporations also place high standards on flexibility when it comes to modifying budgets and tactics to maximize return on investment. Notably, working with KOLs, KOCs, and Influencers in addition to using AI and automated trend-tracking systems are highly regarded as crucial elements that can set the service apart. Businesses anticipate that the service will help with campaign analysis and optimization in addition to content creation, making the advertising environment more productive. Ultimately, offering thorough reports on the success of campaigns will be essential for assisting companies in tracking their progress and making appropriate strategy adjustments. This suggests that in order for Agencies to effectively create content marketing services on TikTok, they should concentrate on offering all-inclusive, adaptable solutions that meet the real needs of companies operating in the current digital era.

In summary, it is critical to pay attention to these business needs and adequately address them in order to establish content marketing services on TikTok. This will assist businesses optimize their marketing procedures on this platform and eventually achieve the best outcomes in their overall marketing plan, in addition to making the service more competitive.

2.3.5 Phase 5: Launch

2.3.5.1 Question 10: What factors are most important to you in deciding to use the service? Why?

First, creativity and strategic thinking are the most prominent factors in the eyes of interview participants. 19 out of 20 people emphasized that creative, engaging, and distinctive content is the key to attracting and retaining viewers on the TikTok platform. As respondent 12 shared, “TikTok is known for its creative content and fast-changing trends. Therefore, I need an Agency with a high level of creativity that stays up-to-date with the latest TikTok trends. They must be able to develop fresh and appealing ideas that help Uni Bridal stand out among millions of other videos.” This shows that businesses highly value generating new ideas to stand out among millions of videos on the platform, and they recognize that an Agency with strategic thinking and creativity will help them create compelling videos that are more easily accessible to their target audience and enhance engagement. Furthermore, differentiation in content not only creates value for the business but also helps build customer loyalty. When content is designed creatively and uniquely, viewers are more likely to return and follow more. This not only increases follower counts but also contributes to enhancing the brand image in the eyes of the public.

Secondly, 18 out of 20 interviewees also agreed that reasonable costs and high transparency are essential. They believe that while cost is an important factor, they are willing to invest in services that provide real value. As respondent 9 shared, “I will consider the expenditure against the benefits and value that the service brings. If the service can prove that the costs will be compensated by positive results, such as high engagement, growth in brand recognition, and revenue, then I am willing to invest. However, pricing also needs to be competitive and reasonable compared to other services in the market. These factors help me ensure that the company is investing in a service with the potential to deliver specific results and meet the company’s needs.” This indicates that companies are looking for reasonable prices as well as openness about any extra expenses incurred during the course of the partnership. According to this remark, businesses are concerned with appropriate and competitive pricing in relation to other services offered in the market, in addition to inexpensive rates. Transparency regarding potential additional expenses during the partnership is also essential. In order to make more educated investment decisions, businesses want to be fully informed about any potential costs. As respondent 13 emphasized, “I need clarity on all costs involved and feel that the value the service brings is worth the investment. A clear cost analysis without hidden fees helps me make

decisions more easily.” This method fosters trust in the cooperative connection with the Agency while also assisting in the efficient management of budgets. When organizations offer comprehensive and lucid cost information, businesses are more comfortable making service investment decisions.

Finally, 17 out of 20 participants emphasize the capacity to monitor and assess efficacy. They understand that rapid, data-driven marketing modifications will maximize their efficacy. As one respondent 7 stated: “I need the service to provide specific metrics on campaign effectiveness, including views, engagement, and conversion rates from viewers to customers. This measurement is crucial to evaluate whether the strategy is on the right track and if any adjustments are needed to achieve optimal results.” This insight shows that businesses are increasingly focusing on using data to make decisions and improve performance, as it helps them assess the success of each campaign and make necessary adjustments to optimize outcomes.

In addition to these top three factors, other elements such as experience and reputation, industry knowledge, and effective collaboration and communication are also mentioned. However, these are not regarded as the most critical in the decision-making process for selecting services. While these factors still play a supportive role, they do not significantly influence businesses' decisions.

The most important factors for deciding to use the service

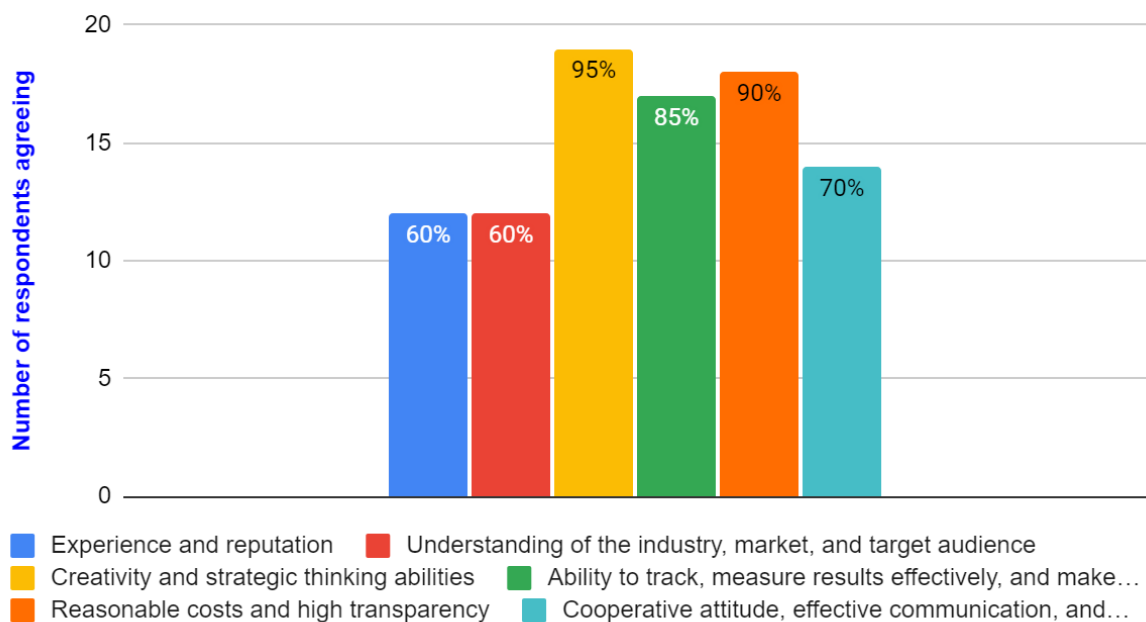


Figure 2.14: The most important factors for deciding to use this service

(Source: Research results)

Based on the above analysis, it is evident that the choice of Content Marketing services on TikTok is not solely based on a single factor but rather a combination of several important elements. First, creativity and strategic thinking are highly valued, as unique and engaging content is key to capturing viewers' attention in the highly competitive environment of TikTok. Second, reasonable costs and transparency are also of particular concern to businesses, as they want to invest in services that deliver real value without hidden fees. Finally, the ability to track and measure effectiveness enables businesses to adjust their campaigns in a timely manner, optimizing results. These factors indicate that businesses are increasingly focused on choosing services based on data and transparency to achieve optimal efficiency in their marketing activities.

2.3.5.2 Question 11: Where do you usually learn about the Marketing services provided by the Agency?

First, social media is the most common source of information, with all 20 interview participants stating that they learned about marketing services from Agencies through platforms like Facebook, Instagram, and LinkedIn. This clearly demonstrates the importance of social media in building brand awareness and reaching potential customers. An increasing number of businesses are not only using social media as a communication channel but also as an effective tool for promoting marketing services. As Respondent 11 shared, “First, social media, such as Facebook, Instagram, and especially LinkedIn, is important. I see many Agencies posting projects and campaigns they have implemented for other brands, along with positive feedback. This content helps me understand better how they work and the value they bring. Sometimes, it’s the case study videos or experience-sharing articles from the Agency that prompt me to delve deeper into them.” We may also draw the conclusion from this sharing that by displaying finished projects, case studies, and experience-sharing articles, these platforms assist Agencies in projecting a reliable image. By outlining the concrete benefits that services give, this information fosters a closer relationship with Clients in addition to giving a summary of the Agency's operational procedures. Specifically, Agencies can access the proper business Client audience on LinkedIn thanks to its high degree of professionalism, which fosters trust through openness and excellent feedback from past partners.

Second, 18 out of 20 interviewees said that they found out about services via referrals from acquaintances, partners, coworkers, and friends. This demonstrates how crucial personal connections and word-of-mouth referrals are when choosing a business service. Customers' faith in individuals in their network is reflected in it as well as the fact that actual experiences from friends and acquaintances have a significant influence on how customers view and trust

an Agency. As Respondent 14 stated, “I often receive recommendations from friends, colleagues, or business partners. People within my network, especially those who have experience working with Agencies, frequently share insights about services they find effective and trustworthy.” This demonstrates how important personal relationships and trust are in the intensely competitive world of today. Furthermore, before choosing to utilize a service, users are more and more looking for reviews and real experiences in the context of the rapidly developing digital technology. Friends' recommendations turn out to be the most persuasive element since they are genuine and represent what customers want in terms of high-quality service. As a result, Agencies are also obligated to raise the caliber of their offerings in order to satisfy Clients and foster a culture of trust that encourages repeat business.

The presence on websites, blogs, and online forums is another equally essential component; according to 17 out of 20 participants, these are the channels they use to look for information. Customers can access a wealth of information by conducting research through various channels, which can help them learn more about the services they are interested in. As Respondent 19 shared, “I also follow articles, case studies, and blog content on specialized marketing websites. These materials often provide deeper insights into services, new trends, and successful strategies, helping me make smarter decisions.” This highlights the fact that high-quality digital material serves as both a tool to help consumers make educated selections and a factor in drawing in new Clients. Agencies must engage in effective SEO to make sure that their content is easily found on search engines and that the user interface of their websites is intuitive to enhance the browsing experience in order to draw in and keep Clients. Customers will see a company more favorably and with greater confidence if it has a robust and polished web presence. This also improves accessibility. Businesses can thus develop trust and encourage Clients to look around and select services more readily.

Fourth, industry workshops, webinars, networking events, and seminars were how 14 out of 20 respondents found out about services. In addition to offering networking opportunities, these events give Clients the chance to interact with industry professionals face-to-face and share ideas, which is crucial for fostering partnerships between companies and Agencies. As Respondent 3 shared, “I regularly attend marketing events and seminars to stay updated on the latest industry information and have the opportunity to meet Agency representatives directly. Direct discussions help me better understand their work processes, company culture, and commitment to Clients.” Additionally, these gatherings frequently offer insightful information from experienced presenters together with stimulating conversation subjects, assisting

attendees in understanding fresh approaches and cutting-edge tactics. Attending conferences and networking events also gives companies a chance to meet and work together, which opens up new avenues for service growth and improves the caliber of Client support.

Finally, just 2 out of 20 respondents chose email marketing as their information source, making it the least preferred channel. This suggests that either the present email efforts are not living up to Client expectations, or Email Marketing is gradually losing its attraction. Agencies now have the chance to enhance their email strategy by tailoring the recipient's experience and optimizing content: "Email Marketing is also a channel through which I often receive information. Many Agencies send introductory emails about their services, along with promotional programs or reports on the effectiveness of previous campaigns. If the email content is engaging and provides useful information, I will consider their services further," shared Respondent 8.

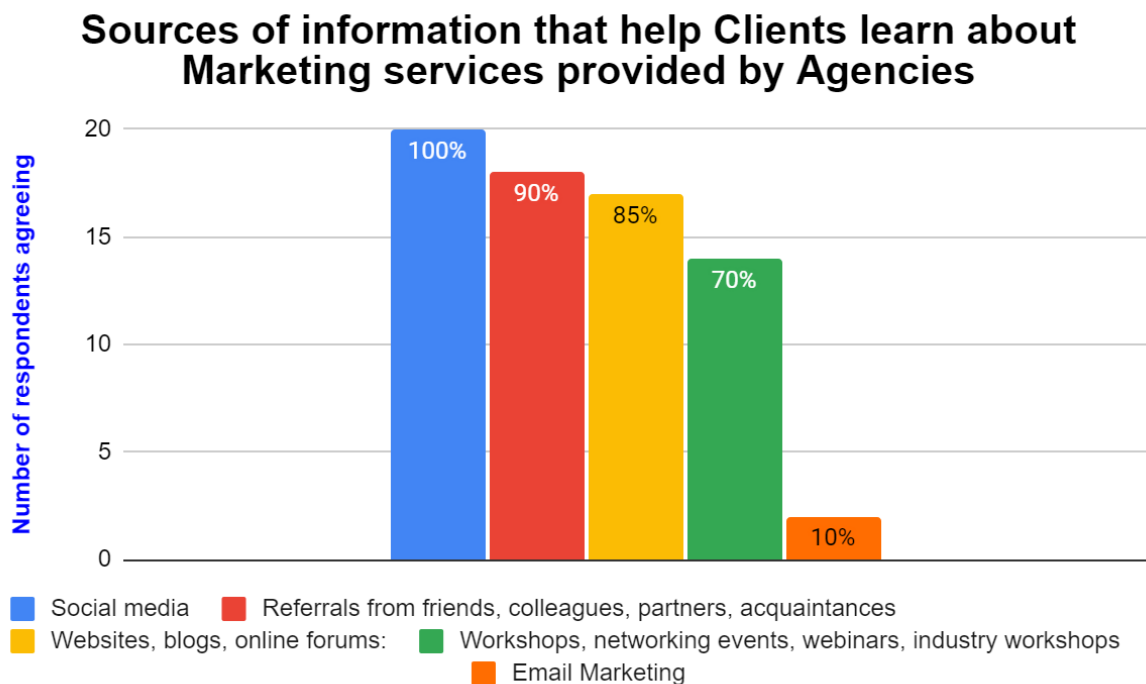


Figure 2.15: Sources of information that help Clients learn about Marketing services provided by Agencies

(Source: Research results)

Overall, the search for and access to marketing services from Agencies today primarily occur through online channels and personal networks. Social media plays the most crucial role in building brand identity and creating connections between Agencies and Clients. Recommendations from friends, colleagues, and partners also demonstrate the power of word-of-mouth and personal trust. Additionally, websites, blogs, and online forums provide

customers with deeper insights into services, while workshops and industry events facilitate direct exchanges between businesses and experts, reinforcing trust. Finally, although Email Marketing is currently less favored, there remains potential for improvement to attract customer interest. These factors affirm that the combination of digital techniques and personal connections is key for Agencies to effectively reach and maintain relationships with Clients.

2.3.5.3 Conclusion of Phase 5

Analyzing information sources and communication material is a critical step in getting ready to start the content marketing service. The study from Question 11 indicates that social media sites like Facebook, Instagram, and LinkedIn are where prospective customers interact the most. To maximize reach, we must thereby strengthen our presence on various channels. Furthermore, as can be seen from the examination of Question 10, the communication material needs to accurately represent the elements that affect the Content Marketing service's success. The writing should be original and imaginative, offering readers more than just commercial promotion. Infographics and instructional videos are two formats that can be quite useful. Campaigns should, however, unambiguously highlight the advantages and potency of the service, for example, by employing statistics and analytical reports to foster confidence. Lastly, the content should demonstrate how the service can solve certain business problems; this can be done more persuasively by using actual case studies from past Clients. To summarize, the potential success of this new content marketing service will increase with the optimization of online communication channels and the creation of valuable material that will not only develop consumer trust but also increase awareness of the service.

2.4 Summary for Chapter 2

I interviewed 20 Clients in-depth in Chapter 2 in order to obtain insightful information that complemented the goals of the study.

- The results show that organizations are becoming more interested in using TikTok as a tactical marketing channel. They understand its potential as a tremendous instrument to increase brand visibility in addition to its entertainment value. Companies indicated a significant desire to produce dynamic, interesting content that connects with users, underscoring the need for TikTok-specific content marketing services.
- Furthermore, the data also showed that TikTok viewers value short, original, and entertaining content and look for real connections with brands in addition to enjoyment. This conflicting demand from consumers and corporations highlights the need for creative solutions in content generation. Livestreaming, challenges, and interactive

activities in particular offer a lot of potential to increase consumer engagement and establish brand trust.

- The interviews also stressed how crucial it is to be creative and informed of current trends when creating advertisements that work because success depends on knowing what the target audience wants. Companies are prepared to spend anywhere from 20 to 40 million VND per month, with the main goal being to optimize their marketing strategy through the use of historical campaign data and market insights.
- Companies also demand Agencies to provide all-encompassing support, which includes integrating KOLs, KOCs, and AI technologies for campaign optimization and analysis. They value thorough campaign efficacy data in addition to flexibility in modifying strategy and budgets to optimize return on investment.

In summary, the information acquired from these interviews will be used as a basis for creating strong content marketing services on TikTok, enabling SIKIDO to better satisfy businesses' changing demands and increase their marketing efficacy on this dynamic platform.

CHAPTER 3

RECOMMENDATIONS

3.1. Basis for proposal of solutions

3.1.1 Market background and SIKIDO background

- Market background:

The TikTok market in Vietnam is showing very positive trends. According to the "Connected Consumer Q2 2024" report, TikTok has achieved a record penetration rate of 68% among social media users. Among the top five social media platforms, TikTok stands out as the only application to show growth during this period, proving its popularity and strong resilience in a competitive landscape.

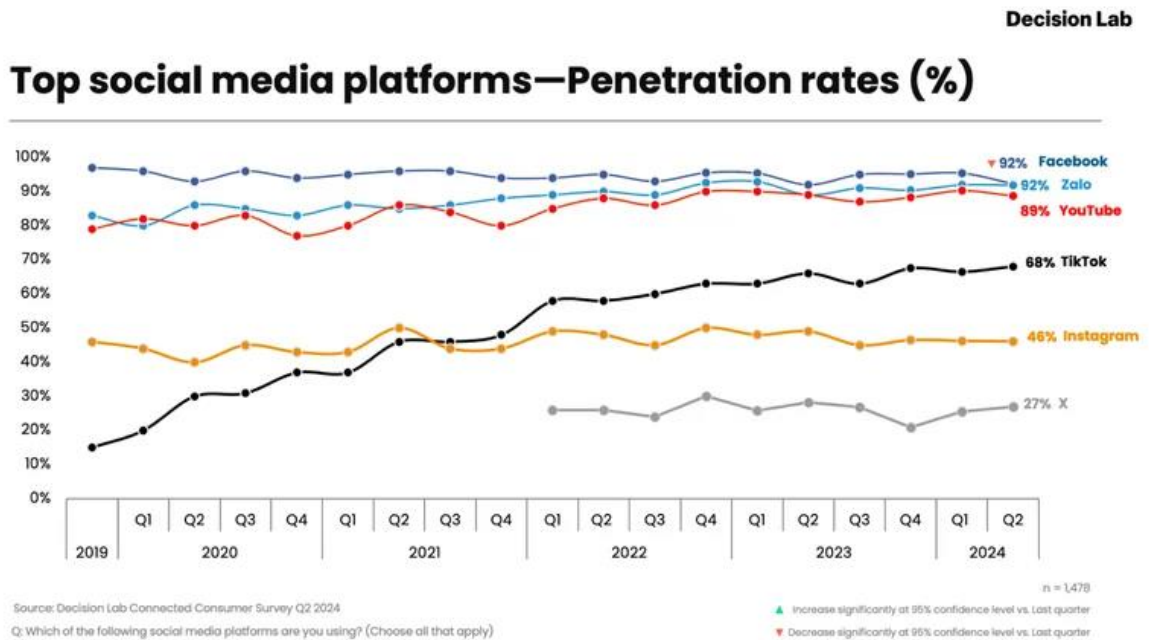


Figure 3.1: Top social media platforms - Penetration rates (%)

(Source: Decision Lab - Agile Market Research)

According to the report, a key metric called "Top Essential Apps" reflects the platforms that Vietnamese users consider indispensable in their daily lives. The data reveals that Facebook, Zalo, and YouTube are the three platforms users cannot live without. However, since Q1 2023, both Facebook and YouTube have begun to see a decline in their perceived essentialness among Vietnamese users, while Zalo has slightly increased in popularity. Nonetheless, when comparing Q2 2024 to the previous quarter, all three platforms experienced a decline in user preference.

Amid these fluctuations, TikTok stands out as the only social platform that continues to increase in importance, with an impressive growth rate of 11% in Q2 2024. This shows that TikTok has won the favor of multiple generations of users. This performance not only highlights TikTok's growing influence in the media consumption landscape in Vietnam but also demonstrates the platform's potential for sustainable development in a highly competitive market.

