

**UEH UNIVERSITY
SCHOOL OF BUSINESS
FACULTY OF INTERNATIONAL BUSINESS – MARKETING**



INTERNSHIP REPORT
**TITLE: PROPOSAL TO DEVELOP CONTENT
MARKETING SERVICES ON TIKTOK PLATFORM FOR
SCALEUP**

Student: Nguyen Bao An

Major: Marketing

Course: 47

Lecturer: PhD. Dinh Tien Minh

Ho Chi Minh City – 2024

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Student ID: 31211020723

Class: MR002

Major: Marketing

Course: 47

Lecturer: PhD. Dinh Tien Minh



2024

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First and foremost, I would like to thank to Ph.D Dinh Tien Minh, my lecturer, for the invaluable guidance, support, and encouragement throughout my internship journey. His expertise and insights have been instrumental in shaping my understanding and skills in this field.

I am also grateful to Ms. Tran Kieu Anh, my leader and instructor at ScaleUP, for the mentorship and for providing me with the opportunity to grow professionally. Her patience, leadership, and constructive feedback have helped me navigate the challenges and successfully complete my tasks. I also want to express my thanks to all personnel at ScaleUP for their cooperation and willingness to share their knowledge and experiences, which greatly enriched my internship experience.

Lastly, I would like to thank UEH University for offering this internship program and for continuously supporting students like me in gaining practical experience. The skills and knowledge I acquired during this internship will be an essential part of my career development.

Student

Nguyen Bao An

COMMITMENT

This report has been written by me and has not been copied from any other organization's or individual's articles. All information and data presented in this report are genuine and based on my own experiences and efforts during the internship. I have adhered to the rules and guidelines provided by my university and the company where I completed my internship.

Student

Nguyen Bao An

TABLE OF BUSINESS ASSESSMENT

BẢNG ĐÁNH GIÁ CỦA DOANH NGHIỆP/TỔ CHỨC

Khoa Kinh doanh quốc tế - Marketing, Đại học Kinh tế TP.HCM chân thành cảm ơn quý doanh nghiệp đã tiếp nhận sinh viên: Nguyễn Bảo An Lớp: MR002 Khóa: 47

Đến thực tập tại doanh nghiệp trong thời gian từ: 05/08/2024 đến 13/10/2024

Sinh viên được thực tập và làm việc tại bộ phận/phòng: Creative Team

Tại công ty TNHH Công nghệ ScaleUP

Thời gian làm việc trong tuần: 05 ngày/tuần

Học kỳ thực tế là cơ hội giúp sinh viên tiếp cận môi trường làm việc thực tiễn, chuyên nghiệp tại doanh nghiệp/tổ chức. Chúng tôi kính đề nghị Ông/bà - người phụ trách thực tập của sinh viên - đánh giá quá trình thực tập của sinh viên tại doanh nghiệp theo bảng tiêu chí dưới đây.

Xin vui lòng đánh giá quá trình thực tập của sinh viên tại Doanh nghiệp theo các tiêu chí sau (bằng cách khoanh tròn vào mức độ tương ứng):

Tiêu chí đánh giá	Chưa đạt	Cần cải thiện	Đạt yêu cầu	Khá	Tốt
1. Kiến thức chuyên môn (nắm vững kiến thức và công cụ sử dụng trong lĩnh vực thực tập)	1	2	3	4	5
2. Kỹ năng nghề nghiệp cá nhân (khả năng ra quyết định, khả năng lập kế hoạch và tổ chức công việc, quản lý thời gian hiệu quả, kỹ năng văn phòng...)	1	2	3	4	5
3. Kỹ năng làm việc nhóm (thành viên tích cực hoặc lãnh đạo nhóm hiệu quả, giao tiếp tích cực, đóng góp tốt cho nhóm ...)	1	2	3	4	5
4. Thái độ thực tập (trung thực, tác phong chuyên nghiệp, thân thiện, ý thức kỷ luật, chủ động học hỏi, sáng tạo, yêu thích công việc...)	1	2	3	4	5
5. Mức độ hoàn thành nhiệm vụ (thực hiện công việc đúng yêu cầu, đúng thời hạn, đảm bảo chất lượng công việc)	1	2	3	4	5
6. Hiệu quả đóng góp của khóa luận tốt nghiệp đối với công ty (đề tài thú vị, cần thiết; thể hiện hiểu biết tốt về DN; giải pháp khả thi, thực tiễn; hiệu quả đóng góp cao)	1	2	3	4	5

Trân trọng cảm ơn sự hỗ trợ của quý doanh nghiệp.

Xác nhận của Doanh nghiệp:

Họ tên người xác nhận: Nguyễn Quốc Tuấn

Chức vụ: CEO Email: tuans@scaleup.vn

Ký tên và đóng dấu



TABLE OF LECTURER ASSESSMENT

TÊN SINH VIÊN: Nguyễn Bảo An **MSSV:** 31211020723 **LỚP:** MR002

ĐƠN VỊ THỰC TẬP: Công ty TNHH Công nghệ ScaleUP

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Họ & tên GVHD: _____

Chữ ký: _____

Ngày: _____

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LIST OF ACRONYMS

SMEs: Small and medium enterprises

KOL: Key opinion leader

KOC: Key opinion consumer

PR: Public relations

B2C: Business to consumer

B2B: Business to business

GDP: Gross domestic product

LLC: Limited liability company

CEO: Chief executive officer

HR: Human resources

SEO: Search engine optimization

Q&A: Question and answer

ROI: Return on investment

Ads: Advertisements

KPI: Key performance indicator

EXECUTIVE SUMMARY

The study was conducted with the goal of exploring the needs and expectations of businesses regarding Content Marketing services on the TikTok platform in order to propose adding this service to ScaleUP's portfolio. The research was carried out over a two-month period from August 5, 2024, to October 13, 2024.

The research process was conducted in two main phases: First, the author carried out desk research (gathering information through articles, studies, and the internet) and then conducted qualitative research (interviewing 19 small and medium-sized businesses about their interest, needs, and desires for Content Marketing services on TikTok).

Based on the qualitative survey results and the information gathered from desk research, the author evaluated and assessed the findings, leading to the proposal of a "Development plan for TikTok content marketing services for ScaleUP". The plan includes proposing appropriate strategies to attract small and medium-sized businesses to decide on using ScaleUP's TikTok content marketing services.

INTRODUCTION

Internship background

In recent years, social media has had explosive growth, and platforms like TikTok have quickly risen to dominate the digital landscape. The COVID-19 pandemic amplified the growth of social media usage globally. With lockdowns and restrictions forcing people to spend more time at home, social media became a crucial tool for staying connected, consuming entertainment, and even shopping. According to Statista, social media usage increased by 10.5% in 2020, with TikTok being one of the biggest networks. Its global monthly active users grew substantially, from 689 million in 2020 to more than 1 billion in 2021 (Statista 2022a). This sharp rise in usage, especially among Gen Z and Millennials, has made TikTok a key platform for businesses to reach younger audiences through short-form, engaging content. TikTok has achieved tremendous success in the social media sphere.

Even before the Internet, content was already a popular and effective marketing tool for businesses, seen in ads through newspapers, flyers, and outdoor billboards. As the Internet developed, content remained essential in marketing but became more diverse and effective in reaching users, through social media posts, online advertisements, PR articles, and more. A 2023 HubSpot report shows that 91% of businesses now use content marketing as a core strategy, up from 70% five years ago. Additionally, 87% of marketers say content marketing has directly boosted brand awareness and trust, proving its importance in today's business landscape. TikTok's focus on user-generated content and viral trends allows brands to engage with customers more authentically. As social media grows and content marketing becomes more important, TikTok is now a key tool in modern marketing strategies.

I chose to work as a content marketing intern because I want to get hands-on experience in digital marketing. Social media is now a key for businesses to reach their customers, and content marketing is important for building engagement and awareness. Through this internship, I'm excited to learn how to create content that connects with people on

different platforms. It's a great chance to use what I've learned in marketing and improve my creative skills, while understanding how content strategies work in today's digital world.

Reasons for choosing the topic

Content marketing is not a fleeting trend but an essential pillar of modern marketing. Based on the Content Marketing Institute report, 70% of B2C marketers and 73% of B2B marketers have embraced content marketing as a core part of their marketing strategy. Content marketing is an essential component of modern digital strategies, focused on creating and distributing valuable, relevant content to attract, engage and convert a target audience. It not only helps businesses to increase brand awareness and establish authority in their niche but also supports long-term customer retention through meaningful engagement..

It encompasses more than 1 billion monthly active users worldwide and has quickly become a dominant outlet for content marketing. Its format (short form video 15-60 seconds) is highly engaging, capturing user attention with trends/ challenges and UGC. It is this that makes TikTok the perfect place for brands to craft viral content and quickly gain an even larger follower base.

While ScaleUP is already a young agency, so extending its repertoire to offer TikTok content marketing would seem like a smart move. Services which can quickly establish and strengthen the digital presence of businesses have a growing demand. By providing targeted content marketing services on TikTok, ScaleUP is able to fully leverage this new trend which the clients are looking for more tangible & faster results. Creating purpose-crafted campaigns for TikTok the interactive platform it is. These benefits can include extended reach, more followers, website visits and lead generation. Scale Up is developed as a subscription-based improvement effort aimed at delivering measurable results. This fits right in with Adobe's ambition to offer omnichannel solutions that let content marketing span different digital touchpoints. In conclusion, expanding into TikTok content marketing aligns with ScaleUP's vision of empowering businesses to

thrive in the digital space. It presents a timely opportunity to enhance the agency's service offerings, leverage a growing platform, and meet the evolving needs of businesses seeking to connect with today's digital consumers.

Research objectives

- Investigate businesses' awareness about using content marketing on TikTok. Assess the specific needs and expectations businesses have for the quality of TikTok content marketing services.
- Evaluate the potential in enhancing ScaleUP's content marketing services on TikTok. Develop strategies and actionable steps ScaleUP can take to attract businesses and encourage them to choose TikTok content marketing services provided by ScaleUP.
- Recommend a clear process and best practices for implementing TikTok content marketing services, ensuring that ScaleUP delivers high-quality, effective campaigns for its clients.

Research subjects

- The strategies and approaches that can be used to attract businesses to adopt TikTok content marketing services.
- The key steps and best practices needed to implement successful TikTok marketing campaigns.

Scope of the research

- Product line: Content marketing services on TikTok platform.
- Spatial scope: Vietnam.
- Survey participants: Employees in Vietnamese businesses needing these services.
- Temporal scope: From August 5, 2024 to October 13, 2024.

Research process

Step 1: Define the research problem

The first step is to identify the main issues that need to be researched, focusing on businesses' interest in and demand for TikTok content marketing services, as well as the agency's potential to offer these services effectively.

Step 2: Determine the information needed

Clarify the types of information that need to be collected to achieve the research objectives, such as business needs, current content marketing trends, and the effectiveness of TikTok as a marketing platform.

Step 3: Identify data sources

- Secondary data: Gathered from existing sources such as the Internet, books, journals, and reports.
- Primary data: Collected through qualitative research methods, surveys and interviews to gain firsthand insights from businesses.

Step 4: Data collection

- Secondary data: Research and collect data from available sources like the Internet, books, journals, and industry reports to understand current trends and strategies.
- Primary data: Qualitative research - conduct interviews with businesses to understand their needs and expectations for TikTok content marketing services.

Step 5: Data analysis

After data collection, analyze the findings to identify key patterns and trends. This analysis will help determine whether businesses are interested in TikTok content marketing services and how the agency can meet their needs.

Step 6: Present research findings

Present the research results and provide evaluations that align with the research objectives. Based on these findings, offer recommendations to the agency, ScaleUP, regarding the development and offering of TikTok content marketing services to future clients.

Research methods

Desk research

Conduct searches and analyze information from available sources such as the Internet, newspapers, books, and journals. This includes gathering secondary data related to content marketing trends, TikTok's role in marketing. The goal is to understand the current landscape of content marketing on TikTok and identify key strategies used by businesses to engage their audiences.

Qualitative research

- Collect information directly from primary sources through in-depth interviews.
- Conduct in-depth interviews with a sample size of 19 individuals. These individuals will provide firsthand insights into their experiences and opinions on content marketing strategies.
- Interview subjects: Employees from small and medium-sized enterprises (SMEs) who have experience in managing marketing activities for their companies.
- Reason for selection: The primary target audience of ScaleUP consists of small and medium-sized enterprises (SMEs), which makes them a key focus for this research. According to Vietnam Ministry of Planning and Investment, SMEs play a vital role in Vietnam's economy, accounting for about 98% of all businesses and contributing nearly 45% of the country's GDP. Despite their significant presence, many SMEs struggle to execute content marketing strategies on TikTok. The main challenges they face include limited budgets, a lack of expertise in creating engaging TikTok content, and difficulty in keeping up with fast-changing trends on the platform. As a result, they often need external support from agencies like ScaleUP to successfully implement effective TikTok marketing campaigns.

Topic limitations

- While the research includes in-depth interviews with 19 individuals, this sample size may not be sufficient to capture the full diversity of experiences among SMEs.
- Responses can differ a lot based on personal experiences and opinions, which can make it hard to reach clear conclusions.

Report layout

INTRODUCTION

Internship background

Reasons for choosing the topic

Research objectives

Research subjects

Scope of the research

Research process

Research methods

Topic limitations

Report layout

CHAPTER 1 COMPANY OVERVIEW

1.1 General information

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- 3.7 Proposal objectives

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CHAPTER 1

COMPANY OVERVIEW

1.1 General information

Company's name: SCALEUP TECHNOLOGY LIMITED LIABILITY COMPANY



Image 1.1 ScaleUP's logo

Address: Green Country Building, No. 1, 81 Street, Tan Quy Ward, District 7, Ho Chi Minh City, Vietnam.

Website: <https://www.scaleup.vn/>

Email: sales@scaleup.vn

Tax identification number: 0317820957

1.2 History of formation and development

ScaleUP Technology LLC was established in January, 2023, focusing on providing omnichannel sales deployment services. It helps businesses integrate key sales activities across websites, e-commerce and digital marketing platforms.

ScaleUP delivers innovative solutions in different key domains such as website management, sales channels and digital marketing strategy. They aim to design custom systems that improve seamless operation, increase efficiency and customer interaction for businesses. Through its services, businesses can get consistent sales processes across

all digital touchpoints to reach a wider audience as well improving operational efficiency. Impact vs. Complexity: ScaleUP Technology LLC specializes monetizing your end business, by creating best in class omnichannel strategies for businesses to launch new products and services. Where the company aims to step it up is in improving customer engagement and making sales seamless on a plethora of platforms.

Services provided by ScaleUP:

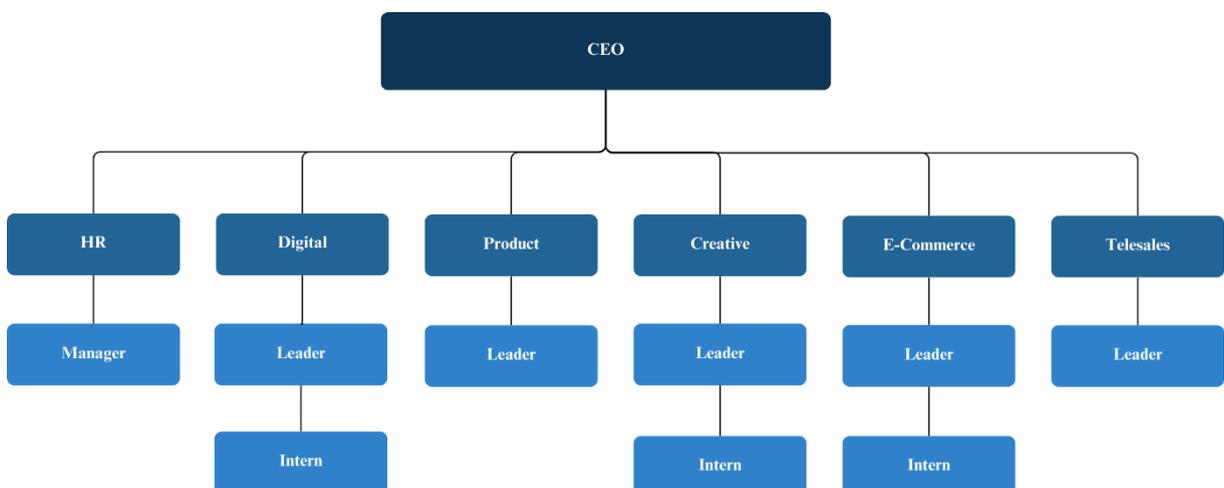
- Consulting about omnichannel development with expert Nguyen Quoc Tuan:
ScaleUP is a business development solution provided by consultant Nguyen Quoc Tuan that is focused on companies' development. Specializing in each business's requirements, he offers tangible advice on how to create omnichannel approaches geared toward various goals. In assisting the businesses, Tuan makes the whole process of engaging customers through various multiple sales channels more streamlined and seamless, thereby making it easier for organisations to deliver consistent and efficient consumer touchpoints.
- One-on-One coaching:
- ScaleUP offers teleconsultancy sessions that is unique to each business it caters. During these highly personal sessions, business owners and their teams are equipped with knowledge and resources needed to properly implement omnichannel solution. These educational sessions provide participants targeted coaching to address certain issues and increasingly their marketing success.
- Omnichannel sales deployment
 - The ScaleUP team sets itself apart with its ability to influence complete sales strategies across a number of mediums. This includes:
 - Website management: Creating websites and maintaining them to deliver positive user experience and increase conversions.
 - E-commerce solutions: For more effective e-commerce systems; to streamline online sales processes and enhance consumer experience
 - Digital marketing strategies: Generating digital campaigns to target specific segments, increasing the brand presence and reaching a wider audience.