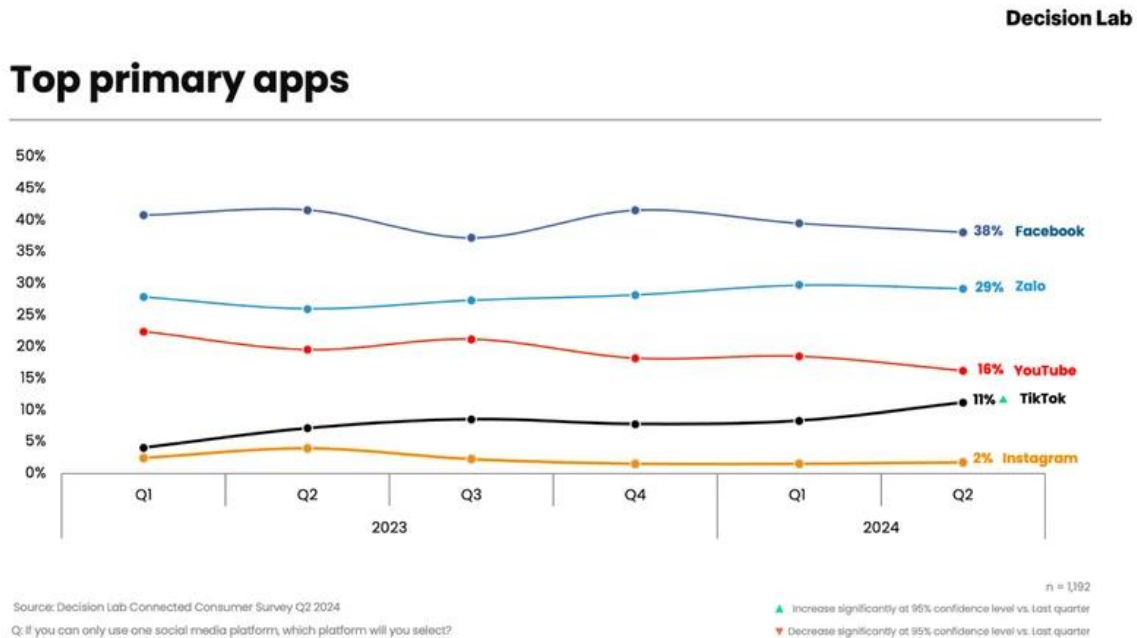


Figure 3.2: Top primary apps

(Source: Decision Lab - Agile Market Research)

Meanwhile, Content Marketing services on TikTok are also becoming an important trend for businesses. Data collected from 397 marketers on Influencer Marketing Hub indicated that “TikTok is the primary focus for 60.7% of marketers, while 26.2% give it equal focus alongside other platforms like YouTube and Meta.” This shows that TikTok is gradually taking a significant position in brands' marketing strategies, thanks to its rapid reach and high viral content potential. Implementing content marketing services on this platform not only helps businesses expand their influence but also captures opportunities from the growth of a promising media channel, especially among younger audiences.

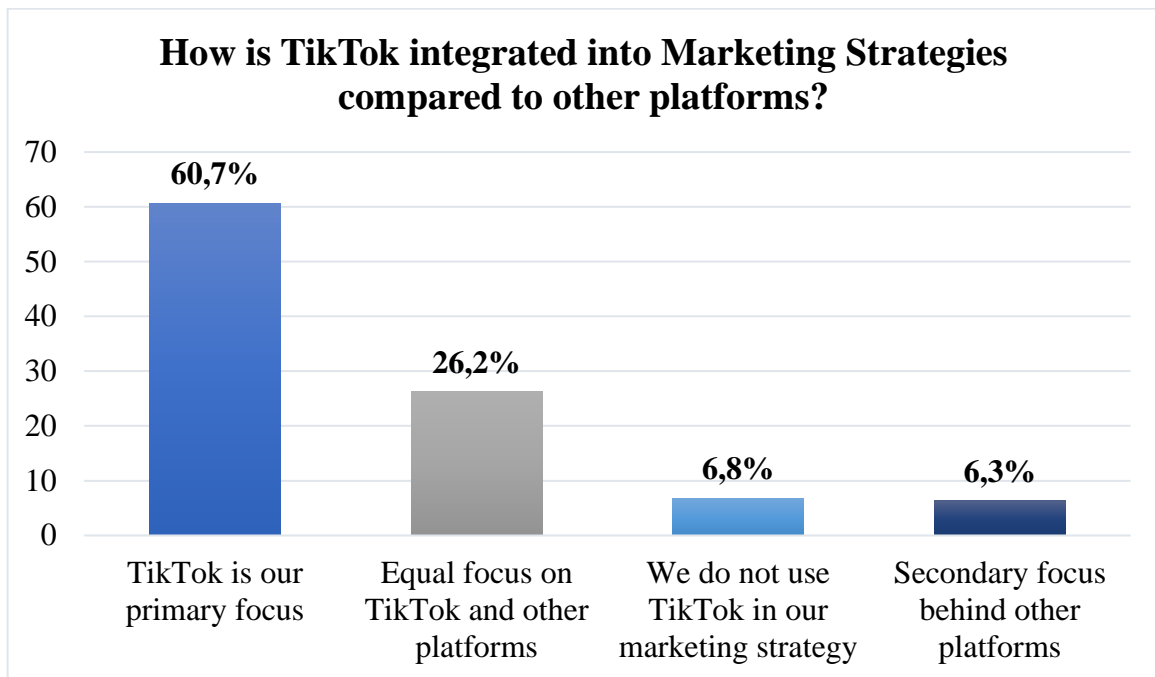


Figure 3.3: How is TikTok integrated into Marketing Strategies compared to other platforms?

(Source: Influencer Marketing Hub)

- Company background:

SIKIDO has many years of experience in the field of digital media and advertising, with a focus on Content Marketing and online communication services. Currently, SIKIDO is thriving on platforms like websites and Facebook, but digital marketing trends are rapidly evolving. Platforms such as TikTok are becoming increasingly important in building creative and highly engaging content strategies. This is why SIKIDO needs to quickly adapt to these new trends, not only to maintain its current position but also to enhance its competitiveness in the future.

With a vision to become one of Vietnam's leading Digital Agencies within the next five years, SIKIDO aims to expand its service range, not just in traditional media but also by leading the way in online advertising trends. To achieve this, the company must focus on innovation and creativity, especially on fast-growing platforms like TikTok. Launching Content Marketing services on TikTok will not only be an important step in diversifying services but also in reaching young, dynamic customers - a key segment in today's market.

As businesses search for new ways to engage, TikTok has proven its ability to create high viral impact, aligning with modern marketing strategies. This also helps SIKIDO enhance its competitiveness and solidify its pioneering position in applying the latest platforms to its marketing plans. Therefore, developing Content Marketing services on TikTok is not only

necessary but also aligns with the company's long-term development strategy, helping to expand its customer network and boost business performance.

3.1.2 Research and analysis of the market, customers, and identification of opportunities to develop Content Marketing services on TikTok

To analyze and propose the development of Content Marketing services on TikTok, understanding the market, customers, and identifying opportunities is a crucial first step. There are three main aspects that I have identified through interview results:

- First, I will explore the driving factors that motivate Clients to partner with Agencies like SIKIDO to implement Content Marketing campaigns on this platform.
- Next, I will analyze the shifts in customer behavior and preferences on TikTok, thereby clarifying how these changes impact the marketing strategies of businesses.
- Finally, I will explore potential content types and ideas that Clients have not yet utilized, allowing SIKIDO to introduce new recommendations for growth opportunities in TikTok marketing campaigns.

These aspects will provide insights into customer needs and the market, enabling a more accurate assessment and recommendations for developing Content Marketing services at SIKIDO in a way that is more aligned with these needs.

3.1.2.1 Motivations driving Clients to decide to collaborate with the Agency to implement Content Marketing campaigns on TikTok

Through the interview process and analysis of the responses to the first question, it is clear that businesses are increasingly aware of the importance of partnering with Agencies to implement Content Marketing campaigns on TikTok. TikTok is not only a rapidly growing social media platform but also presents numerous challenges in terms of algorithms, trends, and creative demands. Therefore, businesses need to seek out partners with deep expertise and solid experience to ensure effective customer engagement. Some of the key motivations driving businesses to collaborate with Agencies for Content Marketing campaigns on TikTok include:

- **Leveraging the extensive expertise and experience of Agencies:** All Clients interviewed (20/20) emphasized that TikTok is a unique platform, with constantly evolving algorithms and trends that require a deep understanding to optimize campaigns. Agencies, with their experience in managing the technical elements and content creation on TikTok, help businesses avoid risks and mistakes in reaching their target audience.
- **Saving time and effort:** Many Clients (17/20) either lack a dedicated TikTok team or, if they have one, still face challenges in maintaining and updating campaigns according to the latest trends. Partnering with an Agency allows Clients to focus on other core

activities while ensuring that their TikTok campaign is professionally managed from planning through to execution.

- **Challenges from the TikTok platform itself:** The platform's specific characteristics - such as rapidly shifting algorithms, quickly evolving trends, and the demand for creativity and trend responsiveness - also drive businesses to seek support from Agencies (13/20). Clients recognize that to succeed on TikTok, they need partners with high creative capabilities and a strong understanding of user behavior to create engaging and appealing content.

Overall, partnering with an Agency brings peace of mind to businesses, ensuring that TikTok Content Marketing campaigns are not only executed smoothly but also achieve the highest effectiveness, particularly in attracting the target audience and enhancing brand value on this platform.

3.1.2.2 How changing trends in customer behavior and preferences on TikTok have influenced Clients' marketing strategies

Based on the results of interview question 2, it can be affirmed that the continuously changing trends in TikTok users' behavior and preferences have significantly impacted businesses' marketing strategies. The respondents clearly described the changes Clients have made to adapt to their own customers' shifts on TikTok, such as:

- **The need for content personalization:** All Clients (20/20) recognized that TikTok is a prominent platform marked by the rapid evolution of trends and high demands for creativity in content. Users on this platform are increasingly prioritizing personalized content that aligns with their interests and lifestyles. This has compelled Clients to shift their approach to creating customized content aimed at specific customer groups.
- **The need for flexibility in adjusting marketing strategies:** Most Clients (16/20) need to keep up with the latest trends to avoid falling behind, as failing to match this pace of change may result in missed opportunities to reach potential customers. As a result, being adaptable while changing marketing tactics is crucial. In addition to producing interesting content, it also involves personalization and face-to-face communication with consumers via events like Livestreams, Challenges, and comments. These are now vital resources for drawing in and keeping Clients.
- **Continuously monitoring metrics such as engagement rates, views, and customer feedback:** It is imperative that Clients (13/20) rapidly modify their plans. Quick insights on user behavior are required by TikTok, which lets companies maximize their marketing efforts. Customers are divided into smaller categories by hobbies and content

consumption patterns in addition to age and region. Campaign efficacy is increased and budgets are optimized because to this segmentation.

- The need for quick and positive responses to customer questions and interactions on TikTok:** Only a few Clients (3/20) found that responding swiftly and positively to customer questions and interactions on TikTok also plays an important role in building sustainable customer relationships. When interviewing 20 people, this factor was considered not very important, but when compared with data from 397 marketers on Influencer Marketing Hub, there is a difference: 67.8% of marketers consider community feedback very important in shaping their content strategy. This helps foster trust and maintain a strong brand presence on this competitive platform. Therefore, this could be a factor that SIKIDO might consider including in its proposal.

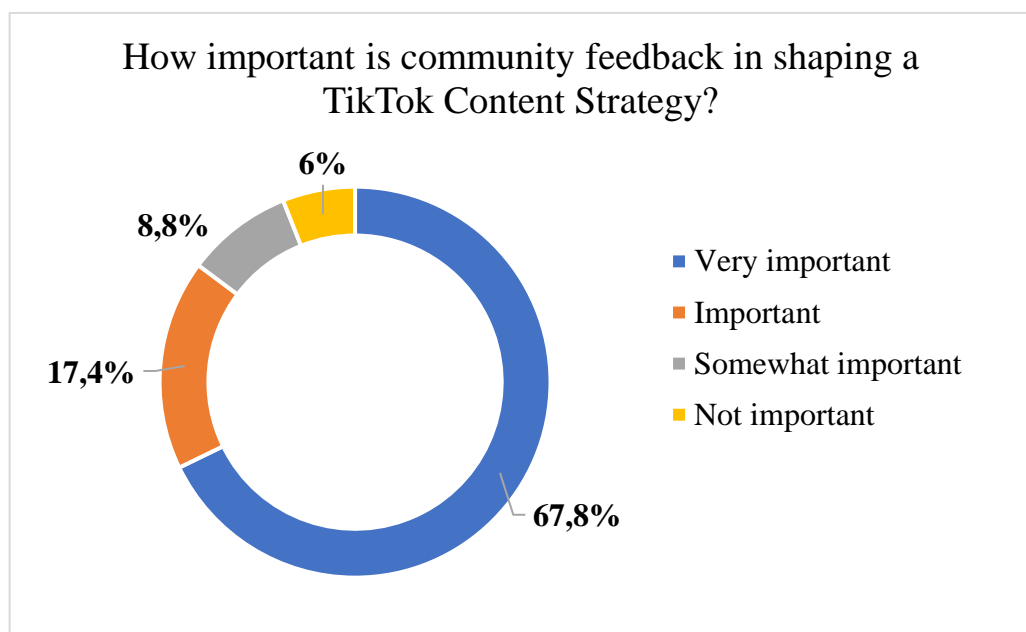


Figure 3.4: How important is community feedback in shaping a TikTok Content Strategy?

(Source: Influencer Marketing Hub)

Overall, Clients have recognized that TikTok is not just a novel promotional channel but also a challenging environment that demands creativity, flexibility, and the ability to engage with customers continuously. Quickly adapting to changes in user behavior and trending topics on TikTok has become a crucial factor in maintaining its competitive edge. The flexibility in marketing strategies and the ability to personalize content have enabled Clients to maximize the potential of this platform.

3.1.2.3 Types of content and potential ideas on TikTok that have not yet been explored and utilized by Clients in their campaigns

Through analyzing the responses of the Clients interviewed for question 4, it is evident that while TikTok is a powerful platform for marketing campaigns, there are still many potential ideas yet to be fully explored. Below are types of content and fresh ideas that Clients have either not experimented with or not fully leveraged. These also serve as potential suggestions for developing future content marketing campaigns on TikTok:

- **Livestream:** Livestream is one of the most frequently mentioned content forms, with 9 out of 20 Clients indicating that their businesses have not fully tapped into its potential. Livestream is a powerful tool for directly interacting with customers and can encourage immediate purchase decisions. This has been demonstrated by the success of several famous TikTok influencers, such as Hang Du Muc, Pham Thoai, and Xoai Non. However, concerns about message control and logistics management make many Clients hesitant. Brands need to prepare carefully with strategies covering product, messaging, and post-purchase services to mitigate these potential risks.
- **Challenge and minigame:** Challenges and minigames are ideas with strong potential for creating viral effects. However, some Clients (9/20) are hesitant to implement them due to concerns about the difficulty of creating campaigns compelling enough to become trends. Those Clients who have successfully executed this type of content, such as Agena TOEIC with its vocabulary minigames, have found that it not only increases engagement but also builds a deeper connection between users and the brand. Nevertheless, detailed planning and continuous monitoring of engagement metrics are crucial factors for ensuring success.
- **Influencers, KOLs, KOCs and TikTokers:** Collaborating with influencers on TikTok, such as KOLs and KOCs, presents a significant opportunity that many Clients (8/20) have yet to effectively leverage. While this approach can help brands quickly reach new customer audiences and drive purchase conversions, the high costs and challenges in selecting the right KOLs make many Clients hesitant.
- **User-Generated Content (UGC):** UGC, or user-generated content, is a promising idea that some Clients are considering (4/20). This type of content not only fosters authentic interaction but also helps build a closer relationship with the user community. However, managing UGC remains a significant challenge, as Clients are concerned about controlling the quality and messaging of content produced by users.

According to a report by Influencer Marketing Hub, the Innovative Content Formats for TikTok Marketing are AR (42.3%), Livestream (30%), Expanding into new international markets

(14.1%), and more sophisticated influencer collaboration models. Comparing the two results, we see a high level of alignment, which allows us to confirm that these ideas hold great potential for development.

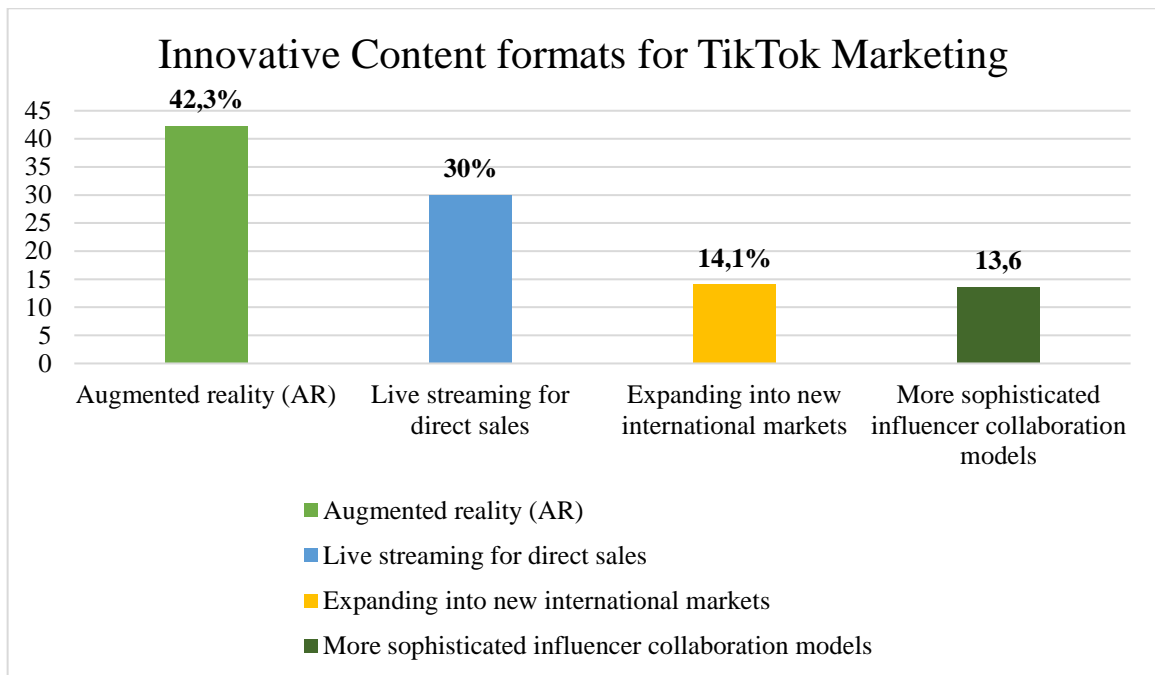


Figure 3.5: Innovative Content formats for TikTok Marketing

(Source: Influencer Marketing Hub)

Overall, Clients recognize that TikTok is a platform full of potential, but effectively leveraging new ideas requires a systematic strategy, continuous creativity, and the ability to monitor and adjust campaigns quickly. Clients need to be prepared to invest both resources and time to seize opportunities on this platform.

3.1.3 Clients' evaluation of Content Marketing services on TikTok

In the context of an increasingly competitive market, understanding Clients' evaluations of content marketing services on TikTok is crucial for Agencies like SIKIDO. There are three main factors that Clients often consider when deciding to choose content marketing services on the TikTok platform.

- First, I will examine the important factors that lead to the decision to use the services, which will help SIKIDO identify the strengths and weaknesses in its service offerings.
- Next, I will analyze the factors that determine the success of a content marketing campaign on TikTok from the Clients' perspective. This will help SIKIDO understand the actual market demands.
- Finally, I will assess Clients' willingness to invest in monthly content marketing services, along with the factors influencing that investment decision. This will help evaluate

whether the investment level aligns with the pricing of the service packages that SIKIDO can offer.

These insights will provide a solid foundation for SIKIDO to develop and optimize its services to meet the increasing demands of Clients in harnessing the potential of TikTok.