1.3 Vision and core values

- Vision: ScaleUP plans to be the worldwide leader in omnichannel solutions for businesses, helping companies win millions of licences every hour with the best ever strategic and technological approach that can get customers closer faster.
- Mission: ScaleUP exists to help businesses deliver better customer experience and sales initiatives. ScaleUP was created to help companies increase their revenue.
- Core values:
 - Customer-centricity: Prioritizing the needs and success of clients.
 - Innovation: Continuously seeking new solutions to improve business outcomes.
 - Integrity: Building trust through transparent and ethical practices.
 - Collaboration: Fostering teamwork to drive success for clients and partners.

1.4 Company structure and personnel

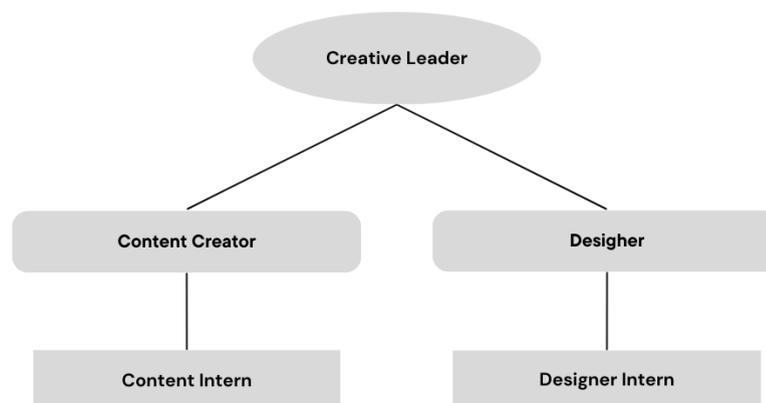
1.4.1 Company structure



(Source: Internal information)

Image 1.2 Organizational structure of ScaleUP

- HR (Human Resources): Oversees employment affairs, hiring, development of personnel, and organizational climate. Responsible for the workforce productivity to ensure the company meets the labour laws.
- Digital: Centred on the use of social media platforms, the ads placed in the internet and proper search engine optimization to enhance the client's visibility in the online market after targeting the required audience.
- Product: Oversees product development and management, ensuring products meet customer needs and market demands, while continuously improving features and performance.
- Creative: Handles branding, design, and content creation. This department ensures that the visual and messaging aspects of the company align with the brand identity.
- E-Commerce: Manages online sales channels, optimizing product listings, handling online transactions, and ensuring a smooth customer experience across digital platforms.
- Telesales: Focuses on selling products or services over the phone, reaching out to potential customers, and following up on leads to close sales.



(Source: Internal information)

Image 1.3 Organizational structure of the creative department

The purpose of the creative team at ScaleUP is to create creative content that promotes the company's message, is well understood by the target audience, and improves the overall customer experience. The team focuses on creativity though it applies it alongside strategy so that all creativities are in harmony with carrying out the overall goals and regulations of the clients.- Creative director supervises the creative direction of a team to insure that projects are completed both on time and creatively.s the brand's message, resonates with target audiences, and enhances customer experience. The team strives to blend creativity with strategic thinking, ensuring that all creative outputs align with the clients' overall goals and values.

- Creative leader guides the creative vision of the team, ensure that projects are executed efficiently and creatively. This involves creating collaborative working environment, training of members in the team, and inspire them to foster more ideas to produce quality content that will meet our clients expectations. Content creator creates engaging and related content to capture clients on different channels content that effectively communicates the brand's message, resonates with target audiences, and enhances customer experience. The team strives to blend creativity with strategic thinking, ensuring that all creative outputs align with the clients' overall goals and values.

- Content creator produces compelling and relevant content across various platforms. This includes coming up with topics, creating effective articles, and constructing multimedia content that would educate, entertain and motivate the target audience in relation to the branded voice and personality .Basically, the designer is to develop nice and effective designs for promoting the brand and participating in various marketing campaigns's message, resonates with target audiences, and enhances customer experience. The team strives to blend creativity with strategic thinking, ensuring that all creative outputs align with the clients' overall goals and values.

-Designer creates visually appealing and effective designs that enhance the brand's identity and support marketing initiatives. This involves designing icons, logos and patterns, selection of font styles and colors and all other graphics that must be appealing, enticing and easy to work with in layout designs whether in web, mobile or multimedia designs.

1.4.2 Personnel

ScaleUP is a young team of over twenty enthusiastic professionals in Website Development.

the online retailing, and digital marketing services. The team is defined by the strength based on creativity as well as flexibility to produce unique solutions that address the specific needs of the client needs. To be precise, people continuously learn and improve their professional level of expertise as employees continue to stay ahead in business trends. In other words, the argument for ScaleUP strategic focus on growth and collaboration to provide value added services through its highly skilled staff in order to achieve the best return on investment for its clients.

1.5 SWOT analysis

Strengths	Weaknesses
<ul style="list-style-type: none"> - Young and agile team: ScaleUP can rapidly adapt to new trends and technologies in the retail space. ScaleUP can experiment with different strategies and quickly implement successful approaches for clients across multiple channels. - Creative and innovative strategies: This can be especially appealing to clients looking to differentiate themselves in the market. - Niche market positioning in omnichannel implementation 	<ul style="list-style-type: none"> - Limited experience and brand recognition: As a new agency, ScaleUP may face challenges in gaining trust from potential clients who might prefer established agencies with a proven track record. - Resource constraints: As a startup, ScaleUP might have limited financial and operational resources compared to larger competitors, potentially affecting its ability to scale up quickly or take on large-scale projects.

services: ScaleUP can stand out from competitors who may offer more generic solutions.	
Opportunities	Threats
<ul style="list-style-type: none"> - Rising demand for omnichannel Solutions: With businesses increasingly seeking comprehensive strategies that integrate multiple digital touchpoints, ScaleUP is well-positioned to meet this demand by offering seamless omnichannel marketing services. - Expanding the client base to SMEs: Many small and medium-sized enterprises are looking for affordable yet effective marketing solutions. ScaleUP can target this segment by offering cost-effective omnichannel campaigns that can drive measurable results. 	<ul style="list-style-type: none"> - As digital platforms rapidly evolve, new features and algorithm changes require constant updates in omnichannel strategies. ScaleUP needs to continually invest in training and resources to keep its strategies effective, which can be challenging for a startup with limited resources.

Table 1.1 ScaleUP's SWOT model

1.6 Business performance of the company

Currently, ScaleUP continues to focus on providing omnichannel consulting and implementation services to businesses. Many clients turn to ScaleUP for expert guidance in developing integrated strategies for website, e-commerce, and digital marketing. The company has successfully organized consulting and coaching sessions for well-known brands such as Decathlon, Mia, Vua Nệm, Timan,... ScaleUP has provided a range of

services for well-known brands such as GenViet, Panzani, and MiniMinds preschool,.... These services include developing websites, implementing e-commerce solutions, and executing content marketing strategies on social media platforms. ScaleUP's campaigns focus on enhancing online presence, boosting customer engagement, and optimizing sales channels. By integrating the expertise across multiple digital platforms, ScaleUP have helped these brands increase visibility and connect more effectively with their target audiences, providing comprehensive support in their omnichannel sales and marketing efforts.

In March, 2024, ScaleUP received the investment from Nextrans, a South Korean venture fund. This investment marks a significant step in ScaleUP's growth, enabling the company to further develop its omnichannel business solutions.

Despite this, the company is facing challenges with profitability. One of the main obstacles is the difficulty in attracting more clients. ScaleUP's solutions, especially its omnichannel sales deployment, require substantial investments of both time and financial resources to yield long-term sustainable results. However, in today's market, many businesses seek quicker, more immediate returns, which makes it harder for ScaleUP to compete. This client preference for rapid results has led to lower revenues for the company, while the operational costs of providing these high-quality, long-term solutions remain high. Consequently, the company is currently struggling with maintaining a healthy profit margin, as the high investment in delivering customized, effective strategies doesn't align with short-term expectations from many potential clients.

CONCLUSION OF CHAPTER 1

Chapter 1 provides an overview of ScaleUP Technology LLC, detailing its mission, services, and company structure. Founded in January 2023, ScaleUP focuses on providing omnichannel sales deployment services, including website management, e-commerce solutions, and digital marketing strategies to help businesses optimize their

operations and engage customers across multiple platforms. Despite challenges in achieving profitability due to the complex nature of its long-term strategies, ScaleUP continues to prioritize customer-centric approaches, innovation, and collaboration to drive growth and help businesses thrive in the digital landscape.