3.1.3.1 Key factors that influence Clients' decisions to choose Content Marketing services on TikTok

Through the interview process and analysis of the results from interview question 10, it can be concluded that Clients' decisions to choose content marketing services on TikTok depend on various factors. TikTok is a platform that demands continuous creativity and innovation, so Clients need to ensure they select the right partner capable of delivering optimal results. The key factors emphasized by Clients during the decision-making process include:

- **Creativity and strategic thinking:** The majority of Clients (19/20) emphasize that creative and unique content is the most important factor that helps businesses stand out among millions of videos on TikTok. Clients are looking for a partner with strategic thinking abilities who can continually grasp and update new trends, thereby helping them create engaging and captivating content for viewers.
- **Reasonable pricing and transparency:** Most Clients (18/20) are not only looking for affordable pricing but also demand transparency in quoting and any additional costs throughout the collaboration process. They are willing to invest in services that can deliver real value, but at the same time, they require clarity and fairness regarding costs.
- **The ability to monitor and measure effectiveness:** Clients must closely monitor and evaluate marketing outcomes in order to make necessary adjustments and optimize their campaigns (17/20). Specific efficacy indicators, like views, engagement levels, and viewer-to-customer conversion rates, are required by businesses from services. This aids in their evaluation of the efficacy of the present plan and, if required, aids in making changes to get the best outcomes.

In conclusion, a variety of aspects influence organizations' selections when selecting TikTok content marketing services, but the three most crucial ones are inventiveness, affordable costs, and the capacity to track results. These elements give companies more assurance when spending money on a solution that really adds value and helps them maximize their TikTok platform marketing tactics.

3.1.3.2 Factors that determine the success of a Content Marketing service on TikTok according to Clients' evaluations

It is evident from the interview procedure and the examination of the responses to interview question 5 that there are several criteria taken into consideration when evaluating the

performance of TikTok's content marketing services. Customers stress that TikTok is a distinct platform where content needs to be creative and have the capacity to pick up trends fast in order to stand out and draw viewers. The following are the main elements that organizations consider to be important in determining the effectiveness of content marketing services on TikTok:

- **Creativity and the ability to catch trends:** This is a factor emphasized by all interview participants (20/20), who believe that creativity is the key to success on TikTok. TikTok is a platform that demands concise and creative content, requiring businesses to continuously innovate with fresh and distinct ideas while keeping up with market trends to attract attention and stand out. This creativity not only helps videos reach a broader audience but also generates strong interactions with users.
- **Understanding the target audience:** Clients (16/20) believe that understanding customer behavior and preferences on TikTok is crucial for creating relevant and engaging content. This further emphasizes the necessity of investing in research on the target audience to produce content that aligns with their expectations and tastes, thereby enhancing engagement and building trust with the brand.
- **Data analysis and performance tracking:** Data analysis and tracking campaign performance are considered essential factors in optimizing marketing strategies (15/20). Monitoring key metrics such as views, engagement rates, and conversion rates helps businesses gain a better understanding of the effective elements within their campaigns, allowing them to adjust and optimize strategies for the best possible results. Similar to the results collected from 397 marketers on Influencer Marketing Hub, the survey participants also responded that the key performance indicators (KPIs) for measuring success on TikTok would include: Video views (62.2%) and likes/comments (27.7%) as important indicators of success; while share rate and hashtag performance (5.5%) and conversion rate (4.5%) also play significant roles.

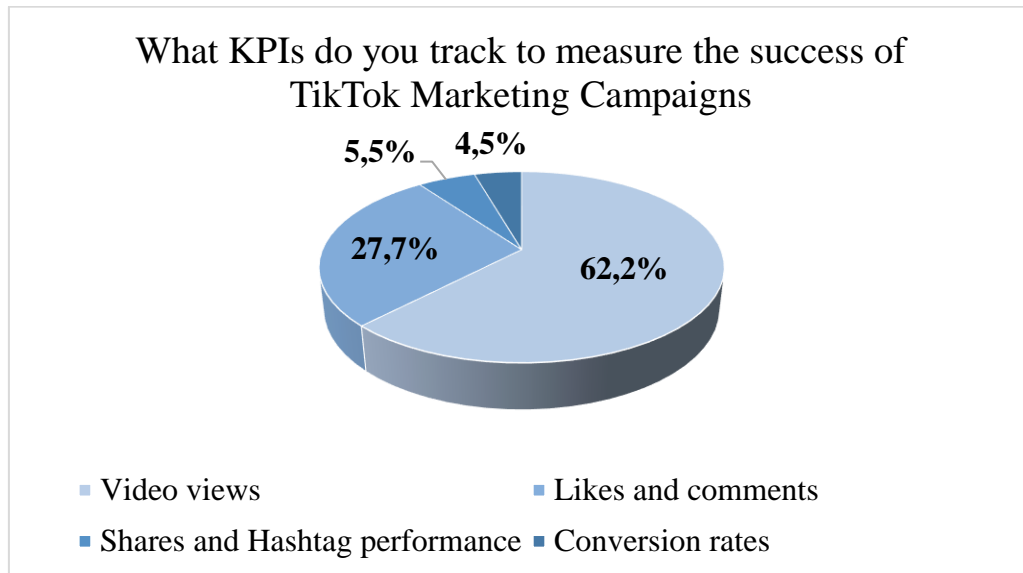


Figure 3.6: What KPIs do you track to measure the success of TikTok Marketing Campaigns

(Source: Influencer Marketing Hub)

Overall, the success of content marketing services on TikTok depends not only on creativity but also on a thorough understanding of the target audience and the ability to analyze data for intelligent and effective strategy adjustments and optimizations. These factors will ensure that businesses can implement campaigns effectively and sustainably on the TikTok platform.

3.1.3.3 Clients' willingness to invest and the factors determining that level of investment in Content Marketing services on TikTok each month

Through the interview process and the results from question 6, it is evident that the majority of participating Clients (14/20) are willing to invest between 20 to 40 million VND for content marketing services on TikTok each month. This indicates that businesses are recognizing the value of TikTok in brand development and customer outreach. Additionally, some Clients (13/20) are willing to invest even more, depending on their confidence in the platform's effectiveness and the commitment from stakeholders to optimize costs and achieve specific results.

The factors that determine the level of investment by Clients for monthly content marketing services on TikTok include:

- **Supplementary investment in content production:** Clients recognize that high-quality, creative, and engaging content is a core factor in attracting attention and interaction from TikTok users. This awareness leads them to allocate more budget for content production to create eye-catching and interesting videos, aiming to stand out amid the intense competition on the platform.

- **Campaign objectives and marketing goals:** This is highlighted as a key factor influencing the level of investment (17/20). Clients will consider their spending based on expectations, importance, and priority levels of marketing objectives within their overall strategy. When a campaign is viewed as a focal point with the potential to yield significant benefits, the budget allocated for it will be increased accordingly.
- **Evaluation of scale, scope, duration, effectiveness, and budget adjustment:** Most Clients (15/20) exhibit flexibility in adjusting their budgets based on the actual results of each campaign. They typically monitor campaign performance through metrics such as views, engagement, and conversion rates, allowing them to adjust the budget for subsequent activities accordingly.
- **Effectiveness of previous campaigns:** Reviewing the results of past campaigns also influences the investment decisions for subsequent activities for some Clients (8/20). If a campaign yields positive results and increases revenue, businesses may decide to increase investment in similar campaigns in the following months.

All things considered, the Clients' readiness to pay for Content Marketing services on TikTok indicates that they are becoming more conscious of the platform's importance for brand building tactics. Spending decisions are influenced by a number of important factors, including campaign objectives, budget flexibility, and the quality of the material. Furthermore, the ability to assess past campaign efficacy allows Clients to better allocate their funds for upcoming initiatives. This indicates that Clients are continuously seeking creative and effective solutions to engage customers on TikTok, and collaboration with an Agency can bring substantial benefits to businesses, helping them maximize budgets and optimize results from marketing campaigns. Therefore, strong investment in content marketing on TikTok will positively contribute to the sustainable development of brands in an increasingly competitive environment.

3.1.4 Basis for proposing the development of Content Marketing services on TikTok for SIKIDO to provide additional marketing solutions for Clients

To analyze and propose the development of content marketing services on TikTok for SIKIDO, it is essential to have a clear understanding of the market, customer needs, and potential opportunities. Based on the interview results, I will focus on four key aspects:

- First, I will explore the types of content on TikTok that Clients consider most appealing to their target audience, from which I will provide suggestions for effective content strategies.

- Next, I will analyze the features that a TikTok content marketing service needs to have to differentiate itself and enhance competitiveness in the market, positioning SIKIDO as a preferred partner for businesses.
- Third, I will investigate the support that Clients wish the TikTok content marketing service could provide to optimize campaign effectiveness and increase value for customers.
- Finally, I will assess Clients' expectations regarding the contribution of TikTok content marketing services to their overall brand marketing strategy, thereby identifying how this service can elevate the influence and success of businesses.

These aspects will assist SIKIDO in developing a comprehensive service that accurately meets Client needs and optimizes marketing effectiveness on TikTok

3.1.4.1. Types of content on TikTok that Clients believe will attract their target audience the most

Through the analysis of interview results, it is evident that Clients are increasingly aware of the importance of selecting the right type of content on TikTok to attract their target customers. Specifically, based on the findings from question 3, Clients highly value three main types of content that have the strongest potential to capture their customers' attention:

- **Educational content and providing practical value:** Most Clients (16 out of 20) evaluate videos sharing knowledge, skills, tips, and DIY as the most effective in attracting user interest. These videos provide useful value and address common issues in the daily lives of viewers, helping brands enhance their credibility and interaction.
- **User product reviews:** This type of content is also highly valued for its ability to create trust through real customer shares (13 out of 20). When customers post videos about their experiences using a product or service, it helps businesses establish a genuine connection with consumers and encourages other users to join the conversation.
- **Video storytelling:** Although not the most popular type of content (5 out of 20), storytelling is still considered a form of content that attracts customers due to its ability to build a deep emotional connection with them. Inspirational stories, especially those related to personal journeys or unique experiences, help brands leave a lasting impression on customers.

These observations indicate that businesses on TikTok are currently prioritizing not only content that provides practical value but also focusing on building trust and creating emotional connections with customers through creative and authentic content. This is quite similar to the results obtained from 397 marketers on Influencer Marketing Hub, who also believe that the best performing content types on TikTok are: User-generated content leading at 55.7%,

followed by educational content (16.1%) and branded challenges (13.1%). Thus, it can be concluded that educational content and providing practical value, user product reviews, and video storytelling will be the three main foundations for proposing ideas for SIKIDO's content strategy on TikTok.

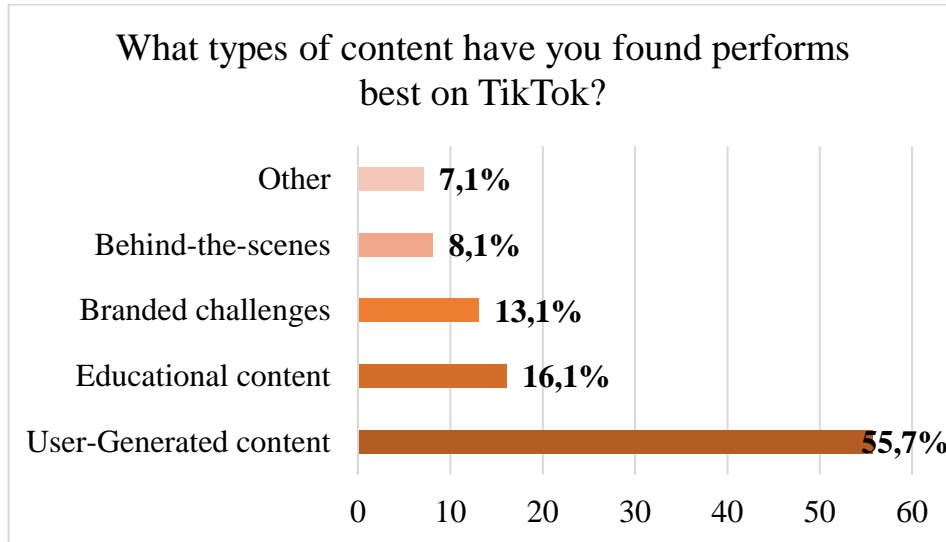


Figure 3.7: What types of content have you found performs best on TikTok?

(Source: Influencer Marketing Hub)

3.1.4.2. Features that a Content Marketing service on TikTok needs to have to be more differentiated and competitive

After analyzing the feedback from Clients, several essential features can be identified for the Content Marketing service on TikTok to create differentiation and competitiveness in this market. Specifically, businesses expect optimal solutions that help them effectively reach potential customers and enhance their competitive strength. Below are the important features derived from the results of interview question 8:

- **Management and collaboration with KOLs, KOCs, Influencers, TikTokers:** This feature is highly valued by many Clients (9/20). TikTok currently relies heavily on partnerships with influencers on the platform, helping brands reach their target audiences widely and quickly. However, selecting the right partners is not simply based on follower count; they must also align with the product and have the ability to connect with the target customers. Agencies need to provide effective consulting services and management for these collaboration campaigns, ensuring that the strategy of reaching out through KOLs/Influencers yields positive results.
- **Integration of AI in content creation and strategy analysis:** This feature was emphasized by 7/20 respondents. AI not only optimizes the content production process but also aids in analyzing and formulating data-driven strategies quickly and accurately.

Incorporating AI into the Content Marketing service will help the Agencies not only create content that aligns with user preferences but also lead in establishing new trends, enhancing campaign effectiveness, and creating a distinct differentiation from competitors. In addition, data collected from 397 marketers on Influencer Marketing Hub indicates an increasing integration of AI in TikTok marketing: 51.9% are very likely to incorporate AI-generated avatars into their campaigns, and 74.3% of marketers find the tools of Symphony AI (also known as TikTok Symphony Assistant - a virtual assistant using AI technology to support content creation on TikTok, designed and developed by TikTok itself) very appealing. This further confirms the growing confidence in the potential of AI to enhance marketing strategies on TikTok.

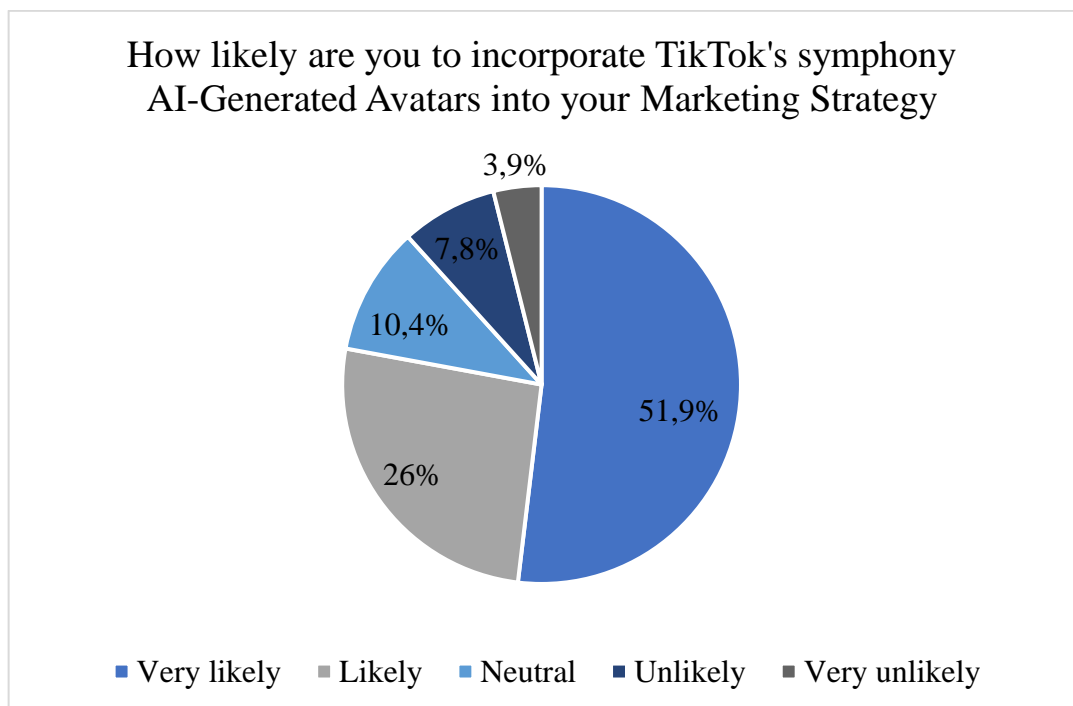


Figure 3.8: How likely are you to incorporate TikTok's symphony AI-Generated Avatars into your Marketing Strategy

(Source: Influencer Marketing Hub)

In conclusion, the development of features such as managing collaborations with KOLs/Influencers and integrating AI into the creative process and strategic analysis are crucial factors that help Content Marketing services on TikTok become more distinctive and competitive. These features not only enhance the effectiveness of campaigns but also enable businesses to maximize the potential of the TikTok platform. By providing comprehensive and flexible solutions, Content Marketing services can help businesses stay ahead of trends, effectively reach their target customers, and enhance brand value in a challenging digital environment.

3.1.4.3. Support that Clients expect the Content Marketing service on TikTok to provide

The basis for proposing the support that Clients expect from Content Marketing services on TikTok is formed from the specific requirements they presented during the interviews. These supports not only reflect the necessity of developing content but also emphasize the importance of optimizing marketing strategies in a fast-paced environment like TikTok. Below are some forms of support that Clients highly value, derived from the results of interview question 7:

- **Support in creating and producing quality content:** This has the highest rating (18/20) and serves as the cornerstone of every TikTok marketing effort. Content must be valuable, of a high caliber, and engaging in order to draw in readers. Customers need an Agency's creative team to understand current trends and create engaging videos that communicate the brand message clearly. This implies that in order to guarantee that content products fulfill the highest requirements, content marketing services must make investments in technology and production methods.
- **Flexibility and timely strategy adjustment:** Clients regarded this as one of the two most important criteria (18/20), comparing it to a key component that keeps them competitive. Clients want a service from the Agency that can track and evaluate these developments in the context of TikTok, which is always evolving due to the frequent emergence of new trends. This allows for adaptable modifications to budget and content. By concentrating on trending material that appeals to the target audience, this not only enables Clients to react to the market swiftly but also maximizes the effectiveness of investment.
- **Developing effective content and advertising strategies and management:** 16 out of 20 Clients evaluate this as a significant focus for them. Creating a comprehensive advertising strategy not only involves developing content but also requires researching and analyzing the market. The Agency needs to assist Clients in identifying their target audience, developing appropriate content plans, and continuously optimizing implemented campaigns. Coordination among departments should also be emphasized to ensure that all activities are closely linked, creating campaigns that are not only effective but also sustainable.

These factors indicate that the Content Marketing service on TikTok is not just a supportive tool but also an important strategic partner in helping Clients achieve their business goals. This support not only helps Clients overcome the challenges of creating engaging and effective content but also enhances their competitiveness in an increasingly complex and dynamic business environment.

3.1.3.4 Clients' expectations regarding the contribution of Content Marketing services on TikTok to the overall marketing strategy of the brand

Based on the analysis of the interview results from 20 Clients regarding question 9, it can be seen that businesses expect the Content Marketing service on TikTok not only to play a supportive role but also to be strategic and capable of significantly influencing their overall marketing strategy. The main expectations highlighted by Clients during the decision-making process include:

- **Enhancing brand recognition:** The majority of Clients (17/20) expect that the Content Marketing service on TikTok can quickly and effectively boost brand awareness. TikTok, with its powerful viral potential, provides opportunities for businesses to reach a large audience, especially among younger customers. Creative, fun, or eye-catching campaigns can attract thousands, even millions of views, making the brand more prominent and memorable.
- **Improving customer satisfaction and loyalty:** Likewise, 17/20 Clients emphasize the importance of building customer satisfaction and loyalty through TikTok. They recognize the platform's potential in maintaining regular and continuous interaction with customers, thereby reinforcing positive relationships and building a community around the brand. This helps Clients not only retain current customers but also attract new ones.
- **Expanding market and increasing competitiveness:** Many Clients (14/20) hope that the Content Marketing service on TikTok will help them expand their market and attract new customer segments. With the vast number of users on TikTok, Clients easily recognize this as an opportunity to grow and dominate the market, especially in segments that have not been effectively tapped into through traditional channels.
- **Boosting sales:** More than half of the Clients (11/20) expect that the Content Marketing service on TikTok will not only enhance brand awareness but also have the ability to convert views into sales. They anticipate that campaigns will be designed with clear objectives and the capacity to encourage customer actions, such as purchasing products or utilizing services.

According to the First Party Data by Influencer Marketing Hub Monthly Survey about TikTok Marketing Stats 2024 - Covering behavior, features, technology, and much more, the main objectives of businesses are to increase brand awareness (61.2%) and drive direct sales through the platform (20.4%). This further strengthens and enhances the reliability of this proposal foundation.

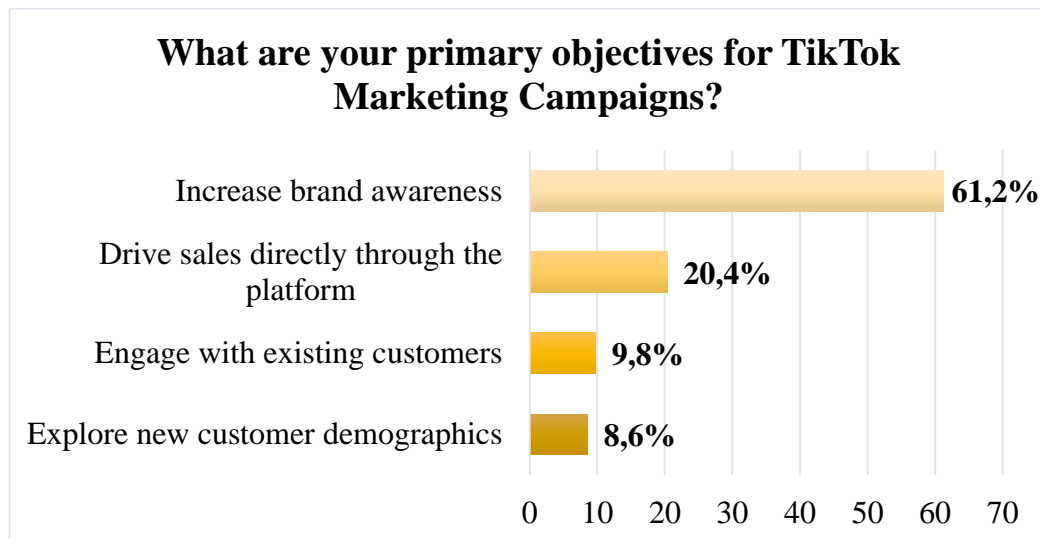


Figure 3.9: What are your primary objectives for TikTok Marketing Campaigns?

(Source: Influencer Marketing Hub)

In summary, Clients make decisions about choosing Content Marketing services on TikTok based on a combination of factors, among which the ability to enhance brand awareness, build customer relationships, expand the market, and drive sales are the most important. TikTok is no longer just a communication tool but has become a powerful channel for Clients to achieve comprehensive growth.

3.1.5 Basis for proposing marketing channels for the marketing plan of Content Marketing services on TikTok for SIKIDO

From the results of the interviews and the analysis of the answers from 20 Clients in question 11, it can be seen that the marketing channel plays a key role in building brand identity and enhancing the effectiveness of reaching Clients for SIKIDO's Content Marketing services on TikTok. Specifically, the Clients indicated that they often seek information about marketing services through various channels. Below are the foundations for selecting marketing channels in SIKIDO's Marketing plan:

- **Social Media:** All Clients (20/20) clearly demonstrated the power of social media in creating interaction and connection with Clients. Platforms such as Facebook, Instagram, and LinkedIn not only help promote services but also provide opportunities for SIKIDO to showcase professionalism and connect with Clients. Developing quality content on these channels will enhance brand visibility and build trust with Clients.
- **WOM (Word of Mouth):** Research shows that Clients (18/20) often rely on referrals from friends, colleagues, and partners to learn about services, and they also believe that word-of-mouth not only creates trust but is one of the most effective forms of marketing

for them. Therefore, SIKIDO should focus on building good relationships with current customers and encourage them to recommend the service to others.

- **Website and Blog:** According to the analysis, 17/20 Clients frequently seek information through websites and forums/blogs. Investing in quality content on the website not only makes it easier for customers to find information about the services but also enhances SIKIDO's reputation. For example, improving SEO and having a user-friendly interface will enhance the user experience, thereby attracting potential customers.

In general, choosing the right marketing channels will help SIKIDO enhance its effectiveness in reaching and building its brand on the TikTok platform. Social media channels, word of mouth, and website content are all important factors to be considered in implementing the marketing plan for TikTok Content Marketing services for SIKIDO.

3.2. Solutions

3.2.1 Research and analysis of the market, customers, and identification of opportunities to develop Content Marketing services on TikTok

With the explosion of TikTok in recent years, this platform has become a powerful marketing tool, attracting the attention of not only consumers but also businesses looking to harness the potential of this innovative advertising channel. However, not all Clients have the resources or experience to effectively capitalize on the opportunities TikTok offers. This creates an opportunity for Agencies, like our company, to act as a bridge to assist businesses in implementing TikTok Content Marketing campaigns professionally and optimally. Based on qualitative research results from three main aspects: the motivations driving collaboration, customer behavior trends, and untapped potential content types, here are specific solutions to help the company strategically develop its TikTok marketing services more effectively.

- **Enhancing collaboration between businesses and Agencies through TikTok strategic consulting services:**
 - Strategic partner: Stress the Agency's function as a strategic partner, one that offers comprehensive advice on TikTok marketing tactics in addition to services. Provide Clients with successful reports from projects that have been completed to show them the value the Agency can offer.
 - Budget optimization: Provide Clients with customizable service plans to help them get the most out of their TikTok advertising expenditures. To persuade Clients to fund initiatives that have the potential to generate a large return on investment (ROI), provide cost-benefit evaluations.

- **Adapting to changes in TikTok users' behavior and preferences:**

The changes in TikTok users' behavior and preferences pose significant challenges for Clients in continuously adjusting their strategies. Therefore, the Agency needs to adapt by:

- Ongoing market analysis: Provide a mechanism for gathering information and analyzing patterns in user behavior on TikTok. Utilize this information to assist Clients in fine-tuning their content strategies, including selecting the best release dates and content types.
- Concentrate on creating trendy, customized content: Urge Clients to produce quick, imaginative, and captivating videos that fit with the current TikTok user demographic's preferences for content consumption. Assist them in realizing that engaging content will result in more robust interactions with customers.

- **Thoroughly exploit untapped potential content ideas:**

Untapped concepts like minigames, challenges, livestreams, and UGC (user-generated content) provide organizations a lot of room to expand. Consequently, the Agency must recognize this chance and urge Clients to try out novel styles that work for them:

- Develop interactive content: Suggest to Clients the implementation of interactive content types such as challenges, minigames, or livestreams to foster engagement with users. These are potential ideas that have not been fully explored but have the capacity to generate strong interaction.

These three aspects together form a complete framework for developing Content Marketing services on TikTok. By emphasizing the role of the Agency as a strategic partner, adjusting marketing strategies according to customer behavior trends, and exploring new types of content, we can create significant growth opportunities for both the Agency and Clients.

3.2.2 Clients' evaluation of Content Marketing services on TikTok

Through the process of interviews and analysis, I have observed that the development of SIKIDO's Content Marketing services on TikTok needs to focus on the key factors required by businesses. TikTok is a dynamic platform where creativity and strategy are crucial determinants of success. Below are some specific solution proposals:

- **Increase investment in building a team with creative and strategic thinking abilities:**
 - Professional creative team: It is essential to build a capable creative team with expertise in digital content and deep understanding of TikTok. This group should not only be skilled at creating interesting videos, but also knowledgeable about current trends and able to come up with original concepts that draw in viewers.

- Training and knowledge updates: Regularly organize training sessions to update the latest trends on TikTok and content production techniques, thereby helping employees create content that aligns with consumer preferences.
- Motivate staff members to study and absorb lessons from effective case studies: Enable staff members to use the knowledge they gain from researching and studying successful marketing efforts on TikTok to their real-world business.
- **Enhance understanding of the target audience**
 - Regular market research: Conduct periodic surveys and studies to collect data on the preferences and behaviors of the target customers on TikTok, while also analyzing trends on TikTok to gain a better understanding of the content that customers want to see. This will provide valuable insights to create more relevant and engaging content.
 - Customer segmentation: Divide the consumer base into discrete groups so that tailored content can be produced for each, boosting the campaigns' allure and interactivity.
 - Create customer personas: Create thorough profiles of your target audience to help you create content that appeals to and meets their needs. Additionally, this will help in producing material that appeals to the target audience better.
 - Direct communication with target audience: Make use of TikTok surveys or livestream videos to establish chances for direct communication with target audience. Through these exchanges, SIKIDO and Clients will be able to get firsthand feedback and enhance their material.
- **Enhance the ability to monitor, measure effectiveness, and adjust strategies in a timely manner:**
 - Create a monitoring system: Data analytics technologies must be used to create a campaign performance monitoring system. To effectively analyze campaign effectiveness and make timely adjustments, SIKIDO and Clients need frequently monitor key metrics including views, engagement rates, and conversion rates.
 - Tools for analytics: Work together to provide comprehensive reports on campaign performance using analytics tools like TikTok Analytics and Google Analytics.
 - Frequent updates: Send Clients monthly performance reports that include important indicators, a breakdown of strengths and shortcomings, and recommendations for campaign optimization changes.
 - Client feedback policy: Create a mechanism for Clients to provide feedback following each campaign in order to promptly identify any changes in their requirements and expectations. This will enable SIKIDO to modify its services as necessary.

- Data-driven strategy adjustments: Modify content and marketing tactics based on Client demands and preferences as well as gathered data. This guarantees that the Agency can satisfy the KPIs set for Clients and react swiftly to shifts in market trends and customer behavior.
- **Improve Transparency and Cost-Effectiveness:**
 - Clearly defined pricing policy: Provide a comprehensive pricing table that breaks down the expenses of video production, advertising, and account management for Content Marketing services so that Clients can comprehend all of the costs involved and the reasons behind the services they select.
 - Consultation and budget discussion: Set up meetings with Clients to go over the financial commitment for TikTok content marketing services. This will assist them comprehend the possible advantages and how SIKIDO may cut expenses to deliver genuine value. In addition to providing cost-effective solutions, this will assist Clients in setting a fair budget for their campaigns.
 - Build flexible service packages: Provide various service package options to suit different budgets and needs, including basic packages, advanced packages, and special feature packages
 - Monitor actual costs: Establish a system to track actual costs throughout the campaign implementation process while notifying Clients of any additional expenses or adjustments to the projected budget.

SIKIDO must prioritize innovation, a precise grasp of the target market, performance tracking optimization, and pricing transparency in order to build the TikTok Content Marketing service and satisfy Client expectations. By assembling a potent creative team, performing consumer and market research, utilizing cutting-edge data analysis tools, and offering clear pricing structures for adaptable service packages, SIKIDO will assist Clients in achieving high campaign effectiveness while also fostering enduring customer relationships and trust. With the help of these solutions, SIKIDO's TikTok content marketing service will grow steadily and eventually take the lead among companies.

3.2.3 Proposal for developing Content Marketing services on TikTok for SIKIDO to provide additional marketing solutions for Clients.

TikTok is a useful tool that helps businesses increase revenue, improve consumer interaction, and raise brand exposure in addition to being an entertainment channel. SIKIDO has to provide a comprehensive, adaptable, and innovative service that enables Clients to fully utilize TikTok

as part of their overall marketing plan in order to fulfill the rising demands of Clients and maximize marketing performance. Here are a few particular suggestions for fixes:

- **Proposed content strategy for the service:**
 - Rich content strategy: A variety of content types should be developed, such as:
 - + How-to and tips videos: Create a series of instructional videos with clear and concise content that helps viewers solve specific problems related to products or services.
 - + Challenge themes: Introduce product-related challenges to entice consumers to take part and upload their films. These challenges raise brand exposure among a wider audience in addition to increasing interaction.
 - + Brand storytelling: Tell the story of the brand's creation and evolution through storytelling. To establish a closer bond between customers and the business, these stories ought to be presented in an approachable and real way.
 - + Engaging narratives and screenplays: Craft engaging and amusing video scripts that blend the brand's message with amusing components to draw in viewers.
- **Service feature proposal:**
 - Management and Collaboration with KOLs, KOCs, Influencers, and TikTokers:
 - + Analysis and assessment of Influencers, KOLs, KOCs, and TikTokers: Evaluate relevant KOLs and KOCs thoroughly to see if they are a good fit for the brand. Engagement levels, following demographics, and previously released content are some of the evaluation criteria.
 - + Finding and establishing contact with Influencers, KOLs, KOCs, and TikTokers: Make searches, choose well-known Influencers, KOLs, KOCs, and TikTokers in the fields relevant to the Clients. Make sure their messaging and styles reflect the ideals of the company.
 - + Coordination of Planning: Together with each Influencer, KOL, KOC, or TikToker, create a thorough collaboration strategy that outlines the material to be created, the broadcast schedule, and performance measures to gauge success.
 - + Monitoring and assessing the success of collaboration: Create a procedure to track and assess the outcomes of joint campaigns involving Influencers, KOLs, KOCs, and TikTokers. For evaluation, use data like views, engagement levels, and sales of products that have been pushed.
 - Integrating AI in content creation and strategy analysis:

- + Applying AI technologies to examine user data: Examine TikTok users' preferences and behavior. Make customized and optimized material based on this data to draw in customers.
- + AI-powered content creation: Use AI-powered technologies, such automatic editing, content idea suggestions, and special effects generation, to help with the development of video content.
- + Analysis of advertising strategies: Use AI to track the success of TikTok Ad Campaigns. In order to optimize the advertising budget, this entails assessing conversion rates, click-through rates (CTR), and other variables.
- **Proposed Support for Clients**
 - Support in creating and producing quality content: Professional video production support: Provide professional video production services, including scripting, filming, and editing, to help Clients create high-quality content on TikTok.
 - Flexibility and timely strategy adjustments:
 - + Real-time content modification and feedback: Set up a procedure for content release on TikTok to receive real-time feedback and monitoring. It is possible to quickly make changes to content that falls short of expectations in order to increase its efficacy.
 - + Testing new content: Tell Clients to try out different kinds of material to see which works best. Test films, live broadcasts, and other interactive events can fall under this category.
 - Building effective content strategies and management: Detailed content planning: Develop a monthly content calendar for Clients, outlining release times, themes, and advertising channels to be used.
- **Meeting Clients' expectations:**
 - Consultation for content strategy: SIKIDO will work with Clients to determine their goals and then create a content strategy that is specific to each goal, from revenue growth to brand awareness. The creative team will also collaborate closely with Clients to exchange fresh concepts and offer input on material that has been created.
 - TikTok Ads campaign management: SIKIDO provides services for managing and optimizing TikTok Ads campaigns, guaranteeing optimal reach and interaction from the intended audience, in addition to content generation.

3.2.4 Proposal of key communication channels for SIKIDO's Content Marketing services on TikTok:

Based on the analysis results and key factors from interviewing 20 Clients, I propose the suitable communication channels for SIKIDO's Content Marketing service on TikTok as follows:

- Social media: By having a significant online presence on sites like Facebook, Instagram, and LinkedIn, SIKIDO will be able to connect with potential Clients. In addition to offering chances for service promotion, social media sites like Facebook, Instagram, and LinkedIn also foster trust by disseminating insights and case studies from successful TikTok content marketing initiatives. To keep users engaged and establish a connection with potential buyers, the content on these channels needs to be of the highest caliber, diversified, and updated often with new trends.
- TikTok: Since TikTok is the main platform for service communication, SIKIDO must make good use of it for its own marketing initiatives. Producing creative videos and a variety of material, including challenges, tutorials, and brand storytelling, will draw in new Clients and show off SIKIDO's capabilities for content marketing on this platform.
- Website and Blog: The website is one of the essential tools to enhance SIKIDO's credibility.
 - + Create a dedicated page for TikTok Content Marketing services with blog posts, case studies, and detailed guides to help customers easily access information.
 - + Optimize SEO to enhance natural search capabilities while building a user-friendly interface to improve user experience and increase traffic.
- WOM: SIKIDO needs to invest in building and maintaining good relationships with current customers to encourage them to recommend services to friends, colleagues, and partners. This form of word-of-mouth offers high reliability and is an effective marketing channel. Additionally, creating promotional programs or special offers for customers who refer services can enhance the effectiveness of spreading the service.

The synchronized integration of these communication channels will help SIKIDO optimize its Marketing Strategy and enhance the reach of its Content Marketing services on TikTok to businesses.

3.2.5 Additional proposals

- **Proposal for building a separate TikTok Marketing Team, consisting of the following departments:**

Table 3.1: Proposal for building a separate TikTok Marketing Team

Department	Responsibilities	Number of Members
Market research team	<ul style="list-style-type: none"> - Analyze the TikTok market and target customers. - Monitor trending topics and assess the effectiveness of current content strategies. - Create regular reports on trends, competitors, and potential opportunities. 	2
Content creation team	<ul style="list-style-type: none"> - Develop video scripts, create trending content. - Propose and develop ideas for Livestreams, viral challenges, ... - Continuously innovate and update ideas aligned with the target audience. 	2
Data analysis team	<ul style="list-style-type: none"> - Track engagement metrics and TikTok campaign performance. - Generate regular analytical reports and recommend content and advertising strategy optimizations. - Use AI tools and big data to predict trends and optimize content. 	2
Client consulting & support team	<ul style="list-style-type: none"> - Advise Clients on content strategies, costs, and budgets, helping them choose the right service packages based on their goals and needs. - Answer inquiries and provide professional customer support. 	1

- **Proposal for service packages from basic to advanced:**

Table 3.2: Proposal for service packages from basic to advanced

Package Name	Service Description	Estimated price
Basic package	<ul style="list-style-type: none"> - Create 10 short trending TikTok videos per month. - Develop content ideas based on the Client's products/services. 	20.000.000 VND/month

		<ul style="list-style-type: none"> - Professionally edit videos and add effects. - Post videos on the Client's TikTok account. - Optimize hashtags, captions, and posting times to increase reach. 	
Advertising package		<ul style="list-style-type: none"> - Manage and set up TikTok Ads campaigns. - Set campaign goals (increase engagement, video views, sales). - Analyze the target audience and optimize the ad budget. - Provide weekly reports on campaign performance (views, engagement, cost per impression). - Ensure optimal ad spending. 	50.000.000 VND/month (excluding ad budget)
Special package	Livestreams	<ul style="list-style-type: none"> - Create a detailed Livestream script focused on the Client's product/service. - Provide technical support throughout the Livestream (lighting, sound, filming). - Ensure direct interaction with customers through Q&A and special promotions. - Provide a detailed report on Livestream results (views, engagement, orders). 	20.000.000 VND/session
	Influencer collaboration	<ul style="list-style-type: none"> - Analyze, select, and connect with appropriate KOLs, KOCs, and Influencers for the Client's product/service. 	- Starting from 50.000.000 VND/campaign

		<ul style="list-style-type: none"> - Plan detailed collaborations, from content ideas to execution strategies. - Assist in content production with KOLs/KOCs (video shooting, content editing, campaign management). - Monitor and optimize the collaboration to ensure the desired KPIs are achieved. - Provide a campaign report (views, engagement, sales growth). 	<ul style="list-style-type: none"> - Costs vary depending on the influence level of each individual (ranging from 10,000,000 VND to 100,000,000 VND or higher).
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3.3. Feasibility of the solution

3.3.1 Action plan

In the action plan for developing Content Marketing services on TikTok for SIKIDO, the "New Product Process" theory - McGraw-Hill will be applied to ensure a systematic and scientific approach in each step of developing the new service. This theory consists of five main phases:

- Phase 1: Opportunity Identification and Selection
- Phase 2: Concept Generation
- Phase 3: Concept/Project Evaluation
- Phase 4: Development
- Phase 5: Launch

In the specific plan, SIKIDO will focus on developing ideas based on analyses of consumer trends and user behavior on TikTok. Next, the service will be screened and evaluated for feasibility, profitability, and competitive potential. After completing the initial development steps, SIKIDO will conduct service trials with a group of potential customers to gather feedback and adjust the service before officially commercializing it on a larger scale.

Applying this process not only helps the service to be implemented professionally and systematically but also minimizes risks and increases the likelihood of success when launched in the market.

- **Phase 1: Opportunity Identification and selection**

Table 3.3: Action Plan for Phase 1 - Opportunity Identification and selection

Objective	Identify the opportunity to develop Content Marketing services on TikTok and assess its potential.	
Timeframe	2 weeks	
Activities	TikTok market research	<ul style="list-style-type: none"> - Analyze user growth data and TikTok usage trends in Vietnam. - Evaluate TikTok's marketing potential for businesses ranging from small to large.
	Customer demand survey	<ul style="list-style-type: none"> - Send surveys to SIKIDO's current customers to gather insights on their interest in TikTok marketing services. - Conduct interviews with potential Clients about their interest in expanding on TikTok.
	Competitor analysis	<ul style="list-style-type: none"> - Review companies offering similar services and analyze their TikTok strategies. - Research the methods and service packages competitors are providing.
	Identifying market trends	<ul style="list-style-type: none"> - Study successful TikTok marketing campaigns from other businesses. - Analyze changes in TikTok users' behavior and explore new opportunities related to content trends on the platform.
Expected outcomes	<ul style="list-style-type: none"> - Identify the potential market and customer segments with demand for TikTok marketing services. - Make an informed decision to develop the service based on market demand and potential. 	