CHAPTER 2

PROBLEM ANALYSIS

2.1 Situation analysis

2.1.1 Content marketing

Content marketing is a strategic approach to marketing that focuses on creating and sharing valuable, relevant, and consistent content with the goal of attracting and engaging a specific audience. Instead of directly promoting products or services, content marketing provides information, entertainment, or education that resonates with the target audience's interests and needs. Based on the Content Marketing Institute report, 70% of B2C marketers and 73% of B2B marketers have embraced content marketing as a core part of their marketing strategy.

The types of content used in content marketing are diverse and include blog articles, videos, social media posts, infographics, podcasts, e-books, and more. This content is distributed across various channels to reach the intended audience, creating opportunities for engagement at different stages of the customer journey. According to the Hubspot state of marketing report, the top three types of content created by marketers in 2022 are videos, blogs, and images.

Content marketing serves multiple functions in a business strategy, contributing significantly to both short-term and long-term goals:

- Building brand awareness: businesses can increase their visibility, making their brand more recognizable to a larger audience. Consistent, high-quality content helps brands become more trusted in their industry.
- Engaging and educating audiences: Content marketing allows businesses to engage with their audience by providing useful information. This not only helps to educate potential customers about the business's offerings but also helps them solve problems or gain new insights.
- Customer retention: Content marketing doesn't stop after a customer makes a purchase. Consistently delivering valuable content through newsletters, social

media, and other platforms helps maintain relationships with customers and encourages repeat business. A 2024 survey by the Content Marketing Institute found that 70% of marketers view content marketing as more effective than traditional advertising for building relationships with customers.

- Multi-platform adaptability: businesses need to reach their audience across a variety of platforms. Content marketing can be adapted to various channels, including websites, social media platforms, video platforms, and email. This adaptability ensures that businesses can engage their audience wherever they are most active.

In today's digital landscape, content marketing has become an essential strategy for businesses looking to thrive online. Content marketing is no longer limited to just words but is creatively expressed through various formats. Currently, several content marketing trends are thriving, offering diverse experiences and capturing user attention. These include social media, blogs, video marketing, infographics, email marketing, podcasts, livestreams, and especially the recent rise of content marketing on TikTok.

2.1.2 Content marketing on TikTok platform

TikTok has achieved tremendous success in the social media sphere. Its global monthly active users grew substantially, from 689 million in 2020 to more than 1 billion in 2021 (Statista 2022a). TikTok is a renowned social media platform known for its short video content (typically lasting no more than 15 seconds) showcasing lip-syncing, dancing, and entertaining activities reminiscent of the meme culture observed on Vine (Zulli & Zulli, 2022).

In fact, TikTok has become a significant marketing channel, rivaling the importance of Facebook and Instagram (Mou, 2020). A recent study by Hootsuite shows that TikTok videos have an average engagement rate of 5.96%, which is significantly higher than other platforms like Instagram (0.83%) and Facebook (0.13%). Users have multiple objectives when engaging in marketing communication on TikTok, including providing product and service information to consumers, influencing consumer purchasing

decisions, and raising awareness about the existence of products and services (Arkansyah et al., 2021).

In this dynamic environment, businesses must adapt their marketing strategies to capitalize on TikTok's characteristics. Creating authentic, engaging content that aligns with current trends can lead to viral exposure and foster community interaction. As consumers increasingly turn to TikTok for entertainment and information, brands that effectively utilize this platform can establish strong connections with their audience, driving brand loyalty and sales in the process.

ScaleUP Technology LLC is a startup agency providing consulting and implementing about omnichannel sales services, including content marketing development. However, the company's creative content is currently focused mainly on platforms like Facebook, websites, and PR articles. Meanwhile, content marketing trends are constantly evolving and expanding across multiple platforms and diverse formats.

With the goal of becoming an agency that consistently delivers the most effective omnichannel solutions for clients, researching and developing new forms of content marketing is essential. Recognizing the emerging trends in content marketing and the current situation of the company, the author has decided to choose the topic: "Proposing the development of content marketing services on the TikTok platform for ScaleUP." Through this topic, I hope to assist Time Universal in expanding its content marketing services, aligning with current trends and further advancing in the future.

2.2 Project methodology and steps of execution

The report was conducted using qualitative research.

2.2.1 Research objectives

- Investigate businesses' awareness about using content marketing on TikTok. Assess the specific needs and expectations businesses have for the quality of TikTok content marketing services.

- Evaluate the potential in enhancing ScaleUP's content marketing services on TikTok. Develop strategies and actionable steps ScaleUP can take to attract businesses and encourage them to choose TikTok content marketing services provided by ScaleUP.
- Recommend a clear process and best practices for implementing TikTok content marketing services, ensuring that ScaleUP delivers high-quality, effective campaigns for its clients.

2.2.2 Theoretical framework

In context of the integration of content marketing methods, the AISAS model which means Attention, Interest, Search, Action and Share, is a useful framework that helps to assess the consumer's behavior in digital environment. Certainly, it expands the classic AIDA model (Attention, Interest, Desire, Action) by adding Search, and Action phases that suggest consumers are not passive and actively search for information as well as share experiences in today's interconnected world.

This study shows that the AISAS model can help ScaleUP formulate a comprehensive marketing strategy for content marketing services in TikTok at different marketing touchpoints. However, it can be noted that ScaleUP will be communicating with its target customers known as SMEs, therefore by identifying which stage of AISAS its targeting customers are in, it will be easier for ScaleUP to align the strategies used in each stage to ensure that messaging is consistent in all the channels adopted. Lastly, AISAS is applied to content marketing on TikTok services to note down ScaleUP's success rate of converting possible clients into active users by coming up with tailored plans based on several factors.



Image 2.1 AISAS model

2.2.3 Implementation

- Format: In-depth interviews
- Target Audience: Employees from Vietnamese companies, particularly small and medium-sized enterprises (SMEs) interested in content marketing on TikTok and looking to implement professional and organized content marketing strategies for their businesses.
- Number of Interviewees: 19 people
- Duration: An average of 60 minutes per interview
- Purpose: The in-depth interviews aim to explore the needs and expectations of SMEs in Vietnam regarding content marketing services on TikTok from an agency. By interviewing 19 employees from these companies, ScaleUP can gather crucial information about their awareness levels, usage experience, and the potential for developing this service in ScaleUP's portfolio. This data will support ScaleUP in crafting effective marketing strategies to attract businesses to utilize ScaleUP's TikTok content marketing services. The results of the interviews will also assist ScaleUP in implementing service effectively, better meeting client needs, especially as businesses seek modern, efficient, and cost-effective marketing solutions.

2.3 Key results

2.3.1 General information

2.3.1.1 Overview of companies

When asked to introduce their company, the businesses that participated in the survey came from various sectors such as construction, fashion, education, food, and cosmetics. Most of these companies have been operating since 2015 or later, demonstrating stability and a strong foundation in their respective industries.

Most businesses in the survey are local, with their main business activities and headquarters located in Ho Chi Minh City. Additionally, some companies are from other cities such as Da Nang and Buon Ma Thuot, reflecting a diverse geographical distribution nationwide.

The customer base of these businesses is varied, including both individual customers and other businesses (B2B), showcasing flexibility and diversity in their business strategies. Most of the companies are small and medium-sized enterprises (SMEs), which presents some challenges in developing and optimizing marketing strategies, particularly on emerging platforms like TikTok.

Due to a lack of expertise and experience with TikTok– a platform that demands continuous creativity and the ability to capitalize on trends– many businesses in the survey expressed interest in using professional content marketing services from agencies.

The companies have implemented marketing activities on TikTok, but most are still in the process of familiarizing themselves with the platform, and their TikTok activities have not yet yielded significant results. They seek agencies specializing in TikTok content marketing to enhance their reach, spread content, and optimize costs.

2.3.1.2 Overview of respondents

Most respondents hold positions involved in their company's marketing activities, including directors, marketing managers, content writers, and marketing department staff.

The survey respondents are responsible for managing their company's marketing strategies, from campaign planning, monitoring, and optimizing performance to promoting the brand image on social media platforms.

Most respondents have experience executing campaigns on social media channels such as Facebook, Instagram, and LinkedIn. Despite their experience with traditional platforms, many respondents have not yet mastered how to effectively utilize TikTok—a channel that is becoming increasingly important in content marketing strategies. This emphasizes the need for specialized content marketing services, particularly those focusing on creating creative and highly interactive content on emerging platforms like TikTok.

2.3.2 Attention

2.3.2.1 Understanding of content marketing on TikTok

When asked, “What catches your attention about Content Marketing on TikTok?” most respondents replied that attention arises from TikTok's ability to create creative, concise, and easily viral content. With these advantages, brands not only increase their marketing message's memorability but also encourage interaction and sharing, thereby expanding reach naturally.

The first challenge businesses face is conveying their message concisely while ensuring it remains appealing and engaging. With limited time for lengthy narratives, companies must create content that is brief and focuses on the key highlights of their products or services. However, this also presents an opportunity for businesses to innovate and find

creative approaches by incorporating eye-catching elements like visuals, sound, and clear messaging to make a strong impression instantly.

“TikTok videos are usually short, ranging from 15 to 60 seconds, requiring content to grab attention from the first few seconds, aligning with the fast content consumption habits of today’s users.”

(Respondent No. 9)

“The strength of TikTok lies in its ability to create content quickly, easily capturing consumer attention with highly entertaining content.”

(Respondent No. 10)

A key factor in TikTok’s success is its intelligent algorithm. This system can distribute content based on each user’s preferences and behaviors, continuously learning and adjusting according to their interactions. TikTok content always reaches the right target audience, increasing engagement rates and view time. The result is a personalized experience that keeps users engaged with the platform and creates opportunities for highly targeted marketing campaigns.

“TikTok’s algorithm doesn’t just deliver content to followers; it also reaches those with similar interests based on user behavior on the platform.”

(Respondent No. 10)

“The TikTok algorithm is highly flexible. Even videos from accounts with smaller followings can go viral if the content resonates with a broad audience.”

(Respondent No. 17)

Respondents also noted the ability to create a close connection between brands and customers. TikTok encourages authentic, minimally edited content, providing opportunities for direct interaction. Through content marketing activities on TikTok, businesses can build customer trust and loyalty while offering a direct feedback channel,

allowing for rapid product and service improvements. . This is as a result of its closeness which targets young people majorly Gen-Z & Millennials who are the ones making most of the purchase decisions.

“Brands can break traditional barriers and approach customers in the most friendly, relaxed, and natural way.”

(Respondent No. 2)

“Consumers today are very sensitive to overly edited or unrealistic content.”

(Respondent No. 3)

Respondents also highlighted another advantage of TikTok: the effective collaboration with KOLs and influencers. TikTok has a diverse community of generalists with influencers from different field and scale. Working with ‘key opinion leaders ‘does not only help in increasing the circle and coverage but also increases validity and reliability of the advertised brand by endorsement.

This is important given that client and consumers are more likely to listen to endorsements and recommendations of the roles than actual advertisements. Further, KOLs and influencers can express a brand’s message naturally about the product and in a manner that looks like their typical behavior. This not only creates a better brand-customer nexus but also increases interaction since users feel are directly receiving or putting their interaction with the brand’s content.

“Influencers and KOLs on TikTok can create creative, authentic, and user-friendly content that still links to the product or service.”

(Respondent No. 8)

The final consideration is that TikTok’s advertising is substantially cheaper than, for example, Facebook’s platforms. Every now and then, it becomes very convenient for a business to try out new ideas for implementation without the concern. Regarding the

aspect of the budget, which results in diversity and creativity of material. As it is rather using big money to fund movies that are way off the mark or detached from popular culture. For instance, if small businesses want to create high visibility, they can take advantage of TikTok's organic traffic to create brand appeal. Videos can thus be effective marketing tools with producing interesting and related content, that is they were readily adopted by thousands, or millions, of individuals in a relatively short period of time without the need for a lot of capital outlay in advertising campaigns. This is because it creates a favorable environment that allows businesses to communicate with their audiences richly while trying to trimming their marketing budgets.

“Compared to many other platforms, advertising and content marketing on TikTok can be a cost-effective option, especially when businesses can leverage trends and natural content to enhance their presence without needing to invest heavily in paid advertising.”

(Respondent No. 3)

2.3.2.2 Factors that attract attention to TikTok content

Interview results show that the key factor attracting users to TikTok content is its creative and unique nature, which can make a brand stand out in a digital space flooded with marketing messages.

The challenge for marketers is to skillfully blend trending topics with brand identity while avoiding overly obvious advertising. It requires a delicate balance between highly entertaining content and the ability to tell a relatable story that reflects the user's everyday life. This way, brands can maintain audience attention and establish a natural, deep connection.

“Videos with unique, unexpected storylines or fresh presentation styles often make me stop and pay attention. For example, incorporating humorous, touching, or highly entertaining scenarios with a product can help the brand stand out among millions of other videos.”

(Respondent No. 7)

“Videos that don’t feel too ‘rigid’ or overly structured in their advertising message easily impress me. When a brand can turn its message into a relatable story, viewers like me don’t feel forced, and we may even sympathize with or become curious about the product or service they offer.”

(Respondent No. 18)

However, the appeal of content is not just in creative ideas but also in execution quality. Brands must ensure that the image and sound quality are professional to enhance the overall impression.

“Using popular sounds helps our content appear easily on users’ ‘For You’ pages, increasing the chance of exposure and engagement.”

(Respondent No. 11)

“Particularly in the perfume industry, the ability to describe the experience and emotions through imagery and sound to create a ‘fragrance imagination’ is crucial.”

(Respondent No. 16)

Additionally, TikTok offers a range of unique interactive tools, such as challenges, hashtags, and duet features, providing opportunities for brands to stimulate community engagement and expand the reach of their content.

Here one of the most suitable strategies for the development of successful advertising campaigns for SMEs on TikTok is the creation of challenging tasks. Such creative and fun-based challenges are quite viral, and can motivate users to engage themselves actively. These are the challenges that when customers engage in, not only are they engaging with the content of the brand but also playing a part in promoting the brand’s message, making them brand advocates. Third, the hashtag show you observed in TikTok provides great opportunities to categorize and help businesses push their

advertisements or promote their products more effectively as it makes them searchable and lets people start discussions around the particular business. In addition, comment, share, and like improve contact between businesses and customers.

“TikTok is a multimedia site that not only hosts content that is supplied to the users to watch but also provides them with the tools to create content.” There is another way to connect with the public through challenges, contests, or hashtags to get the user-generated content talking about the brand.”

(Respondent No. 2)

“Videos that invite viewers to comment, try to replicate, or share their personal ideas often receive a lot of engagement. This not only creates connection but also helps brands better understand customer needs and desires through direct feedback.”

(Respondent No. 5)

Content developed through influencers is often authentic and relatable, making it easier for consumers to connect with the brand. The presence of influencers – who are popular and well-loved – not only increases reach but also adds appeal to the content, making the brand’s message more accessible. When influencers share their experiences with a product or service, it creates a sense of authenticity and persuasiveness, enhancing the brand's credibility in the eyes of customers.

“The appearance of KOLs and influencers I trust or am familiar with is also an attention-grabbing factor. However, I pay attention to how the brand collaborates with KOLs – if they are used only for direct advertising, the content will lose its natural appeal and be less engaging.”

(Respondent No. 8)

“The key is to choose the right representative – someone the brand’s target audience likes and trusts. This combination allows the brand to reach a large fanbase of the influencer, while also introducing the product in a natural and easy-to-absorb way.”

(Respondent No. 9)

The core of creating effective content on TikTok is the ability to convey messages naturally and subtly. Instead of imposing traditional marketing messages, brands need to transform their content into a means of deeply connecting with the community. By creating valuable content that aligns with the platform's culture and trends, brands can build a loyal community, enhance brand recognition, and ultimately drive business success. Hence TikTok content marketing strategy can be seen as a way of not only advertising products but also as a unique way of sharing the brand's story within the framework of highly shareable and interactive digital experiences..

2.3.3 Interest

2.3.3.1 Interest in TikTok content marketing services of an agency

The findings of the interview show that TikTok content marketing services consumption refers to the preference.

The main value of agencies is their potential to generate contents and to deliver them to the target audience. The defining characteristic of professional agencies is their capability to develop viral content with high epicenter while simultaneously using viral topics and issues on TikTok to create the brand image attractively and as communicates effectively. The balanced mix of content appeal and brand identity is an art of understanding target audiences and the social platform.that even professional agencies can put forward.

An agency that is capable of coming up with creative strategies based on trends of TikTok will do so with my attention. For instance, I would like to know which of the trends – music, effects, challenges or memes to make unique sharing while being relevant and on message.”

(Respondent No. 10)

“In TikTok, where everyone publishes content at the speed of light, I like the following most of all advertising agencies that offer new concepts, not just duplicating what has already existed but rather introducing new phenomenon. A successful TikTok is vast and not just limited to the viral campaign we saw it’s about the energy of the content and values of the brand get conveyed in a very unobtrusive manner but however very clearly.”

(Respondent No. 13)

Moreover, the ability to leverage consumer reach when consumer reach shows an understanding of one’s own and an efficient TikTok has a crucial advantage when it comes to the application of its algorithm. The reality is that agencies can more finely adjust content for embracing distinct clienteles that are in line with individual twine choices hence increasing coverage and engagement effectiveness.