- **Phase 2: Concept Generation**

Table 3.4: Action Plan for Phase 2 - Concept Generation

	Develop specific and feasible service ideas for providing Content Marketing on TikTok.
Timeframe	3 weeks

Activities	Develop diverse service packages	<ul style="list-style-type: none"> - Create various service packages, ranging from content production to campaign management on TikTok. - Design flexible service packages to meet the needs of different customer segments, from startups to large enterprises.
	Collaboration with Influencers/KOLs	Plan collaborations with famous TikTok Influencers to enhance audience reach.
	Creative content ideas	<ul style="list-style-type: none"> - Generate ideas for different types of TikTok content: tutorials, storytelling, branded challenges, promotional livestreams, etc. - Create content tailored to TikTok's unique format, such as short videos, quickly adapting to trends, and high-interaction content.
Expected outcomes	<ul style="list-style-type: none"> - Develop specific service package ideas and strategies to target different customer groups. - Formulate a creative content strategy for growth on TikTok. 	

- **Phase 3: Concept/Project Evaluation**

Table 3.5: Action Plan for Phase 3 - Concept/Project Evaluation

Objective	Evaluate the feasibility of the ideas and select the most effective strategies	
Timeframe	4 - 5 weeks	
Activities	Pilot testing the service	<ul style="list-style-type: none"> - Select a few potential Clients to pilot the TikTok marketing service. - Measure the results, including engagement rates, views, shares, and revenue growth.
	Cost and profit analysis	- Assess the costs of implementing TikTok marketing services (advertising, content production, campaign management).

		- Compare the potential profits from launching the service against the investment costs.
	Scalability assessment	- Evaluate the scalability of the service, including the ability to manage multiple campaigns for different Clients simultaneously. - Analyze the potential use of AI and data analytics tools to optimize the service.
Expected outcomes		- Identify the most promising service packages and deployment strategies. - Clearly assess cost-benefit analysis to decide on expanding or adjusting the service.

- **Phase 4: Development**

Table 3.6: Action Plan for Phase 4 - Development

Objective	Develop and finalize SIKIDO's TikTok Content Marketing service.	
Timeframe	6 - 8 weeks	
Activities	Establish service delivery processes	- Finalize the process from content creation to campaign management on TikTok. - Integrate AI tools to support data analysis and campaign optimization.
	Train the team	- Conduct training sessions for employees on effective TikTok usage and staying updated with the latest trends. - Update content production skills, particularly for creating short, viral videos.
	Build customer management system	- Implement a tool to manage campaigns and track customer TikTok content performance in real-time. - Create a feedback system that allows quick adjustments to strategies based on campaign results.
Expected outcomes	- Finish the management and operational procedures for the TikTok marketing service.	

	- Assemble a team that is knowledgeable and skilled enough to execute the service.
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- **Phase 5: Launch**

Table 3.7: Action Plan for Phase 5 - Launch

Objective	Launch SIKIDO's TikTok Content Marketing service to the market and reach potential Clients.	
Timeframe	2 weeks	
Activities	Marketing the service	<ul style="list-style-type: none"> - Launch marketing campaigns on Facebook, Google Ads, TikTok, and other platforms to promote SIKIDO's TikTok marketing solution. - Give the first five to ten customers a discount. Exclusive offers for customers who use the full-service package.
	Customer support and assistance	<ul style="list-style-type: none"> - Assemble a support staff to assist with budget planning, content strategy advice, and pricing specific to each Client's requirements. - To enhance the service, get input from customers and gauge their level of satisfaction.
	Monitoring and adjustments	<ul style="list-style-type: none"> - Continuously track the performance of the implemented TikTok marketing campaigns. - Adjust content plans and ad strategies based on actual results.
Expected outcomes	<ul style="list-style-type: none"> - Officially launch the TikTok marketing service to the market. - Establish an initial Client base and achieve promising results. 	

3.3.2 Budget

This budget provides a detailed overview of the estimated expenses for the initial launch of SIKIDO's TikTok Content Marketing services:

Table 3.8: Budget estimate for developing Content Marketing services on TikTok

Category	Estimated Cost	Notes
Research & Development (R&D)	25.000.000 VND	Activities for service development and process optimization
Freelancer (video production)	10.000.000 VND	10 short videos (15-30 seconds) at 1,000,000 VND/video
Staff	90.000.000 VND	Includes salaries and staff training costs
Marketing for service promotion	100.000.000 VND	Promotions for new Clients, social media ad campaigns.
Technology & Equipment	35.000.000 VND	Utilize free AI tools like Chat GPT, Gemini, ...or TikTok Analytics Tool
Infrastructure	10.000.000 VND	Utility costs (electricity, water), no office rental
Administration & Legal	20.000.000 VND	Copyright registration, KOL/KOC contract legal fees
Contingency Fund	20.000.000 VND	Unforeseen or additional costs
Total estimated cost (first month)	310.000.000 VND	

3.3.3 Evaluation

- **Financial feasibility**

- Total initial costs: The total cost for the first month of implementation is 310,000,000 VND.
- Projected revenue from service: In order to maintain the viability of the new service, SIKIDO must generate at least 310,000,000 VND in revenue to pay for running expenses. Projected monthly revenue based on suggested service bundles could vary from 500,000,000 VND to 700,000,000 VND, contingent on market demand and the success of marketing campaigns.

- Estimating profit: SIKIDO would make 190,000,000 VNĐ in profit if its 500,000,000 VNĐ of forecasted revenue is met. This suggests that there is room for profit and that successful execution combined with market response may result in profitable outcomes.
- Growth potential: SIKIDO has demonstrated stable revenue growth over the past years:
 - + 2021 Revenue: 70,450,950,175 VNĐ
 - + 2022 Revenue: 81,925,034,894 VNĐ
 - + 2023 Revenue: 91,395,546,367 VNĐ

Given this growth trend, expanding Content Marketing services on TikTok will open up new opportunities, especially since the platform is gaining popularity with significant advertising potential.

- Effective Marketing strategy: Investing 100,000,000 VNĐ in marketing and promotion can enhance brand visibility and attract customers. Utilizing social media platforms like TikTok can significantly increase reach to the target audience, further boosting revenue.

In general, SIKIDO is well-positioned financially to expand the TikTok Content Marketing offering. SIKIDO may reach sales targets, grow its market, and maximize profitability for long-term growth with a sound investment plan and enticing service offerings.

- **Human resource feasibility**

SIKIDO already has more than thirty people on its marketing team. This team will be reorganized as part of the project into a TikTok Content Marketing team, which will include a team for customer consultation, support, data analysis, content creation, and market research. Through the efficient use of current staff as well as the hiring of independent contractors for video production, SIKIDO is able to maximize productivity without having to add a large number of new employees. Internal training and development initiatives can guarantee that the current marketing team is capable of adjusting to TikTok standards.

- **Technological feasibility**

In the current environment, technology—especially artificial intelligence (AI) and free analytical tools—can help execute the development of content marketing services on TikTok efficiently. Here are a few standouts:

- Use of AI: ChatGPT and other similar tools can assist in producing innovative and captivating content for TikTok videos. ChatGPT's semantic analysis and content generating features can improve the caliber of SIKIDO's content while saving the company's content creation team money and effort.
- TikTok analytics tools: TikTok Analytics and other free analytics tools let businesses track the effectiveness of their marketing initiatives, learn about customer behavior, and

tailor their content to specific audiences. SIKIDO is able to efficiently and flexibly modify its marketing strategy thanks to this knowledge.

Leveraging these free tools minimizes the need for technology investment, which is especially crucial during the initial phase of the new service when financial resources may be limited. This allows the company to focus on critical factors such as customer outreach strategies and brand building.

- **Market feasibility**

TikTok has established itself as one of the fastest-growing social media platforms globally, with increasing user engagement and substantial revenue generation potential for businesses. The following statistics illustrate the growth potential of SIKIDO's Content Marketing services on TikTok:

- TikTok Users in Vietnam: Data released on ByteDance's advertising resources shows that TikTok had 67.72 million users aged 18 and older in Vietnam at the beginning of 2024. ByteDance's report indicates that TikTok ads reached 92.6% of the total adult population aged 18 and older in Vietnam at the start of 2024. Meanwhile, TikTok's advertising reach in Vietnam is equivalent to 86.3% of all internet users in the country, regardless of age.
- Potential advertising growth: Data published in ByteDance's advertising planning tools shows that TikTok's potential advertising reach in Vietnam increased by an additional 18 million people (i.e., +35.8%) from the beginning of 2023 to the beginning of 2024. On the other hand, quarterly report figures indicate that TikTok's advertising reach in Vietnam grew by an additional 5.1 million (+8.2%) from October 2023 to January 2024.
- Market competition: TikTok is emerging as a significant competitor to Meta and Google in advertising, indicating the platform's increasing appeal to consumers. While TikTok currently represents a smaller share of the global digital advertising market, its rapid growth has prompted many brands to shift advertising budgets to this platform.

- **Risk assessment:**

Several risks need consideration when developing this new service:

- Algorithm changes on TikTok: Changes in TikTok's policies or algorithms could impact the effectiveness of advertising and content strategies.
- Market competition: Numerous companies are investing heavily in TikTok, leading to significant competition in attracting users and businesses.
- Financial risks: If revenues do not meet expectations initially, the company must have contingency plans to maintain operations without financial strain.

By addressing these aspects, SIKIDO can create a robust foundation for its TikTok Content Marketing services, mitigating risks while maximizing potential returns.

3.4 Conclusion of Chapter 3

Through the analysis and research of market factors, customer needs, and potential opportunities, Chapter 3 has confirmed that developing Content Marketing services on TikTok is a necessary and feasible direction for SIKIDO. The strong growth of TikTok in Vietnam, with an increasing number of young users, has created a significant opportunity for businesses to implement creative marketing campaigns and optimize content to achieve rapid and widespread reach.

For SIKIDO, expanding services to the TikTok platform not only helps meet the new demands of customers but also aligns with the company's strategic direction in diversifying services and enhancing its competitiveness in the digital media market. This will allow the company to optimize marketing campaign effectiveness for Clients, expand operational scale, and strengthen its position in the industry.

Overall, Chapter 3 has provided a clear practical foundation, along with thorough analysis, to propose the development of Content Marketing services on TikTok. The realization of this plan will bring strategic benefits to the company in the future.

CONCLUSION

This internship report focused on proposing the development of Content Marketing services on the TikTok platform for SIKIDO. The research objectives were met by conducting a thorough market analysis, identifying customer needs, and suggesting strategic solutions for service implementation. Using qualitative research methods, including interviews and document reviews, the report successfully identified potential opportunities for SIKIDO to expand its services and effectively engage with its target audience on TikTok.

The research methodology allowed access to up-to-date and diverse information, forming a strong foundation for the proposed service development. However, it is important to acknowledge the limitations of the research, particularly the narrow geographical scope confined to Ho Chi Minh City. Expanding the research to other regions and incorporating quantitative data would provide more specific insights and metrics to further validate the proposed strategies.

Throughout this research and internship experience, I gained substantial insights into the process of developing new services, from conceptualization to execution. By applying the New Product Process model, I learned how to effectively approach the launch of a new service in the market. Moving forward, I plan to continue refining my knowledge by exploring other models and approaches to ensure a more comprehensive application in real-world business scenarios, delivering greater value to the company and Clients.

I am confident that the skills and knowledge acquired during this internship will significantly contribute to my professional growth, particularly in the fields of Content Marketing and market research, equipping me with the tools to excel in future endeavors.

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APPENDIX

Appendix 1: Qualitative questionnaire

New Product Process Theory	Qualitative questions	Purpose of the question
<p>Phase 1 Opportunity Identification and Selection</p> <p>Purpose: Identify trends and market demand drivers for Content Marketing services on TikTok</p>	<p>What motivated your company to decide to cooperate with an Agency to deploy a Content Marketing campaign on TikTok? and why?</p>	<p>Identifying the real motivations and needs of customers when choosing TikTok as a marketing channel:</p> <ul style="list-style-type: none"> • Need to reach young customers • Increase brand awareness • Take advantage of the new marketing trend of TikTok • Develop a multi-channel marketing strategy • Increase competitiveness
	<p>How do changes in customer behavior and preferences on TikTok affect your marketing strategy? Why?</p>	<p>How does the changing trend in customer behavior on TikTok affect the company's marketing strategy?</p> <ul style="list-style-type: none"> • Like to interact => Create events, challenges to interact directly with customers • Require short, fast, entertaining content => Concise, attractive content in the first 3 seconds • Like authenticity => Book KOLs, KOCs or Livestream sales • Online shopping => Livestream commerce, videos with purchase links
<p>Phase 2 Concept Generation</p> <p>Purpose: To generate ideas for services based on customer needs</p>	<p>What type of content on TikTok do you think would appeal most to your audience, and why?</p>	<p>Find out what type of content works best for their audience.</p> <ul style="list-style-type: none"> • Short videos • Educational, instructional content • Funny, entertaining • Incorporate celebrities. • Storytelling • Livestream • AR filters

	What potential ideas have you noticed on TikTok that your company hasn't tried yet? Why?	Explore potential ideas that your company hasn't tried yet. <ul style="list-style-type: none"> • Storytelling • AR filters • Livestream • Influencers
Phase 3 Concept/Project Evaluation Objective: Assess the market attractiveness of Content Marketing services on TikTok	What factors do you think will determine the success of a Content Marketing service on TikTok? Why?	Identifying the factors that determine the success of a Content Marketing service on TikTok <ul style="list-style-type: none"> • Creative, Engaging Content • Accessibility • Engagement • Timeliness • Effective Measurement and Analysis • Brand Relevance
	How much are you willing to invest in TikTok Content Marketing services every month? And what determines that level of investment?	Determine the budget the company can invest in the service as well as expectations for results.
Phase 4 Development Objective: Develop service and prepare for testing	What support do you expect TikTok Content Marketing services to provide in your company's marketing strategy? Why?	Identify what you want your service to support in your marketing strategy <ul style="list-style-type: none"> • Content creation • Data analysis • Detailed reporting • Ad optimization • Integration with other channels • Support building relationships with influencers
	What features do you think Content Marketing services on TikTok need to be different and more competitive? Why?	Identifying the Features That Make a Difference in TikTok Content Marketing Services <ul style="list-style-type: none"> • AI Data Analytics Features • Campaign Automation Tools • Interaction Management Tools Integration • Multi-Channel Marketing Integration

	How do you expect this service to contribute to your company's overall marketing strategy? Why?	<p>Clients' Expectations for Service in Overall Marketing Strategy</p> <ul style="list-style-type: none"> • Support Brand Enhancement • Increase Customer Engagement • Positioning the Brand in the Youth Market Segment • Support Other Marketing Campaigns <p>Increase Sales</p>
Phase 5 Launch Objective: Launch service and collect feedback.	What factors are most important to you in deciding which service to use? Why?	<p>Identify the most important factors in making a decision to use the service</p> <ul style="list-style-type: none"> • Agency's experience and reputation • Creative content and quality • Measurability and analysis • Affordability <p>Multi-channel integration</p>
	How do you usually learn about the Marketing services provided by an Agency? And what influences your decision to choose that Agency?	<p>Identify sources of information and deciding factors when choosing Marketing services provided by the Agency.</p> <ul style="list-style-type: none"> • Through social networks, • Through referrals from partners, • Through previous work experience.

Appendix 2: Interview evidence

- Interview script:

https://docs.google.com/document/d/1F4Uc9JdKA0mgDglNkx3BYptOsoLe6AKXxgpKR4T4gYg/edit?usp=drive_link

- Interview record:

https://drive.google.com/drive/folders/1uQKVqufOHhIbeA76Vy6JZ04g0_yM34oS

- Transcript + Interview Results:

https://docs.google.com/document/d/1PCcqH13xMjdh9KFqONsKkomUCbrevvBe-7NYbPYs27Y/edit?usp=drive_link

Appendix 3: Plagiarism check results

Final Report

ORIGINALITY REPORT

0%

SIMILARITY INDEX

0%

INTERNET SOURCES

0%

PUBLICATIONS

%

STUDENT PAPERS

PRIMARY SOURCES

1

[influencermarketinghub.com](https://www.influencermarketinghub.com)

Internet Source

<1%

Exclude quotes On

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https://ev.turnitin.com/app/carta/en_us/?ro=103&o=2483135114&student_user=1&s=1&u=126762612&lang=en_us

Appendix 4: Internship diary

Time	Job Description	Results achieved	Lessons learned
Week 1: 29/7 – 3/8/2024			
Monday 29/07/2024	<ul style="list-style-type: none"> - Met with Mentor, received tasks, and read company-related documents such as regulations, culture, and job responsibilities. - Got acquainted with team members and other departments in the company. - Familiarized myself with the company's working platform and received information about the projects the Content team is working on. - Received guidance from the Mentor on work processes and how to carry out tasks. - Took on information for two projects, Toan Phat Tarpaulin and Zextra Taiwan Milk, then received assigned writing tasks based on pre-planned topics. - Read and reference articles from senior 	<ul style="list-style-type: none"> - Gained a thorough understanding of the company's regulations, culture, and job requirements after reading documents and getting acquainted with the team. - Clearly understood the company's work processes and specific requirements of the two projects, Toan Phat Tarpaulin and Zextra Taiwan Milk. - Completed Facebook content writing tasks on time and in line with assigned requirements. - Successfully applied writing techniques and tools such as Yaytext and hashtags to enhance the visibility of the posts. - Received positive feedback from the Mentor after completing and revising the articles. 	<ul style="list-style-type: none"> - Communication skills: Getting acquainted with team members helped improve communication skills, fostering better work relationships and support. - Receiving and responding skills: Listening to and incorporating feedback from the Mentor and colleagues helped develop positive response skills and improve writing effectively. - Information gathering skills: Researching projects and products through documents and sample articles helped enhance my ability to research and collect necessary information for work. - Facebook content writing skills: <ul style="list-style-type: none"> + Search for and attach hashtags with over 1 million posts. + Shifted writing style by not starting with questions but directly addressing customer problems.

	<p>team members to learn about writing style, ideas, and article mood.</p> <ul style="list-style-type: none"> - Received feedback from the Mentor and made revisions as requested. 		<ul style="list-style-type: none"> + Used Yayoutext to change font styles for brand and product names, making them stand out and emphasizing them. - Briefing skills for design: <ul style="list-style-type: none"> + Learned about standard sizes for Facebook posts. + Provided clear requirements regarding colors, tone and mood, main text, and supporting text. + Selected images (sent by Clients or found online).
<p>Tuesday 30/07/2024</p>	<ul style="list-style-type: none"> - Continued writing and briefing designs for the Toan Phat Tarpaulin project. - Received information on the Dr. Bang project and proceeded to write articles and brief designs based on the given topics. - Reviewed designs created based on the brief, assessed their quality, and offered suggestions for revisions to ensure they align with the content and meet customer requirements. 	<ul style="list-style-type: none"> - Completed the article and design brief for the Toan Phat Tarpaulin project on time and according to requirements. - Gained a clear understanding of the Dr. Bang project and finished writing content and design briefs as required. - Provided clear feedback to the design team and received positive responses, improving the design output. - Received specific suggestions from the Mentor on how to work effectively between the content and design teams, 	<ul style="list-style-type: none"> - Time management skills: By handling multiple urgent tasks and coordinating with the design team, I have developed my time management skills to complete work on schedule without compromising quality. - Communication skills: Throughout the process of working with different departments, such as design, and receiving feedback from my Mentor, I have improved my communication skills and effectively conveyed information, ensured mutual

	<ul style="list-style-type: none"> - Held a private meeting with the Mentor to receive more in-depth training on working within the content team, coordinating between the content and design teams, scope of work, feedback on articles, and directions for adjustments to suit the project. - Wrote daily work reports and submitted them to the Mentor. 	<ul style="list-style-type: none"> enhancing the team collaboration process. - Completed daily work reports and submitted them on time. 	<ul style="list-style-type: none"> understanding and, minimizing errors.
<p>Wednesday 31/07/2024</p>	<ul style="list-style-type: none"> - Write articles and brief designs for the Toan Phat Tarpaulin project. - Check and provide feedback on design images: Review the designs created based on the brief, assess their quality, and offer suggestions for revisions to ensure the designs align with the content and meet customer requirements. - Write monthly work reports and submit them to the Mentor. 	<ul style="list-style-type: none"> - Completed the article and design brief for the Toan Phat Tarpaulin project on time and according to requirements. - Provided clear feedback to the design team regarding image requirements, colors, and layout, ensuring they met the customer's expectations. - Completed daily work reports and submitted them on time. 	<ul style="list-style-type: none"> - Design brief writing skills: Know how to select and use high-resolution, large-sized images to ensure image quality in the design. - Feedback skills: how to give clear, specific, and constructive feedback, helping to improve design quality without causing confusion for colleagues.