“Having a partner who understands TikTok’s algorithm, knows our target customers well, and can create trend-driven content excites me.”

(Respondent No. 12)

“TikTok has its unique characteristics like content distribution algorithms and viral trends. I expect an agency to fully grasp and proficiently utilize these characteristics to ensure that the content created is not only suitable but also optimized for the TikTok platform.”

(Respondent No. 13)

The tactics of working with influencers are also crucial for the strategy of developing a natural and effective relation between the brand and users, thus making the relation rather strong and long-term.

“I want to understand how the agency selects and works with influencers to create impactful content. This includes choosing the right partners that align with the brand and building an effective partnership.”

(Respondent No. 8)

“They don’t just simply connect the brand with celebrities; they must understand the target audience and select influencers that naturally connect with our product.”

(Respondent No. 13)

The respondents value agencies that not only guarantee the efficiency of specific campaigns but also easily coordinate the activities of TikTok with the company’s overall marketing plan. The presence of creative skills, data analysis, and market trends allows agencies to provide deeper and more all-encompassing strategy suggestions, thereby realising a great amount of value for their clients.

“An agency that can combine TikTok with other channels like Instagram, YouTube, or Facebook can create a unified campaign, enhancing communication effectiveness and establishing a seamless connection across platforms.”

(Respondent No. 7)

“This consistency not only strengthens brand recognition but also creates a continuous and coherent customer experience.”

(Respondent No. 17)

Finally, the primary unique selling proposition of this service from the respondents’ perspective is its ability to create great content without compromising on fidelity. It does not only support the brand to have a constant equity on the presence on the platform but also creates continuous trust with the viewers. Through agencies, the brand can be assisted in garnering not only the initial attention of users, but also achieving the creation of a fan base, creating a stable groundwork for the sustainable growth of the brand on TikTok, and within the digital world.

“TikTok is a platform where users love natural, unpolished, and unedited content. Therefore, I want an agency that can create short videos with clear visuals, sound, and messages without losing the authenticity and natural interaction with users.”

(Respondent No. 10)

“As a skincare cosmetic brand targeting Gen Z and Millennials, we understand that these generations are not just looking for products but also for experiences, stories, and values related to the brand.”

(Respondent No. 12)

2.3.3.2 Companies' Interest in using TikTok as a primary marketing tool

The interview results reflect a clear trend among businesses: most companies view TikTok as a key marketing tool in their marketing strategy. The main driver behind this trend is TikTok's strong appeal to Gen Z and Millennials – two generations that are central to modern marketing strategies.

For Gen Z, well they are the generation that has grown with technology and is very conscious of trends in the market. They look for relatedness, for individual treatment, and are especially focused on the brands they identify with. Next generation which is the Millennial also spend considerable time into site such as Tik Tok and perceive social media as place where they find product/service they need. This generation has monopoly in purchasing and for that they are always ready to spend for products or services which are in congruity to their desired life style and personalities.

“TikTok has a large user base of young people, especially Gen Z and Millennials – two crucial target groups for fashion brands. They often seek inspiration from social platforms to shape their style and make purchasing decisions. Therefore, using TikTok will help us easily and directly reach this target audience.”

(Respondent No. 9)

“The popularity of TikTok among young users helps us easily connect, interact, and build relationships with this audience.”

(Respondent No. 10)

Still, the TikTok’s value is based not only such a factor as the growth of brand recognition within a short time period, but also on the influence it makes on business profitability, particularly important for modern enterprises of various sizes in the context of high competition. Due to the organic sharing and nearly zero percent advertising expense ratio, TikTok is not only a marketing platform but also the best-suited option for SMEs who want to maximize their customer outreach with minimum possible investment.

“Here we can share posts and get to the target audience without spending large amounts of money on advertising, but still get a lot of people interested.”

(Respondent No. 18)

“Being an emerging platform, TikTok can be considered a cheap marketing platform given the fact that the marketer is bound to allocate a considerably small amount when airing a commercial as compared to other social media platforms. Natural content allows brands to draw attention to themselves without having to increase spending on any paid promotion. It assists in easing the marketing budget and still get a good returns on the marketing budget expenditure..”

(Respondent No. 3)

The platform is highly regarded for its ability to provide a creative playground for businesses. TikTok opens up unique opportunities for brands to showcase their identity in a clear and impressive way while building authentic relationships with customers through natural, unforced content.

“TikTok also offers great opportunities for businesses to clearly and creatively build their own identity. On this platform, content doesn’t have to be perfect or as professional as in traditional advertising campaigns.”

(Respondent No. 14)

“TikTok also provides us with the opportunity to experiment with creative ideas that may not be feasible on other platforms.”

(Respondent No. 5)

However, the overall picture is not entirely uniform. Some businesses take a more cautious approach, viewing TikTok as a supplementary channel in their overall marketing strategy. For these companies, traditional platforms like LinkedIn or Facebook remain a priority, based on careful consideration of customer demographics (often B2B), the nature of products/services, and specific marketing goals.

For example, as noted by Respondent No. 1, his company operates in the construction industry. In construction, reputation and quality are often assessed through completed projects, long-term relationships with clients, and positive reviews from partners. Therefore, traditional marketing tools such as websites, email marketing, and especially professional social channels like LinkedIn, still hold a significant place in his company’s marketing strategy. These tools help convey a professional, reliable image and create direct connections with potential clients in the industry.

“I don’t exclude TikTok, but we will use it as part of a multi-channel marketing strategy. TikTok can complement and support other tools by providing creative, accessible, and attention-grabbing content.”

(Respondent No. 1)

The division in how businesses approach TikTok highlights an important reality: there is no one-size-fits-all formula for every brand. While TikTok is rapidly becoming an indispensable marketing tool for many businesses, especially those targeting the

younger market, integrating it into the overall marketing strategy requires careful consideration to ensure alignment with the brand's goals and core values. This emphasizes the importance of building a flexible, multi-channel marketing strategy that can leverage the strengths of each platform to optimize overall marketing effectiveness.

2.3.4 Search

2.3.4.1 Information businesses look for when choosing TikTok content marketing services from an agency

When considering the use of TikTok content marketing services, respondents typically apply a thorough and multi-faceted evaluation process for potential agencies.

The key factor businesses look for first is the agency's expertise and experience in this field. They are particularly interested in case studies and past successful campaigns, viewing these as concrete evidence of the agency's creativity and practical effectiveness. These examples not only demonstrate the agency's ability to create engaging content but also show how they can achieve specific marketing objectives on the TikTok platform.

“Information about the agency's experience in working with similar brands or industries is crucial. An impressive portfolio with real-life case studies will give me a clearer view of the agency's capabilities, including how they execute campaigns from concept to results.”

(Respondent No. 11)

“First, I want to know about the agency's experience and achievements in this field. I usually review case studies or previous projects they've done to see how they've applied strategies and created content on TikTok.”

(Respondent No. 19)

In addition, respondents also focus on assessing the agency's strategy and creative approach. They seek alignment between the agency's approach and their business goals,

ensuring that TikTok content marketing campaigns not only attract attention but also directly contribute to achieving overall business objectives. Respondents want agencies to demonstrate a deep understanding not only of the TikTok platform but also of the industry and customer base of the business.

“I need to learn whether the agency that I am using targets my industry or not. Did they conduct successful campaigns on TikTok and do they know the platform as good as the trending content?”

(Respondent No. 7)

In addition to that, the cost of the service is also optimized from the amount perspective, but also from the perspective of the visibility and distribution of the proposed service packages.

“I analyze the cost concern and service model strategies for the company’s stipulated budget and needs.”

(Respondent No. 1)

“Costs and operating budgets are a strong influence on selecting a service since they provide information about costs. This makes me need to find out the various service packages and costs of each package with the services being offered under the packages.”

(Respondent No. 4)

The other factor that respondents carefully take their time to consider is the agency’s team. They care about team’s experience, skill set and stability to make sure the agency has the capacity to deliver and manage TikTok content marketing campaigns. To be precise, the strength of team influence can also be attributed to the participations of different tasks in the process of content creation as well as data analysis.

“I ask about the people on the team and the agency specialists, those who work on content and analysis, as well as the account manager. The team is highly professional

and has the necessary experience of work, which will allow maintaining a high level of service delivery.”

(Respondent No. 11)

2.3.4.2 Sources of information for TikTok content marketing services from an agency

To establish complete information with regards to the agencies, standard methods to be utilized by businesses include. As of now, the agency's official internet presence would include the agency website and its social media platforms, listed as LinkedIn, Facebook, and especially TikTok. As the author would see, LinkedIn is still the B2B Powerhouse. It is an organic social media distribution channel that records the highest performance rates out of all. For the bloggers and writers, who are involved in the B2B niche, the usage of LinkedIn can be powerful tactics to reach final decision makers.

However, respondents do not stop there but also enquire more information from the industrial forum, attend the workshops and webinars to get more insights to the trend and best practices on TikTok content marketing.

Last but not the least self-generated information through business partners and industry experts are accepted as reliable and useful information. The information collected from these sources is more practical and has multiple dimensions than simple, basic impressions about the agency giving practical insights about its reputation, capabilities and work efficiency to help in the last phase of the business decision making. This information is more often than not more practical in its nature and multiple faceted than simple basic perceptions about the agency that can provide practical insights about the reputation, capabilities, and work efficiency of the agency.

These steps of careful evaluation and selection also indicate that TikTok content marketing is gradually becoming more critical for businesses' overall marketing mix. With such an approach, which can be characterized as complex and integrated, businesses are not only searching for a service provider but also trying to find a strategic

partner that will be able to help them fully explore tremendous marketing opportunities that TikTok has to offer.

2.3.5 Action

2.3.5.1 Factors influencing the decision to choose TikTok content marketing services from an agency

When deciding to use TikTok content marketing services, respondents are strongly motivated by the practical effectiveness of previous campaigns the agency has executed. Respondents not only feel confident in achieving the desired results but also build trust in the agency's capabilities. Respondents will look for evidence of success, such as engagement metrics, content reach, and increased brand awareness. If the results do not meet expectations, businesses will suffer losses in costs, time, and opportunities to reach potential customers.

“A service with proven experience and success on TikTok builds trust. Past successful projects and achieved results are indicators that the service can meet our needs.”

(Respondent No. 3)

“Successful case studies, specific engagement metrics, revenue growth, and other achievements will help us evaluate the service's ability to deliver the expected results.”

(Respondent No. 10)

Moreover the risk and reward gains are part of the worth and cost primarily considered in the selection of the service. SMEs usually operate in a fixed budget and, therefore, understanding cost and making sure that the value obtained corresponds with the money spent is crucial. It also underlines that partnering parties should be quite specific when discussing the costs during the building of the partnership, so that the business does not occur additional charges and the expense for the given campaign is rather reasonable. When utilized appropriately, the business is able to use the money to reinvest in other advertising campaigns with the agency.

“Service cost will be examined by me and they will be checked with the company’s cost allotted for the service. I want to set a fair price and which will justify the expected outcome in regard to the expenses incurred.”

(Respondent No. 4)

“I require to know that price I am going to pay for the service is reasonable and corresponds to the value that the service provides. E-clear organizations that offer efficient services that help cut costs without compromising on efficiency will be selected.”

(Respondent No. 13)

Another factor that is important to respondents is data-driven vision that contains detailed market research of the target audience and TikTok. Currently TikTok is a very dynamic social media with shifting trends and changing user preferences so respondents expect agencies to be adaptable and to quickly embrace new trends. When the strategy is not well defined or when the strategy is not properly placed the campaign might fail. Thus, a detailed analysis of the potential viewers and the process of content sharing on TikTok is becoming the key determinant in the right course in content and its maximal effectiveness.

“The content needs to be unique, aligned with TikTok trends, and capable of capturing the attention of the target users.”

(Respondent No. 11)

“If the agency shows deep insight into the brand’s core values and can create content that fits the brand’s identity, I will feel more confident in deciding to collaborate.”

(Respondent No. 14)

Alignment with the company’s overall marketing goals and strategy is also essential. Businesses usually do not use TikTok as a standalone channel but as part of a multi-channel marketing strategy. Ensuring that TikTok activities complement and align with

other channels like Facebook, Instagram, or the company website helps maintain consistency in brand messaging and optimize marketing effectiveness. A strategy that does not align with the overall goals may disrupt or dilute the brand's message, leading to poor customer engagement.

“I need to ensure that the service not only understands my industry and brand but also has the ability to develop content strategies that align with my marketing goals.”

(Respondent No. 17)

“An agency that truly understands our brand and can create content not just to attract attention but also to drive specific goals like increasing awareness, engaging customers, or even converting sales.”

(Respondent No. 18)

Creativity and uniqueness in content are other elements businesses emphasize. TikTok is a platform that demands continuous creativity, and fresh ideas will attract user attention. Creative content not only helps the brand stand out but also has the potential to go viral, bringing significant benefits in terms of brand recognition. Therefore, businesses always seek creativity and the ability to offer innovative solutions from agencies.

“I will evaluate the agency's creativity in coming up with content that will properly portray content ideal for TikTok. We will also note that innovation of the content and the capacity to create unique input will assist us in capturing consumer attention.”

(Respondent No. 9)

“TikTok appreciates novelties, and if the agency is willing to present the creativity and exclusiveness in their work, to create entertaining stuff combined with the advertising messages, I will be more attracted.”

(Respondent No. 14)

Last but not least, in order to enhance the cooperation process, smooth communication, customers' needs' oriented responses, and the indicated flexibility contribute to the successful partnership. Companies, on the other hand, are always anticipated to go beyond performing assignments as requested but also demonstrate the ability to review the tasks within a short period of time as prescribed by the business. This flexibility helps to get the most of the campaigns and avoid putting interest of the business at risk.

“This means I require a partner who can sit down with my team, be receptive to any changes that my team may want to add, or remove in an effort to keep the campaign on track and at its most effective.”

(Respondent No. 14)

“In other words, an effective content marketing service does not end with the campaign but is one that is able to listen and adapt if needed.”

(Respondent No. 19)

2.3.5.2 Additional information and support before deciding

In any case it is important for businesses before signing partnerships with an agency, they must be provided with clear specific details, especially before implementation. The first and most crucial requirement is to produce a content calendar and aims for a clear post frequency and definite goals of the campaign, making sure that the businesses are aware of the agency's strategy.

“I want formal detailed proposal from the agency accompanied by clearly outlined content plan, implementation plan, and achievable objectives and metrics. These should include the phase of the campaign, budget estimate for the campaign, and the time line on the implementation of the campaign.”

(Respondent No. 7)

Besides, they also serve a purpose of providing a proper cost estimate that is necessary for every business to know when and where the actual money is being distributed. This includes operation cost as well as other possible hidden expenses. It is also important to define what reporting should be done and what KPIs should be applied to compare the results before and during the campaign's implementation stage.

“It will be important for me to make every cost spelled out, even those that may occur in the course of the campaign. The detailed discussion of the budget and other costs will also ease the pressure and fear before making the decision.”

(Respondent No. 12)

Companies also want to have a trial phase of the campaign to assess possibility and efficiency of the campaign before introducing it on a commercial level.

“In addition, I may require a trial project, or a trial period before the signing of the formal contract. This lets me to critically review the service quality and its application to the Hirer's requirements.”

(Respondent No. 2)

The correspondence must be very specific and rock bottom matters of law, the ownership of content, confidentiality obligations and, where required, the terms for the termination of the contract.

“We shall thus consider more closely the following aspects: the field of operation as described in the contract, the order of work completion, rights and responsibilities of contracting parties, and grounds for contract cancellation. Familiarity with these terms shall enable us to safeguard our rights for a successful flow of cooperation.”

(Respondent No. 10)

An equally important factor is technical support during the campaign implementation. Businesses need to know which team will handle technical issues, resolve any arising problems, and maintain continuous communication.

Information about the project implementation team is also crucial, as businesses want to understand the expertise and experience of those directly executing the campaign.

“I want to know about the experience, expertise, and roles of the team members to ensure that we are working with competent individuals who match the project’s requirements.”

(Respondent No. 9)

Finally, businesses usually prefer a direct discussion to clarify details and adjust the implementation plan to align with their goals.

2.3.6 Share

2.3.6.1 Sharing behavior after using services

The respondents in the survey generally do not have a habit of sharing their experiences publicly and widely. However, when sharing about agency services or products, businesses use various channels. While not all respondents share frequently, when they do, they often share in private circles with colleagues and friends.

Internal company channels are one of the most common ways to discuss and evaluate service quality. Internal meetings can include assessments of marketing campaign performance, discussions with colleagues and managers about what worked well and what needs improvement. Official reports will provide detailed feedback on agency services and products, helping the company decide whether to continue the partnership in the future.

“I don’t often share my experiences with agency services or products. Although I have positive thoughts about some of the services I’ve used, I typically don’t think about publicly sharing them on social media or forums.”

(Respondent No. 6)

“Since experiences are subjective, sometimes they may not work well for our company’s case, but they could work for another company, so I won’t share them publicly on social media like that.”

(Respondent No. 10)

“I tend to keep my thoughts and reviews for private conversations with friends or colleagues, especially when they ask about services they’re exploring. I feel more comfortable sharing naturally in private settings without pressure.”