<p>Thursday 01/08/2024</p>	<p>Take leave to attend faculty activities and meet with instructors</p>		
<p>Friday 02/08/2024</p>	<p>- Receive information and brief the account for the B&C Underwear project. + Research the company and products for the B&C Underwear project, refer to industry articles to develop themes and content direction for the project in August. + Incorporate feedback from the Mentor and revise and finalize the Content Pillar and Angle for the B&C Underwear project. - Continue writing articles and briefs for the design of the following projects: Toan Phat Tarpaulin and Zextra Taiwan Milk, based on existing themes. - Write daily work reports and submit them to the Mentor.</p>	<p>- Completed research and developed themes and content direction (Content Pillar) for the B&C Underwear project. - Revised and finalized the content plan based on feedback from the Mentor. - Continued to ensure timely writing and design briefs for other projects. - Submitted daily work reports on time.</p>	<p>- Skills in Idea Generation for Content Plan: + Receive briefs from the Account team, clearly understand customer requirements for content, such as the need for 25 topics, alternating product posts with educational content and memes. + Conduct thorough research on the business and products to generate ideas that align with the customer's business direction and marketing goals. + Discuss with team members to brainstorm and generate ideas for the Content Pillar and Angle. + Finalize the Content Plan after receiving feedback from the Mentor. - Listening skills: Actively listen to feedback and suggestions from the Mentor to improve and refine the content plan, making it more cohesive and aligned with customer requirements.</p>

			- Research skills: Enhance the ability to research information about the business and products from various sources, thereby creating creative and suitable content.
Saturday 03/08/2024	<ul style="list-style-type: none"> - Continue writing management articles and briefing the design for the Neat Interior project. - Check and provide feedback on design: Review the designs created based on the brief, assess their quality, and offer suggestions for revisions to ensure the designs align with the content and meet customer requirements. - Write a weekly report and submit it to the Mentor. 	<ul style="list-style-type: none"> - Completed all articles and design briefs for the Neat Interior project on schedule. - Provided comprehensive feedback to the design team, ensuring the final product meets customer requirements. - Finalized the weekly report, summarizing the entire work process and the lessons learned during the week. 	<ul style="list-style-type: none"> - Self-assessment skills: + Summarizing what I have learned during the week, from writing articles to collaborating with other departments like design. + Evaluating work effectiveness based on feedback from the Mentor and the progress of assigned tasks. + Identifying strengths that have been leveraged while also acknowledging areas for improvement, such as task processing time, understanding customer requirements, and improving time management.
Week 2: 5/8 – 10/8/2024			
Monday 05/08/2024	<ul style="list-style-type: none"> - Received training from my Mentor on writing content for Facebook Ads. 	<ul style="list-style-type: none"> - Completed the Facebook Ads article for the J&K Ladies Culture project after receiving and revising it 	<ul style="list-style-type: none"> - Knowledge of Facebook Ads: Structure of an Ad + Title: Short, creative, and intriguing.

	<ul style="list-style-type: none"> - Received project information for Facebook Ads for J&K Ladies Culture and wrote a draft ad based on an existing theme. - Received project information for the Gon Gang furniture project, then wrote articles and briefed the design for the project based on an existing theme. - Reviewed the designs created based on the brief, assessed their quality, and provided suggestions for revisions to finalize the designs in accordance with the content and customer requirements. - Wrote daily work reports and submitted them to my Mentor. 	<ul style="list-style-type: none"> based on feedback from my Mentor. - Finalized the article and briefed the design for the Gon Gang furniture project according to the requirements. - Ensured daily task progress, including writing articles, checking designs, and submitting reports. - Reviewed the skills and knowledge learned over the week and drafted the weekly report. 	<ul style="list-style-type: none"> + Trending phrases and eye-catching words: Incorporate popular phrases or keywords to emphasize the advertising message. + Avoid sensitive or prohibited words: Do not use restricted terms to prevent violating advertising policies on Facebook. + CTA (Call to Action): Simple and concise, within 1-2 lines, encouraging customers to call, message, or take immediate action. + Relevant hashtags: Use appropriate hashtags related to the industry, field, and product to increase engagement.
Tuesday 06/08/2024	<ul style="list-style-type: none"> - Continue writing ads and briefing designs for the J&K Ladies Culture project. - Continue writing articles and briefing designs for the B&C Underwear project. 	<ul style="list-style-type: none"> - Successfully completed the advertising articles and design briefs for the J&K and B&C Underwear projects on time. - Successfully posted articles on 4 fan pages, ensuring adherence to the 	<ul style="list-style-type: none"> - Knowledge: Posting Schedule Process + Access Meta Page: Log into the management system for the project's fan page. + Plan and schedule: Follow the steps to plan, schedule posts, input content, and

	<ul style="list-style-type: none"> - Receive information from the Loi Phong Gift project and proceed to brief the cover image for the Mid-Autumn Festival theme. - Check and provide feedback for design: Review the designs executed based on the brief, assess quality, and offer suggestions for improvements to ensure the design aligns with the content and Client requirements. - Receive management accounts for all ongoing projects. - Proceed to post content for 4 company pages based on the available content from the company website. - Write a daily work report and submit it to the mentor. 	<p>posting process and schedule.</p> <ul style="list-style-type: none"> - Completed the design brief for the cover image of the Loi Phong Gift project, meeting the requirements for the Mid-Autumn Festival theme. 	<ul style="list-style-type: none"> check for spelling errors to ensure quality. + Arrange images: Add and organize images logically to fit the content and capture attention. + Choose posting time: Select posting times during golden hours (8:00 AM, 12:00 PM, 7:00 PM) to optimize user engagement. + Review posts: After scheduling, perform a final check to ensure the post is well-prepared and set to publish at the intended time.
<p>Wednesday 07/08/2024</p>	<ul style="list-style-type: none"> - Continue writing articles and briefing designs for two projects: Dr. Bang and B&C Underwear. 	<ul style="list-style-type: none"> - Completed the articles and design briefs for the projects Dr. Bang, B&C Underwear, and Loan 	<ul style="list-style-type: none"> - Skills in managing posting schedules: Checking and setting posting schedules requires meticulous attention not only to the

	<p>Receive information for the Facebook Ads project Loan Wedding Decor and write ads along with a design brief based on the existing theme.</p> <ul style="list-style-type: none"> - Check the posting schedule for projects and set the posting schedule for the projects: Toan Phat Tarpaulin and Sikido. - Write daily work reports and submit them to my mentor. 	<p>Wedding Decor according to the requirements.</p> <ul style="list-style-type: none"> - Timely checked and provided feedback to the design team, helping to improve the quality of the images. - Ensured that the posting schedules for the projects Toan Phat Plastic and Sikido were organized effectively to optimize engagement. 	<p>content and images but also to ensuring that the posting times are optimal for engagement. This has helped me improve my time management and work efficiency.</p> <ul style="list-style-type: none"> - Skills in writing Facebook Ads: During the process of writing ads for the Loan Wedding Decor project, I learned how to create engaging headlines, use prominent keywords, and integrate CTAs (Call to Action) in a concise manner that encourages immediate customer interaction.
<p>Thursday 08/08/2024</p>	<ul style="list-style-type: none"> - Receive information for the Facebook Ads project ME.ME - Design Rental and proceed to write Ads based on the available theme. - Receive information for the Facebook Ads project Thien Phu Spa and proceed to write Ads and a design brief based on the available theme. - Continue writing and preparing the design 	<ul style="list-style-type: none"> - Completed the Facebook Ads copy on schedule and in accordance with the content requirements for the projects ME.ME - Design Rental, Thien Phu Spa, and B&C Underwear - Successfully controlled and improved the quality of the design team's images through the team meeting and by reviewing feedback throughout the day. 	<ul style="list-style-type: none"> - Skills in controlling and managing the design team's images: + Implemented a quality control process for images with specific timelines. The first feedback session for the design team was around 11 AM to address issues related to lighting, sharpness, and color of the images. + Before 3:30 PM, I rechecked the images to ensure all revisions met the requirements and were

	<p>brief for the B&C Underwear project.</p> <ul style="list-style-type: none"> - Hold a team meeting to discuss and control the design team's image-related issues. - Write a daily work report and submit it to my mentor. 		<p>updated in the project file, ensuring work progress.</p> <ul style="list-style-type: none"> - Skills in writing Facebook Ads: Engaging with and handling new projects like ME.ME - Design Rental and Thien Phu Spa helped me gain a better understanding of the Facebook ad writing process, ensuring the content is appealing, with clear CTAs, and tailored to each product/service.
<p>Friday 09/08/2024</p>	<ul style="list-style-type: none"> - Check the posting schedule for projects and set the posting schedule for the Gon Gang Furniture project. - Check the content and images of the Dr Bang project to ensure there are no images that violate Facebook's guidelines (such as images containing surgical instruments). - Receive and handle new projects: <ul style="list-style-type: none"> + Đinh Nguyen Decorative Bracelets Project: Begin writing articles and a design brief based on the existing theme, 	<ul style="list-style-type: none"> - Ensure the completion of writing articles and creating design briefs for projects such as Dr Bang, Loi Phong gift, Đinh Nguyen Decorative Bracelets, and Nas Cosmetics according to the set schedule. - Enhance planning and campaign execution skills: Develop a detailed plan for the back-to-school campaign of the Nas Cosmetics project, including market research, identifying the target audience, and crafting effective advertising content. 	<ul style="list-style-type: none"> - Campaign planning skills for the back-to-school theme: <ul style="list-style-type: none"> + Receiving the brief from the Account Manager: Clearly identify the campaign's main objectives, target audience (students), key products (acne treatment, whitening, sunscreen), and the core message to deliver. + Market research and customer insights: Understand the needs and habits of the target audience during the back-to-school season, focusing on their pain points (such as skin issues like acne and sun damage) to provide suitable

	<p>ensuring the content aligns with customer requirements and fits the product images.</p> <p>+ Nas Cosmetics</p> <p>Project: Read the brief from the account manager, research the company and its products, and then finalize the Content Pillar and Angle for the "BACK TO SCHOOL" campaign. Propose tagline suggestions, a big idea, and content suitable for a campaign focused on acne treatment, skin whitening, and sunscreen products.</p> <p>+ Nam Phuong Electric Bike Facebook Ads</p> <p>Project: Review the brief from the account manager, research the market and product, and suggest three ad themes to attract the target audience.</p> <p>- Continue writing articles and creating design briefs for the Dr</p>	<p>- Image quality control: Proactively manage and edit images for the projects, ensuring compliance with Facebook's policies and meeting quality standards.</p>	<p>solutions through the brand's products.</p> <p>+ Drafting Big Idea, Tagline, and Content Pillar: Create engaging concepts, catchy taglines, and content themes that align with the campaign's goals.</p> <p>- Ad writing skills for different projects:</p> <p>+ Thoroughly research the product and industry (e.g., Nam Phuong Electric Bike) before proposing ad topics.</p> <p>+ Build ad topics based on factors such as product advantages, customer needs, and how to make the product stand out from competitors.</p> <p>- Image and Content Control: Pay close attention to ensuring content complies with platform policies, such as avoiding prohibited elements like surgical tools in the Dr Bang project.</p>
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	<p>Bang and Loi Phong Gift projects.</p> <ul style="list-style-type: none"> - Check and provide feedback for designs - Write a daily work report and submit it to my mentor. 		
<p>Saturday 10/08/2024</p>	<ul style="list-style-type: none"> - Continue writing content and design briefs for the Loi Phong Gift project. - Review and provide feedback on design: Assess the designs based on the brief, evaluate the quality, and offer suggestions for revisions to ensure the designs align with the content and meet the Client's requirements. - Write a weekly report and submit it to the Mentor. - Team meeting to adjust writing style according to Client requirements (writing style, especially punctuation usage, information delivery method, and optimizing CTA lines). 	<ul style="list-style-type: none"> - Completed the content for the Loi Phong Gift project on time, ensuring clear and easy-to-understand messaging. - Improved the efficiency of the Design team: By providing timely reviews and feedback, the Design team adjusted the designs according to the requirements, ensuring quality and alignment with each campaign's standards. - Completed the weekly report, summarizing the entire work process and the lessons learned throughout the week. 	<ul style="list-style-type: none"> - Improved Facebook content writing skills: <ul style="list-style-type: none"> + Use punctuation wisely: Avoid overusing exclamation marks (!). Excessive use can make the content feel heavy and unprofessional. Only use it when emphasis is truly needed. + Break down the content into clear sections: Each post should be divided into 2-3 main ideas. For each, list smaller points and use capitalization or bolding to highlight key terms, making the content easier to digest. + Avoid questions right after the first line: Instead of starting with a question, get straight to the point to maintain clarity and direction in the content. + Keep titles concise and to the point: A title shouldn't be too long; it should focus

			<p>on delivering the main message in the most effective way possible.</p> <p>+ Simple and clear CTA: The Call to Action (CTA) should be brief and straightforward, ideally no longer than one line, so the reader easily understands the next step.</p>
<p>Week 3: 12/8 – 17/8/2024</p>			
<p>Monday 12/08/2024</p>	<ul style="list-style-type: none"> - Continue writing and creating design briefs for two projects based on the defined topics and requirements: Đinh Nguyen Decorative Bracelets and B&C Underwear. - Write content based on a video for the NAS Cosmetics project - Check and provide feedback for the design team - Write daily work reports and submit them to the mentor. 	<ul style="list-style-type: none"> - Completed the writing and briefs for the projects on schedule. - Received feedback from the Client and made precise adjustments to the content as requested. - Ensured the designs closely followed the content and campaign objectives, while providing timely feedback to the designer. 	<ul style="list-style-type: none"> - Design feedback skills: Gain a better understanding of how to present and adjust designs so that images align with the content and adhere to brand standards. - Teamwork efficiency: Timely reception and response to feedback from Clients and the design team helped ensure that the work stayed on track with requirements and deadlines.

<p>Tuesday 13/08/2024</p>	<ul style="list-style-type: none"> - Continued writing and design briefing for two projects: NAS cosmetics and Dr. Bang - Received project information for Minh Tam roast pork: Researched customer information and began drafting content along with a design brief based on the predefined theme. - Writing Facebook Ads for the Nam Phuong Electric Bike project: Crafted engaging and attractive ad content targeting customers, focusing on the project's goals and information. - Checked and provided feedback for design. - Completed and submitted a daily work report to the mentor. 	<ul style="list-style-type: none"> - Completed content and design briefs for the projects on time. - Ensured that the advertising content for the Nam Phuong Electric Bike project is aligned with the target market and has the potential to attract customers. - Provided quality feedback on designs, assisting the design team in making timely adjustments. 	<ul style="list-style-type: none"> - Advertising writing skills: Enhanced the ability to write Facebook Ads that are attractive and effective, focusing on conveying clear and compelling messages. - Improved feedback skills: Developed the ability to provide constructive feedback on designs, helping to improve the final product and achieve better results.
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<p>Wednesday 1 4/08/2024</p>	<p>- Write and brief design for 3 projects: Continue to develop content and design guidelines for the Nas Cosmetics, Minh Tam Roasted Pork, and Loi Phong Gift projects, ensuring that the content accurately reflects the messages and requirements of each project.</p> <p>- Check and provide feedback on design</p> <p>- Write the daily work report and submit it to the mentor.</p>	<p>- Completed content and design brief: Successfully completed the content and design brief for all three projects on schedule.</p> <p>- Provided accurate and timely feedback: Offers precise and timely feedback on designs, assisting the design team in improving and finalizing the products.</p>	<p>- Time management skills: Improved the ability to allocate time effectively to handle multiple projects simultaneously while maintaining work quality.</p> <p>- Teamwork: Learned to communicate effectively with team members, especially when providing feedback on designs and editing content.</p>
<p>Thursday 15/08/2024</p>	<p>- Write articles and design briefs for 2 projects: Continue developing content and providing design guidance for the Nas Cosmetics and B&C Underwear projects, ensuring that the content aligns with the requirements and objectives of each project.</p> <p>- Review the designs created for the projects.</p>	<p>- Completed the content and design brief for both projects on schedule.</p> <p>- Provided clear and timely feedback on the designs, assisting the design team in revising and finalizing the products.</p>	<p>- Writing Skills: Improved the ability to create engaging content that aligns with the target audience of each project.</p> <p>- Feedback Skills: Learned how to provide effective, specific, and constructive feedback, helping colleagues enhance their work.</p>

	<ul style="list-style-type: none"> - Compile and submit a daily work report to the mentor. 		
<p>Friday 16/08/2024</p>	<ul style="list-style-type: none"> - Write articles and design briefs for 2 projects: Nas Cosmetics and B&C Underwear. - Receive feedback from my Mentor on the advertising content for the Nam Phuong Electric Bike project and make necessary adjustments to enhance the quality of the content. - Check and provide feedback on design: Review the completed designs, offering detailed feedback to help the design team improve the quality of their work. - Compile and submit a daily work report to my Mentor. 	<ul style="list-style-type: none"> - Completed the content and design brief for the projects on time. - Adjusted the Facebook Ads content based on feedback, ensuring that it aligns more closely with the requirements. 	<ul style="list-style-type: none"> - Content adjustment skills: Learn how to receive and apply feedback to improve writing and enhance content quality. - Time management: Enhance time management skills to complete multiple tasks within the same day.

<p>Saturday 17/08/2024</p>	<ul style="list-style-type: none"> - Review previously scheduled posts and continue arranging new posting schedules for the following projects: Nas Cosmetics, Minh Tam Roasted Pork, Toan Phat Tarpaulin, Loi Phong Gifts, Dinh Nguyen Decorative Bracelets, and Dr Bang. - Write content and design brief: Continue to refine content and design guidance for the NAS Cosmetics and B&C Underwear projects. - Check and provide feedback on designs - Write weekly report and submit to mentor. 	<ul style="list-style-type: none"> - Complete scheduling posts for various projects: Ensure that the content strategy remains consistent by scheduling posts for multiple projects. - Draft automated response messages: Enhance professionalism and optimize response time for the Nas Cosmetics project by preparing automated response messages. - Continue developing content and design for Nas Cosmetics and B&C Underwear Projects: Improve and refine content and design based on feedback received. 	<ul style="list-style-type: none"> -Article scheduling Skills: Improve the ability to organize content according to a schedule and ensure consistency across projects. - Feedback for design: Develop the ability to provide clear and specific comments to assist the design team in adjusting images.
<p>Week 4: 19/8 – 24/8/2024</p>			
<p>Monday 19/08/2024</p>	<ul style="list-style-type: none"> - Write articles and design briefs for the Nas Cosmetics project: Continue to refine the content and design guidelines for the project, ensuring an effective advertising strategy that attracts customers. 	<ul style="list-style-type: none"> - Ensure the content and design brief for the Nas Cosmetics project are on schedule. - Provide useful feedback to enhance the quality of the designs, ensuring consistency between the content and visuals. 	<ul style="list-style-type: none"> - Writing Skills: Continue to improve the ability to write advertising content for cosmetics projects, optimizing messages for each customer segment. - Feedback Skills: Strengthen the ability to provide effective design feedback, ensuring the

	<ul style="list-style-type: none"> - Check and provide feedback on designs - Write daily work reports and submit them to my mentor. 		<p>quality of visuals aligns with project requirements.</p>
<p>Tuesday 20/08/2024</p>	<ul style="list-style-type: none"> - Receive information about the La Lune Flower Shop Ads project + Read and thoroughly understand the brief from the account, grasping the project's goals and requirements. + Propose 3 creative themes for 3 Ads, ensuring they align with the Client's direction and objectives. + Proceed to write content and design briefs for each theme, focusing on effectively conveying the message and attracting attention. - Check and provide feedback on design. - Schedule a meeting with the supervising instructor to discuss the detailed outline and revise the work 	<ul style="list-style-type: none"> - Completed 3 Ads and design briefs for the La Lune Flower Shop project, ensuring that the content and design align with the Client's requirements. - Provided quality feedback on the designs, assisting the design team in improving and finalizing the products. - The detailed outline of the report has been approved by the supervising instructor, and revisions are being made according to the guidance. 	<ul style="list-style-type: none"> - Proposal and Ads Writing Skills: Enhance the ability to propose creative topics and write effective advertising content that aligns with the goals and target audience. - Feedback Skills: Continue to develop the ability to provide specific and constructive feedback, helping the design team improve the products.

	<ul style="list-style-type: none"> - Write a daily work report and submit it to the Mentor. 		
<p>Wednesday 21/08/2024</p>	<ul style="list-style-type: none"> - Receive and analyze customer's La Lune Flower Shop, then revise the advertising content to meet requirements, adjusting wording and writing style to ensure satisfaction. - Check and provide feedback for Design: Continue to review designs from the Design team and give feedback on images, layout, and color to align with the revised content and customer requirements. - Receive Information on Blue Pet and Junior Pet House Projects - Write daily work report and submit to mentor. 	<ul style="list-style-type: none"> - Revise the advertisement for La Lune Flower Shop according to the customer's requirements. - Complete two Facebook posts for the Blue Pet and Junior Pet House projects, focusing on the "Golden Week" promotional program. - Provide effective feedback on Designs to help the Design team make appropriate adjustments to the images. 	<ul style="list-style-type: none"> - Improve Feedback: Learn to analyze customer feedback in more detail to make appropriate content adjustments. - Skills for managing multiple projects simultaneously: Continue to develop the ability to organize time and tasks when handling various projects, ensuring timely completion and maintaining quality.
<p>Thursday 22/08/2024</p>	<ul style="list-style-type: none"> - Check posting schedule and set posts for projects: Review and update the posting schedule for projects such as Đinh Nguyen 	<ul style="list-style-type: none"> - Completed the scheduling of posts for projects: Successfully set the posting schedule for various projects, ensuring 	<ul style="list-style-type: none"> - Flexibility in content direction: The ability to quickly adjust content strategies based on Client requests, ensuring that the target audience is always

	<p>Decorative Bracelets, Minh Tâm Roasted Pork, B&C Underwear, and Sikido. Adjust the timing and content to ensure alignment with the marketing plan.</p> <ul style="list-style-type: none"> - Check and provide feedback for design - Reorient content for Nas Cosmetics: As per the Client's request, shift the content strategy to focus on the melasma treatment products. Adjust the writing to highlight the features and benefits of the melasma treatment products, targeting customers looking for solutions to this issue. - Write daily work report and submit to Mentor 	<p>that the content is appropriate and on time.</p> <ul style="list-style-type: none"> - Provided effective feedback on Design: Offering constructive feedback to the Design team, aiding them in further refining the products. - Successfully shifted content direction for NAS Cosmetics Project: Changed the focus of the content strategy to emphasize melasma treatment products as per the Client's request. 	<p>accurately addressed and expectations are met.</p> <ul style="list-style-type: none"> - Time Management Skills: Effectively organizing work when managing multiple projects simultaneously, ensuring that no posting schedules are overlooked.
<p>Friday 23/08/2024</p>	<ul style="list-style-type: none"> - Write content and brief design for 2 projects: Continue writing content and preparing briefs for the design team regarding the NAS cosmetics and Sikido projects. For NAS cosmetics, focus 	<ul style="list-style-type: none"> - Completed writing and sending briefs to the Design Team on Time: Ensured that the content for the NAS cosmetics and Sikido projects is executed in the right direction. - Gained management rights for Sikido's Fanpage 	<ul style="list-style-type: none"> - Fanpage management skills and remarketing strategy development: Enhancing planning skills for remarketing, learning how to re-engage with previous customers to maintain relationships and increase sales opportunities.

	<p>on the melasma treatment product, while for Sikido, aim for marketing and website service solutions.</p> <ul style="list-style-type: none"> - Manage Sikido's Fanpage and develop a remarketing plan - Continue reviewing designs from the team and give detailed feedback, adjusting design elements to ensure they align with content requirements. - Write a daily work report and submit it to Mentor. 	<p>and initiated a Remarketing Plan: Started developing strategies to reach out to previous customers.</p> <ul style="list-style-type: none"> - Provided timely feedback to the Design Team: Assisted in improving the quality of the project designs. 	<ul style="list-style-type: none"> - Close collaboration between content and design: Improving the ability to communicate ideas clearly to the design team, ensuring that designs align with marketing messages.
<p>Saturday 24/08/2024</p>	<ul style="list-style-type: none"> - Write content and design brief for two projects: Nas Cosmetics and Sikido. For the Nas Cosmetics project, the content will still focus on the melasma treatment product, while the Sikido project will highlight marketing, advertising, and website development service solutions. 	<ul style="list-style-type: none"> - Complete the content and design brief for Nas Cosmetics and Sikido: Ensure that the content and design are on schedule. - Provide Detailed feedback for Designs: Offer specific feedback on the designs to help improve and refine the visuals according to the requirements. - Finalize the weekly report: Summarize the ongoing tasks and projects. 	<ul style="list-style-type: none"> - Time management and progress tracking: Completing tasks on time while maintaining quality enhances organizational and time management skills, allowing for more efficient multitasking and deadline adherence. - Effective design feedback: Gaining experience in providing detailed, constructive feedback has streamlined the design process, enabling the design

	<ul style="list-style-type: none"> - Review design samples from the team and provide timely feedback to ensure that the image quality and designs meet the requirements. - Write a weekly report and submit it to Mentor. 		<p>team to improve their work swiftly and efficiently. This also strengthens collaboration and optimizes workflow.</p>
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Week 5: 26/8 – 31/8/2024

<p>Monday 26/08/2024</p>	<ul style="list-style-type: none"> - Continue writing articles and brief design for Dr. Bang and Sikido Projects: - Writing website content and brief design for Nam Anh Forklift Project - Evaluate the designs received from the team and provide specific feedback to ensure aesthetic appeal and effective message communication. - Propose 25 new topics for B&C Underwear Project with Focus on Mode Marie Bra: Research and develop a list of attractive topics to 	<ul style="list-style-type: none"> - Complete content and brief for Dr. Bang, Sikido, and Nam Anh Forklift Project. - Propose 25 new topics for B&C Underwear, contributing to enriching marketing content. 	<ul style="list-style-type: none"> - Content Creation Skills: Enhance the ability to generate a variety of topic ideas to develop effective marketing campaigns. - Design Feedback: Learn how to provide clear and specific feedback to improve design quality, ensuring that they align with communication goals.
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	<p>draw customer interest in the product.</p> <ul style="list-style-type: none"> - Write a daily work report and submit it to Mentor. 		
<p>Tuesday 27/08/2024</p>	<ul style="list-style-type: none"> - Receive Information for 2 Projects: <ul style="list-style-type: none"> + Website for Truck Dealership: Research and write an introduction about the services, products, and benefits of choosing a truck dealership. + World of Mobile Awnings: Prepare content and design brief for the website, emphasizing the features and variety of awning products. - Check and set posting schedule for 3 Projects: Dr. Bang, Sikido, Nas Cosmetics. - Check and provide feedback on Design - Write a daily work report and submit it to a mentor. 	<ul style="list-style-type: none"> - Complete content and brief for Website Projects. Ensure posting schedule for Dr. Bang, Sikido, and Nas Cosmetics is Updated. - Provide feedback on designs to enhance work quality. 	<ul style="list-style-type: none"> - Time Management Skills: Learn to organize and allocate time effectively for different projects. - Writing Skills: Enhance the ability to write engaging content that is suitable for various fields.

<p>Wednesday 28/08/2024</p>	<ul style="list-style-type: none"> - Receive information about the Lien Ket Nhanh delivery service project: + Research the service, target customers, and benefits to propose engaging topics. + Draft the advertising content and describe the necessary design elements to effectively convey the message. - Continue writing content and design briefs for projects: B&C Underwear, Dr. Bang, and the Truck Dealership. - Check and set the posting schedule for the Nas cosmetics project - Review and provide feedback on designs: Evaluate the designs, offering comments and suggestions for adjustments if necessary. - Write daily work reports and submit them to the mentor. 	<ul style="list-style-type: none"> - Complete the content and design brief for the Lien Ket Nhanh delivery service project. - Continue developing content for the remaining projects. - Ensure that the posting schedule for the Nas cosmetics project is updated and aligned appropriately. 	<ul style="list-style-type: none"> - Idea Generation Skills: Learn to propose creative advertising topics that align with the target audience. - Time Management: Improve time management skills when handling multiple projects simultaneously.
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<p>Thursday 29/08/2024</p>	<ul style="list-style-type: none"> - Write a post to celebrate September 2nd and a general brief for all ongoing projects - Check and set the posting schedule for the holiday and management posts for the projects - Check and provide feedback on the design - Receive information for two restaurant website projects: Lang Chai Mui Ne and Canh Buom Vang, then write articles based on existing themes - Write a daily work report and submit it to the mentor 	<ul style="list-style-type: none"> - Complete the content and brief for the September 2nd holiday post for all projects. - Schedule management and holiday posts for all projects, ensuring timely progress. - Continue to develop content for the newly acquired restaurant projects 	<ul style="list-style-type: none"> - Project management mindset during holidays: Improve skills in managing and scheduling content during special occasions. - Design coordination skills: Enhance the ability to align images with content effectively.
<p>Friday 30/08/2024</p>	<ul style="list-style-type: none"> - Receive information on the design and construction project for Lam Kim Son - Check the posting schedule and design images before the holiday: Review and ensure that all posts and design images are scheduled and fully prepared for the holiday. 	<ul style="list-style-type: none"> - Complete the brief for the cover image for the Lam Kim Son project with the Client's requirements. - Ensure that the entire posting schedule and design images before the holiday are thoroughly prepared. - Submit the August work report to the Mentor, providing a clear and 	<ul style="list-style-type: none"> -Effective time management: Complete multiple important tasks before the holiday, ensuring that progress is not affected. - Coordination of multiple projects: Improve the ability to handle multiple projects simultaneously, especially during peak periods before the holiday.

	- Write the August work report and submit it to the Mentor	detailed summary of the projects.	
Saturday 31/08/2024	National Day Holiday		
Week 6: 2/9 – 7/9/2024			
Monday 02/09/2024	National Day Holiday		
Tuesday 03/09/2024	National Day Holiday		
Wednesday 04/09/2024	<p>- Write content and brief design for the Sikido project: Continue developing content for Sikido, including advertising, marketing, and website services, ensuring it aligns with the project's requirements and objectives.</p> <p>- Receive information for the KVC Hoang Hung Facebook Ads project: Research information and proceed to write advertising content, while preparing a design brief for the campaign based on the existing theme.</p>	<p>- Complete the content and design brief for the Sikido, KVC Hoang Hung, and Huong Quang Fabric projects, ensuring they meet the requirements.</p> <p>- Provide specific feedback for the designs to help the team adjust and improve the products.</p> <p>- Plan the posting schedule for the Đinh Nguyen Decorative Bracelets project, optimizing the communication strategy.</p>	<p>- Research and Analysis Skills: Receiving information from various projects helps improve the ability to analyze and grasp market demands.</p> <p>- Effective organization of work: Managing time and arranging a reasonable posting schedule helps maintain consistency in marketing campaigns.</p>

	<ul style="list-style-type: none"> - Receive information for the Huong Quang Fabric project: Similarly, gather information and develop content, along with a design brief for this project, focusing on the product's strengths. - Check and provide feedback for design - Set posting schedule for the Dinh Nguyen Decorative Bracelets project. - Write daily work reports and submit them to the Mentor 		
<p>Thursday 05/09/2024</p>	<ul style="list-style-type: none"> - Continue writing content and brief design for 2 projects: Sikido and KVC Hoang Hung - Receive information about the King Pool project: Research and prepare a brief design for the project cover, focusing on the standout features of the services and products. - Check and provide feedback on design 	<ul style="list-style-type: none"> - Complete the content and brief design for Sikido, KVC Hoang Hung, and new projects. - Gain insights into the market by researching competitors' content, and then apply these insights to your own strategy. 	<ul style="list-style-type: none"> - Competitor Research Skills: Analyzing competitors in the industry helps identify trends and develop more competitive content. - Enhancing presentation Skills: Preparing design briefs improves the ability to present ideas and requirements clearly and effectively.

	<ul style="list-style-type: none"> - Write a daily work report and submit it to the mentor. 		
<p>Friday 06/09/2024</p>	<ul style="list-style-type: none"> - Continue writing and briefing designs for 2 projects Sikido and KVC Hoang Hung. - Receive information for the Facebook Ads project King of cleaning: Read the brief and write advertising copy based on the existing theme, ensuring that the content is engaging and suitable for the target audience. - Propose 3 advertising article topics for Nas Cosmetics' melasma product: Research and develop 3 creative topics to promote the product, highlighting the benefits and unique features. - Evaluate the designs from the team, providing feedback to improve and ensure the visual elements align with the content. 	<ul style="list-style-type: none"> - Complete the content and design brief for Sikido and KVC Hoang Hung. Write advertising copy for the King of cleaning project, ensuring the content aligns with the campaign. - Successfully propose 3 article topics for Nas Cosmetics, facilitating the advertising campaign 	<ul style="list-style-type: none"> - Advertising content development skills: Learn how to write effective advertising copy that is engaging and clearly conveys the message. - Time management and posting schedule: Improve the ability to manage the posting schedule, ensuring that all projects receive attention and are not overlooked.

	<ul style="list-style-type: none"> - Check the posting schedule for the projects and set posting dates for 2 projects: Sikido and Loi Phong Gift. - Write a daily work report and submit it to my mentor. 		
<p>Saturday 07/09/2024</p>	<ul style="list-style-type: none"> - Write ads for the Nas Cosmetics and Sikido projects - Receive information, brief account, and propose 3 topics for the Lien Ket Nhanh Ads project. - Post articles on the website for 2 projects: Carry out the posting for Huong Quang Fabrics and Music Garden, ensuring that the content is optimized for SEO and aligned with the communication strategy. - Check and provide feedback on designs - Write a weekly work report and submit it to the mentor. 	<ul style="list-style-type: none"> - Complete ads for both Nas Cosmetics and Sikido, ready for the promotional campaign. - Successfully propose three topics for Quick Link Ads, supporting the advertising planning process. - Successfully post articles on the website for two projects, helping to enhance online presence. 	<ul style="list-style-type: none"> - Advertising writing skills: Improve the ability to write advertisements that are suitable for events. - Content management on the website: Learn how to optimize posts on the website to achieve the best results in attracting customers.
<p>Week 7: 2/9 – 7/9/2024</p>			

<p>Monday 09/09/2024</p>	<ul style="list-style-type: none"> - Continue writing content and briefing images for the King Pool and Dr Bang projects - Begin writing and briefing the cover design for the Lien Ket Nhanh project: - Check and provide feedback on design - Check the posting schedule for projects and set posting times for Sikido and King Pool - Write daily work reports and submit them to the mentor. 	<ul style="list-style-type: none"> - Complete the writing and brief for images for the King Pool and Dr. Bang projects. - Successfully kick off the content for the Lien Ket Nhanh project, ready for the next steps. - Ensure the posting schedule for Sikido and King Pool is set appropriately. 	<ul style="list-style-type: none"> - Teamwork Skills: Learn how to collaborate effectively with the design team to achieve the best results. - Time Management: Improve time management skills by scheduling posts scientifically and strategically.
<p>Tuesday 10/09/2024</p>	<ul style="list-style-type: none"> - Continue writing and designing for the Sikido project - Receive information about the Nam Anh Forklift Website project and proceed to write SEO-optimized articles: Research and write content that meets SEO requirements to enhance the website's visibility. 	<ul style="list-style-type: none"> - Complete the content and design for the Sikido project. - Write SEO-optimized articles for the Nam Anh Forklift Website, ready for publication. - Ensure that the posting schedule for all projects is set up appropriately. - Finalize the weekly report, summarizing the tasks and projects currently in progress. 	<ul style="list-style-type: none"> - SEO Writing Skills: Learn more about how to optimize content to attract traffic from search engines. + Keyword Research: Find and use accurate keywords in titles and content, ensuring they fit naturally. + Content Optimization: Break up text, use subheadings, and add internal links to enhance the reader's experience. + Optimize Meta Descriptions: Write

	<ul style="list-style-type: none"> - Check and provide feedback on designs - Check the posting schedule for projects and set the posting schedule for Sikido, Loi Phong Gifts, Nas Cosmetics, and Minh Tâm Roast Pork - Write a weekly report and submit it to the mentor. 		<p>engaging descriptions and monitor article performance for adjustments as needed.</p> <p>- Project Management: Enhance time management and organizational skills to ensure everything runs smoothly.</p>
<p>Wednesday 11/09/2024</p>	<ul style="list-style-type: none"> - Receive information about the Vinh Furniture project and proceed to write articles and design briefs based on the existing theme. - Continue writing articles and design briefs for the following projects: Huong Quang Fabric, Dr Bang, and Lien Ket Nhanh - Develop new themes for the Nas Cosmetics project and the new Lam Kim Son project. - Check and provide feedback on designs - Write a daily work report and submit it to the Mentor. 	<ul style="list-style-type: none"> - Complete the written content and design briefs for the Vinh Furniture, Huong Quang Fabric, Dr. Bang, and Lien Ket Nhanh projects. - Propose and implement new themes for the Nas Cosmetics and Lam Kim Son projects. - Provide timely feedback on designs to ensure project progress. 	<p>- Flexibility and Creativity: Handling multiple projects with different content helps develop creativity and adaptability to specific requirements.</p> <p>- Effective Communication: Coordinating with the design team and providing detailed feedback ensures the final quality of the product.</p>

<p>Thursday 12/09/2024</p>	<ul style="list-style-type: none"> - Continue writing and creating brief designs for the projects: Dr. Bang, Lien Ket Nhanh, Nas Cosmetics, and the Truck Dealership. - Propose themes for the Lam Kim Son design and construction project. - Receive the Facebook Ads project for Binh Tan mussels: Analyze the brief from the Client and come up with three main themes for the advertisement, focusing on the quality and freshness of the products. - Check and provide feedback on designs. - Write a daily work report and submit it to my mentor. 	<ul style="list-style-type: none"> - Complete the articles and design briefs for Dr. Bang, Lien Ket Nhanh, Nas Cosmetics, and the Truck Dealership. - Propose creative themes for the Lam Kim Son project. Finalize themes for the Facebook Ads for Binh Tan mussels. - Provide effective feedback on designs to ensure project timelines are met. 	<ul style="list-style-type: none"> - Time management: Handling multiple projects simultaneously requires effective time allocation to ensure progress. - Creativity in content: Developing unique and relevant ideas for each project enhances communication effectiveness.
<p>Friday 13/09/2024</p>	<ul style="list-style-type: none"> - Proceed to write Ads for Binh Tan mussels: Create advertising content focusing on the freshness, quality, and natural origins of the product. - Continue writing and brief design for the 	<ul style="list-style-type: none"> - Complete the advertising articles for Binh Tan mussels and Hoang Gia wedding dress. - Update the progress of writing and brief design for the projects: Truck Dealership, Nas 	<ul style="list-style-type: none"> - Continuous creativity: Adjust content to suit each advertising project, ensuring freshness and effectiveness. - Effective communication: Prompt and clear feedback with the design team helps complete the project on schedule.

	<p>projects: Truck Dealership, Nas Cosmetics, B&C Underwear, Sikido.</p> <ul style="list-style-type: none"> - Receive the Facebook Ads project for Hoang Gia wedding dress: Write advertising copy based on the existing theme, emphasizing the luxury and variety of wedding dress designs. - Check and provide feedback on design images - Write daily work reports and submit them to the Mentor. 	<p>Cosmetics, B&C Underwear, Sikido.</p> <ul style="list-style-type: none"> - Provide accurate and timely feedback on designs for the design team, ensuring the project's progress. 	
<p>Saturday 14/09/2024</p>	<ul style="list-style-type: none"> - Proceed with filtering videos and writing a video brief for the Lien Ket Nhanh project - Continue writing articles for the B&C Underwear and Dr Bang projects - Check and set the posting schedule for the projects - Revise the article based on feedback from the Lien Ket Nhanh Client 	<ul style="list-style-type: none"> - Complete the filtering and video brief for the Lien Ket Nhanh project. Update the content for the B&C Underwear and Dr Bang projects. - Revise the content based on Client feedback to ensure accuracy and Client satisfaction. - Ensure the design and writing progress follow the established schedule. 	<ul style="list-style-type: none"> - Coordinate smoothly between teams: Providing clear and timely briefs helps the video and design teams work more effectively. - Be flexible and careful in editing: Adjusting content based on Client feedback improves the quality of the product.

	<ul style="list-style-type: none"> - Check and provide feedback on design images - Write a weekly report and submit it to the mentor. 		
Week 8: 16/9 – 21/9/2024			
Monday 16/09/2024	<ul style="list-style-type: none"> - Continue writing articles and providing design briefs for the projects: B&C Underwear, Dr. Bang, Nas Cosmetics, Sikido. - Review the designs from the design team and provide detailed feedback to ensure the designs align with the content and brand imagery. - Write a daily work report and submit it to the mentor. 	<ul style="list-style-type: none"> - Complete writing and briefing for multiple projects simultaneously. - Ensure quality feedback for the design team to facilitate a smooth design process. - Submit complete and timely reports. 	<ul style="list-style-type: none"> - Time Management: Writing and briefing for multiple projects simultaneously requires proper time allocation and prioritization of important tasks. - Attention to Detail: Ensure that feedback and content align with the requirements and goals of each project.

<p>Tuesday 17/09/2024</p>	<ul style="list-style-type: none"> - Continue writing and briefing design for the B&C Underwear project. - Continue writing and briefing design for the Truck Dealership Website and King Pool project - Receive project information for Skin Rejuvenation and begin writing articles and briefs for the project - Check and provide feedback on design images - Write daily work reports and submit them to the Mentor 	<ul style="list-style-type: none"> - Complete writing and briefing for multiple projects simultaneously. - Ensure quality feedback on designs to meet deadlines. - Provide comprehensive work reports to keep the mentor informed of the progress. 	<ul style="list-style-type: none"> - Optimize work processes: Managing multiple projects simultaneously requires the ability to prioritize tasks and effectively coordinate with the design team. - Flexibly adjust: Feedback on designs should be detailed and closely aligned with the project's direction, helping the design team develop products that meet customer expectations.
<p>Wednesday 18/09/2024</p>	<ul style="list-style-type: none"> - Continue writing and creating briefs for the projects: Lien Ket Nhanh, Nas Cosmetics, and Skin Rejuvenation. - Continue writing and creating briefs for the project: Website Truck Dealership. - Check and provide feedback on design images. 	<ul style="list-style-type: none"> - The content and briefs for the projects continue to be developed on schedule, supporting the completion of designs. - Ensure that designs receive detailed feedback, helping to improve quality. - Submit comprehensive work reports to ensure the mentor is updated on the status and progress. 	<ul style="list-style-type: none"> - Persistence and Attention to Detail: Checking and providing feedback on designs require meticulousness to ensure that no important details are overlooked. - Flexibility for Each Project: Each project has different characteristics, requiring flexibility in content writing and design to meet customer requirements accurately.

	- Write daily work reports and submit them to the mentor.		
Thursday 19/09/2024	<ul style="list-style-type: none"> - Continue writing articles and design briefs for the projects: B&C Underwear, Dr. Bang, and Sikido. - Continue writing articles and design briefs for the King Pool project - Receive information for the new project Beauty Salon Thanh Phuong and proceed with the cover image brief - Check and provide feedback on images for design - Write daily work reports and submit them to the mentor. 	<ul style="list-style-type: none"> - Content and briefs for projects continue to be refined, supporting design progress. - Ensure that designs receive detailed feedback to help improve quality. - Timely and comprehensive work reports are submitted, helping the mentor keep track of the situation. 	<ul style="list-style-type: none"> - Time Management: Effectively dividing time among projects helps complete work more efficiently. - Creativity in Content: Always seek ways to be creative in content to attract customer attention and highlight products.
Friday 20/09/2024	Sick leave		
Saturday 21/09/2024	<ul style="list-style-type: none"> - Receive feedback and adjust the themes for the Thanh Phuong Beauty Salon project. - Proceed with the Nhu Y Spa Facebook Ads project by writing the 	<ul style="list-style-type: none"> - Adjust the content for the Thanh Phuong Beauty Salon project according to feedback to help maintain the project's timeline. - Complete the content and brief for the Nhu Y Spa 	<ul style="list-style-type: none"> - Flexibility in handling feedback: Receiving and adjusting content based on Client feedback is crucial for meeting expectations and ensuring the project

	<p>content and brief design for the project.</p> <ul style="list-style-type: none"> - Develop themes for the Nas Cosmetics project. - Continue writing and creating briefs for the Dr Bang and Thanh Phuong Beauty Salon projects. - Continue writing and creating briefs for the King Pool Website project. - Check and provide feedback on designs. - Write a weekly report and submit it to my mentor. 	<p>project to ensure effective project implementation.</p> <ul style="list-style-type: none"> - New themes for Nas Cosmetics have been developed, ready for upcoming articles and advertisements. - A comprehensive and detailed weekly report has been submitted, helping the mentor stay informed about progress. 	<p>progresses in the right direction.</p> <ul style="list-style-type: none"> - Skills for managing multiple projects simultaneously: Managing several projects at once requires good organization and the ability to prioritize tasks. Properly arranging time and tasks ensures progress and quality.
Week 9: 23/9 – 28/9/2024			
<p>Monday 23/09/2024</p>	<ul style="list-style-type: none"> - Receive project information for Song Giong Restaurant and proceed to write articles and design briefs. - Continue writing articles and design briefs for the following projects: Dr. Bang, B&C Underwear, Nas Cosmetics, and Sikido. - Check and provide feedback for designs 	<ul style="list-style-type: none"> - Content for the Song Giong Restaurant project has been completed, supporting effective promotion. - Other projects are also continuing to develop on schedule, with clear briefs for the design team. - Detailed design feedback helps enhance the quality of the final product. 	<ul style="list-style-type: none"> - Focus on each project: Each project requires special attention and thorough research to ensure that the content and images are appropriate. - Effective communication: Providing specific feedback helps improve the quality of the designs and meet the Clients' needs.

	<ul style="list-style-type: none"> - Write daily work reports and submit them to the mentor. 		
<p>Tuesday 24/09/2024</p>	<ul style="list-style-type: none"> - Receive project information for the Song Giong Restaurant and proceed with writing and designing briefs - Continue writing and preparing design briefs for the projects: Skin Rejuvenation, Nas Cosmetics, and Lien Ket Nhanh - Check and provide feedback on designs - Write daily work reports and submit them to my mentor. 	<ul style="list-style-type: none"> - The content for the Song Giong Restaurant project has been completed and is ready for promotion. - Other projects continue to be developed, with clear design briefs. - Feedback on designs helps improve the quality of the final product. 	<ul style="list-style-type: none"> - Thorough preparation: In-depth research on each project helps create higher-quality content. - Communication and feedback: Providing specific feedback on designs is crucial for achieving the best results.
<p>Wednesday 2 5/09/2024</p>	<ul style="list-style-type: none"> - Receive project information for Uy Duc Dental Clinic and proceed to write articles and design briefs - Continue writing articles and design briefs for projects: Skin Rejuvenation, Dr. Bang, Sikido. - Check and provide feedback on designs 	<ul style="list-style-type: none"> - The content for the Uy Duc Dental Clinic project has been developed and completed. - Other projects continue to be expanded, with clear and understandable design briefs. - Comments on the designs help improve quality and aesthetics. 	<ul style="list-style-type: none"> - Focus on details: A deep understanding of services makes the content more engaging and attracts customer interest. - Design feedback: Providing specific feedback helps enhance the quality of the final product.

	<ul style="list-style-type: none"> - Write daily work reports and submit them to the mentor. 		
<p>Thursday 26/09/2024</p>	<ul style="list-style-type: none"> - Receive information about the Song Giong Restaurant project and proceed to write articles and design brief - Continue writing articles and design briefs for the projects: Skin Rejuvenation, Nas Cosmetics, Lien Ket Nhanh. - Check and provide feedback on designs. - Write daily work reports and submit them to my mentor. 	<ul style="list-style-type: none"> - The content for the Song Giong Restaurant project has been developed with clear highlights. - Other projects have also been updated and expanded, with complete design briefs. - Feedback on the designs helps improve the quality of the products. 	<ul style="list-style-type: none"> - Attention to detail: Focusing on every detail in the writing makes the content more vivid and engaging. - Feedback is key: Timely comments help enhance the quality of both the design and the content.
<p>Friday 27/09/2024</p>	<ul style="list-style-type: none"> - Receive project information for Tan Dat Gym and proceed to create a brief for the cover: - Continue writing articles and creating design briefs for projects: Rejuvenating Skin, Lien Ket Nhanh, Nas Cosmetics. - Check and provide feedback for design 	<ul style="list-style-type: none"> - The cover brief for the Tan Dat Gym project has been completed, with full and clear information. - Content for other projects has been developed and updated. - Feedback for the designs helps improve quality and attractiveness 	<ul style="list-style-type: none"> - Clarity in the brief: Specific information helps the design achieve better results. - Patience in feedback: Providing detailed feedback will help the design team better understand expectations.

	<ul style="list-style-type: none"> - Write daily work reports and submit them to the mentor. 		
<p>Saturday 28/09/2024</p>	<ul style="list-style-type: none"> - Continue writing articles and brief designs for the following projects: Dr Bang, Nas Cosmetics - Evaluate the received designs, give opinions, and make necessary adjustments to ensure the designs align with the marketing message and goals. - Write a weekly work report and submit it to the mentor. 	<ul style="list-style-type: none"> -Content for the projects Dr. Bang and Nas Cosmetics has been completed. - Feedback on the designs helps improve the final products. - The weekly report provides an overview of progress and work performance. 	<ul style="list-style-type: none"> - The importance of content: Strong content combined with appealing design creates a significant impact on customers. - Effective time management: It's essential to allocate time wisely to complete tasks on schedule while maintaining quality.
<p>Week 10: 30/9 – 5/10/2024</p>			
<p>Monday 30/09/2024</p>	<ul style="list-style-type: none"> - Receive information for the Sala Wedding Invitation project and develop 25 themes focus on the outstanding features of wedding invitations, design styles, and the uniqueness of each invitation sample. - Receive information for the Hoang Tan Phat Construction project and then write articles 	<ul style="list-style-type: none"> - Completed 25 themes for the Sala Wedding Invitation project. - Finished writing articles and photo briefs for the Hoang Tan Phat Construction project. - Continued to develop content and designs for the Nas Cosmetics and Truck Dealership projects. - Established a posting schedule for the Nas Cosmetics project. 	<ul style="list-style-type: none"> - Creativity in Topic Development: To attract customers, it's essential to continuously find new ways to present content and ideas, which can involve drawing inspiration from competitors. - Effective Collaboration with the Design Team: Ensuring consistency between content and visuals is a key factor in

	<p>and photo briefs based on existing themes.</p> <ul style="list-style-type: none"> - Continue to write articles and design briefs for other projects: Nas Cosmetics, Truck Dealership. - Check and set posting schedules for the Nas Cosmetics project - Check and provide feedback on designs - Write daily work reports and submit them to the mentor. 	<ul style="list-style-type: none"> - Reviewed designs and provided timely feedback. 	<p>successfully executing marketing projects.</p>
<p>Tuesday 01/10/2024</p>	<ul style="list-style-type: none"> - Continue writing articles and brief designs for the following projects: Nas Cosmetics, Dr Bang, Lien Ket Nhanh + Sala Wedding Invitations: Write introductory articles about wedding invitation designs and trends for this wedding season. + Truck Dealer Website: Write about the truck product lines and warranty and after-sales services. 	<ul style="list-style-type: none"> - Articles and brief designs for the projects have been completed and updated in a timely manner. - The posting schedule for the Nas Cosmetics, Lien Ket Nhanh, and Sikido projects has been established. - Feedback on the designs has been sent for the design team to make adjustments. 	<ul style="list-style-type: none"> - Time management: When handling multiple projects simultaneously, it's essential to organize time effectively to ensure all tasks are completed on schedule. - The connection between content and visuals: The content must align with the design visuals to convey the message most effectively.

	<ul style="list-style-type: none"> - Check and schedule posts for the Nas Cosmetics, Lien Ket Nhanh, and Sikido projects - Check and provide feedback on designs - Write a daily work report and submit it to the mentor. 		
Wednesday 02/10/2024	<ul style="list-style-type: none"> - Continue writing articles and design briefs for the projects: Dr Bang, Lien Ket Nhanh, Skin Rejuvenation, Truck Dealership - Check and provide feedback on designs. - Write daily work reports and submit them to the mentor. 	<ul style="list-style-type: none"> - The content for the projects Doctor Bang, Lien Ket Nhanh, Skin Rejuvenation, and Truck Distributors has been completed, with clear and detailed messaging. - Design feedback has been handled promptly, allowing the design team to make the necessary adjustments. 	<ul style="list-style-type: none"> - Collaboration between departments: Close interaction between the content team and the design team enhances work efficiency. - Prioritizing tasks: It's essential to clearly identify important projects to allocate time appropriately, ensuring that work progress is not affected.

<p>Thursday 03/10/2024</p>	<ul style="list-style-type: none"> - Receive information about the Thang Phat sanitary equipment project: Obtain the brief and detailed information about Thang Phat's sanitary products and proceed to write the article and photo brief for the design team based on the existing theme. - Continue writing articles and design briefs for Facebook projects: Lien Ket Nhanh, Skin Rejuvenation - Check and schedule posts for the Nas Cosmetics project. - Check and provide feedback on design - Write a daily work report and submit it to the mentor. 	<ul style="list-style-type: none"> - Completed the content and images for the Thang Phat sanitary equipment, Lien Ket Nhanh, and Skin Rejuvenation projects on schedule, ensuring quality. - The posting schedule for Nas Cosmetics has been organized appropriately, with complete content. 	<ul style="list-style-type: none"> - Time management: Allocating time effectively among projects helps ensure progress and quality of work. - Effective feedback: Providing clear and timely feedback to the design team helps shorten the revision time.
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<p>Friday 04/10/2024</p>	<ul style="list-style-type: none"> - Continue writing articles and briefing designs for the following projects: Dr Bang, Lien Ket Nhanh, Nhu Y Spa, Thang Phat Sanitary Equipment, Sikido, Sala Wedding Invitations. - Check and set the posting schedule for the projects of Nas Cosmetics, Lien Ket Nhanh, and Sikido - Check and provide feedback on designs - Write a daily work report and submit it to the mentor. 	<ul style="list-style-type: none"> - The content and images for the projects of Thang Phat Sanitary Equipment, Dr Bang, Nhu Y Spa, Sikido, and Sala Wedding Invitations have been executed as planned. - The posting schedule for Nas Cosmetics, Lien Ket Nhanh, and Sikido has been organized effectively, ensuring that no promotional time is missed. 	<ul style="list-style-type: none"> - Consistency in Content and Design: Ensure that the images and content of the projects are compatible with each other, providing professionalism and aesthetics to the posts. - Managing Multiple Projects: Good organization and planning skills to avoid missing any tasks.
<p>Saturday 05/10/2024</p>	<ul style="list-style-type: none"> - Continue writing and briefing design for 2 projects: Dr. Bang, Sala Wedding Invitations - Check and Set Posting Schedule for Projects: Nas Cosmetics, Lien Ket Nhanh. - Check and provide Feedback for Design - Write Weekly Work Report and Submit to Mentor. 	<ul style="list-style-type: none"> - Content and design for Dr. Bang and Sala Wedding Invitations Projects: The implementation continues as planned. - Posting Schedule for Nas Cosmetics and Lien Ket Nhanh: The schedule has been fully set, ensuring that the promotional strategy is executed on time. 	<ul style="list-style-type: none"> - Time Management Skills: Effectively distributing time to complete multiple tasks while maintaining quality. - Enhanced Process Control: Early checks and feedback help accelerate progress and ensure consistency between content and design.

Week 11: 7/10 – 12/10/2024

<p>Monday 7/10/2024</p>	<ul style="list-style-type: none"> - Continue writing content + creating design briefs for the projects: Nas Cosmetics, Dr. Bang, Sala Wedding Invitations - Check and schedule posts: Nas Cosmetics, Lien Ket Nhanh, Thang Phat Sanitary Equipment - Review and provide feedback on design - Write daily work reports and submit to Mentor 	<ul style="list-style-type: none"> - Content and design briefs for Nas Cosmetics, Dr. Bang, and Sala Wedding Invitations have been fully implemented. - The posting schedule for Nas Cosmetics, Lien Ket Nhanh, Thang Phat Sanitary Equipment has been clearly defined. 	<ul style="list-style-type: none"> - Time management: Continue maintaining efficiency in time management to complete tasks as planned. - Coordination between content and design: Ensure a smooth collaboration between written content and image design to create engaging posts that capture the attention of customers.
<p>Tuesday 8/10/2024</p>	<ul style="list-style-type: none"> - Receive new project information: + Tan Phuong Interiors: Research the design style, products, and services offered by the project. Write engaging introductory content and create a design brief that highlights the elegance and modernity of the products. + Dai Nam A Paint: Learn about the types of paint, their 	<ul style="list-style-type: none"> - The content and design briefs for Tan Phuong Interiors, Dai Nam A Paint, Sala Wedding Invitations, and Nas Cosmetics have been fully implemented. - The designs have been reviewed, and feedback has been sent to the design team for improvement. 	<ul style="list-style-type: none"> - Ability to work with new projects: Develop skills to quickly receive and process information from new projects. - Flexibility in content: Learn how to adapt content and visuals to meet the needs of each specific project, creating an engaging and professional final product.

	<p>applications, and product advantages.</p> <p>Write detailed and captivating descriptions, along with a brief for illustrative images, emphasizing the quality and durability of the paint.</p> <ul style="list-style-type: none"> - Continue writing content + design briefs for Sala Wedding Invitations and Nas Cosmetics. - Review and provide feedback on designs to ensure they align with the content and meet brand requirements. - Write daily work reports and submit them to the Mentor. 		
<p>Wednesday 9/10/2024</p>	<p>- Receive new project information: Thuy Quyen Bridal. Write an introduction highlighting the elegance, variety of styles, and professional services offered by Thuy Quyen Bridal.</p> <ul style="list-style-type: none"> - Continue writing content + design briefs 	<ul style="list-style-type: none"> - The content and design brief for Thuy Quyen Bridal have been completed according to the requirements and theme. - The articles and designs for Nas Cosmetics and Dr. Bang are progressing, with ongoing feedback from the design team. 	<ul style="list-style-type: none"> - Enhancing writing skills across various fields, from cosmetics and fashion to aesthetics and healthcare. - Ensuring consistency in design: Providing detailed feedback to the design team to maintain alignment between visuals and content.

	<p>for the two projects: Nas Cosmetics and Dr. Bang.</p> <ul style="list-style-type: none"> - Write daily work reports and submit them to the Mentor. 		
<p>Thursday 10/10/2024</p>	<ul style="list-style-type: none"> - Continue writing articles and creating design briefs for the Facebook projects: Tan Phuong Interior, Dr. Bang, and Nas Cosmetics. - Check and set the posting schedule for the Nas Cosmetics project: Review the posting schedule for Nas Cosmetics products to ensure consistency and an effective communication strategy. Establish the timing and dates for each product's posts. - Review and provide feedback on design. - Write the daily work report and submit it to the mentor. 	<ul style="list-style-type: none"> - Completed the articles and design briefs for Tan Phuong Interior, Dr. Bang, and Nas Cosmetics. - The posting schedule for Nas Cosmetics has been clearly established, facilitating effective time management. 	<ul style="list-style-type: none"> - Planning skills: Learning to establish a posting schedule to manage tasks more effectively. - Attention to detail in design: Clear and specific feedback helps the design team understand requirements and improve the product.
<p>Friday 11/10/2024</p>	<p>Sick leave</p>		

<p>Saturday 12/10/2024</p>	<ul style="list-style-type: none"> - Continue writing articles and creating design briefs for the Facebook projects of Tan Phuong Interior, Tan Dat Gym, and Nas Cosmetics. - Check and set the posting schedule for the Tan Phuong Interior project. - Write a weekly work report and submit it to the mentor 	<ul style="list-style-type: none"> - Completed the articles and design briefs for Tan Phuong Interior, Tan Dat Gym, and Nas Cosmetics. - The posting schedule for Tan Phuong Interior has been established, ensuring effective communication activities 	<ul style="list-style-type: none"> - Actively monitor progress: Scheduling posts and conducting regular checks ensure that no tasks are overlooked. - Design feedback: Identifying necessary adjustments in designs can enhance the quality and appeal of the content
<p>Sunday 13/10/2024</p>	<p>Complete final report</p>		