(Respondent No. 18)

“Sharing experiences on social media can come with certain risks. There can be conflicting feedback from others, or it may even be misunderstood. I usually want to avoid such situations.”

(Respondent No. 11)

“Typically, I share my experience in internal meetings with my team or in the official reports I prepare.”

(Respondent No. 12)

Most respondents choose to share directly with the agency to provide detailed and specific feedback on the service or product. This allows the agency to improve service quality and maintain a better partnership. This action demonstrates that businesses tend to aim for long-term, effective cooperation rather than public criticism.

Additionally, some businesses that share more frequently may choose social media platforms such as Facebook and LinkedIn, as well as personal blogs, to share their

experiences. For businesses operating in specific industries, they also share through specialized industry forums, either online or offline, where they can discuss service quality and new marketing trends.

2.3.6.2 Factors influencing sharing behavior

When sharing experiences about TikTok content marketing services from an agency, the primary reason depends on the nature of the experience.

If the experience is positive, businesses often feel inclined to share in order to recommend a trusted agency to other companies. This not only helps enhance the agency's credibility in the business community but also strengthens the business's standing when sharing information. Recognition from another company can create new collaboration opportunities and encourage other agencies to improve their services. Sharing positive experiences also provides valuable information to the professional community, motivating agencies to maintain and develop new initiatives while strengthening the good relationship with the agency.

“If I have a positive experience, such as seeing clear improvements in customer engagement, increased brand awareness, or even sales growth thanks to the agency's effective campaigns, I will feel excited and want to share.”

(Respondent No. 5)

On the other hand, if the experience is negative, businesses share to enlighten the agency to perform better and give valuable information. This does not simply seek to advance a better service experience for themselves but also provides other businesses tips on choosing an agency to work with to prevent similar problems. In this way, businesses not only act as responsible for helping the agencies enhance their performance but also as guardians of their industry counterparts' concerns. Disclosure of such incidents can result in positive changes to be made to the delivery of services by the agency hence improving the general market standard.

CONCLUSION OF CHAPTER 2

Chapter 2 of this dissertation gives an overall view of the current status of TikTok in content marketing and identifies specific requirements and expectations of the targeted subjects – the SMEs of the British market – concerning this service. It was established that SMEs are showing growing Trends in seeking to advertised on TikTok while targeting the population of the GenZ and Millennial because this platform offers short, effective and shareable videos at pocket-friendly costs.

The study also noted main factors that influence the level of adoption of TikTok content marketing services such as visibility, consumer interest and affordable marketing. Despite the awareness of the opportunities of TikTok, businesses also have issues with regular production of really qualitative content that would respond to the tendencies and rates of this platform.

In conclusion, there is a significant opportunity for agencies like ScaleUP to develop and offer TikTok content marketing services that cater to SMEs' needs. However, the agency must ensure that it addresses challenges such as creative consistency, understanding the TikTok algorithm, and efficiently managing resources to meet client expectations. These insights will inform the strategic recommendations in the following chapter aimed at capturing and retaining the attention of SMEs through well-crafted TikTok content marketing services.

CHAPTER 3

RECOMMENDATIONS

3.1 Basis for the proposal

3.1.1 Market context

TikTok has quickly become very popular, with over 2.6 billion downloads worldwide by February 2024 and about one billion monthly active users (Doyle, 2022). It's now a leading platform for short videos, attracting businesses for marketing (Tang, 2020). In TikTok 2021 report, TikTok demonstrated that many brands (e.g., Walmart, Target, Netflix, and Applebee's) have benefited from deploying its platform for marketing.

Digital content marketing, especially on platforms like TikTok, has become popular among small and medium-sized businesses (SMEs) because it's affordable and has a wide reach. In Vietnam, many SMEs with limited budgets are turning to TikTok to attract customers and boost brand visibility. As digital adoption grows after the pandemic, more businesses are using social media to connect with consumers and drive sales.

Additionally, tools like data analytics and customer engagement are becoming more accessible to SMEs, helping them improve their marketing efforts. This makes content marketing services in high demand as businesses try to keep up with the fast-changing consumer preferences in Vietnam's expanding e-commerce and digital market.

3.1.2 Current ScaleUP status

As a start-up in the retail space, ScaleUP is focused on achieving rapid growth while laying the foundation for long-term success. One of the key objectives is to grow its client base by onboarding 30- 40 small and medium-sized retailers within the next 12 months. Offering content marketing services on TikTok will be crucial for attracting new clients.

Financially, ScaleUP aims to reach 20.000.000.000 VND in annual revenue within the first two years. Currently, ScaleUP is facing profitability challenges as profits remain in the negative. The previous digital marketing activities that ScaleUP implemented for businesses have not yet generated significant revenue, as these activities require a long time and considerable resources to produce high and sustainable results. However, in the current economic downturn, businesses are looking for low-cost marketing services that deliver quick and immediate results. This places urgent pressure on ScaleUP to expand its services in order to improve revenue and create a stable cash flow. Particularly, capitalizing on opportunities from emerging platforms like TikTok could serve as a leverage for the company's financial growth.

Connecting the SWOT analysis with the Basis for the proposal, author can highlight how ScaleUP's strengths and opportunities make it feasible to expand into TikTok content marketing services, while also addressing the weaknesses and threats that could impact the proposal's success.

- ScaleUP's young and agile team can quickly adapt to new trends on TikTok, leveraging their creative and innovative strategies to differentiate from competitors. This positions the company well to take advantage of the rising demand for TikTok content marketing services.
- The increasing demand for omnichannel solutions and affordable marketing services among SMEs aligns with ScaleUP's strategy to target smaller businesses looking for cost-effective content marketing solutions. The company's ability to integrate TikTok into their services allows them to capitalize on this growing need.
- ScaleUP's limited experience and brand recognition present challenges in establishing trust with potential clients. The proposal should focus on building a portfolio of successful TikTok campaigns to enhance credibility and brand awareness.
- The rapidly changing digital landscape requires ongoing investment in training and resources to keep up with evolving trends and algorithms. ScaleUP's strategy

must include continuous learning and adaptation to stay competitive in TikTok content marketing services.

In the context of negative profitability, offering only the current services is insufficient to cover operating costs. Expanding the service portfolio—specifically by developing content marketing services on TikTok, a platform that many SMEs are interested in—will not only help ScaleUP diversify its revenue streams but also enhance its competitive position in the industry.

3.1.3 Business demand for content marketing services on TikTok platform

Based on the qualitative analysis results from Chapter II, the author identifies key factors shaping the business demand for content marketing services on TikTok provided by an agency, including:

- Reaching younger customers is a frequently mentioned demand among the surveyed businesses, especially as Gen Z and Millennials are the primary user groups on TikTok. These generations not only have significant influence on social media platforms but also play an increasingly important role in purchasing decisions. SMEs recognize the need to seize this opportunity by developing marketing strategies on TikTok to attract and engage this customer demographic.
- Optimizing marketing costs is one of the top priorities for small and medium-sized enterprises (SMEs), especially as they often have to operate within limited budgets. In this context, TikTok has emerged as an effective marketing solution with high organic reach and relatively low advertising costs, enabling businesses to achieve their goals without overspending.
- Get customers involved, or, in other words, carry out various activities in order to develop strong brand associations: these are among the major strategic objectives identified in the survey among SMEs, which have to not only deliver messages to clients but also develop long-term and lasting communication relationships with them. This is a goal that has well been served by TikTok because of the incredible interactive elements it comes with. It is not just about linking up with the consumers, it becomes possible for businesses to identify

consumers' wants and/or needs beyond product that they demand and thus being in a position to adapt their marketing strategies aptly.

3.1.4 Trends in content marketing usage on TikTok platform

The trend toward brief and engaging content is gradually moving to the foreground, however, Tik is reigning in this matter. on the TikTok platform, including:

- The shift toward concise and interactive content is increasingly becoming a dominant trend, with TikTok as the leading platform driving this change. The content on TikTok is best taken in with viewership of short videos that are usually 1 to 15 seconds long. In addition, it targets a highly engaged audience who do not only watch content but also can comment, share, or participate in diverse challenges on TikTok. This presents a great chance for the businesses to come up with content, not only entertaining but also requiring interaction from the users.
- TikTok has a strong and intrusive algorithm that describes the user's actions and preferences to deliver content accurately and individually. This means that content will be shown to the right target audience-of potential customers most likely to develop an interest and transform into sales. As a result, for SMEs, this algorithm is much profitable as there is no need to spend a lot of money on paid advertising to get a wide reach. That's why with this capability SMEs can elevate the engagement rates and deepen the relations with customers as well as improve the overall effectiveness of the marketing mix. For SMEs, this algorithm offers significant advantages as it helps optimize reach without requiring substantial investment in paid advertising. With this capability, SMEs can increase engagement rates, build deeper relationships with customers, and enhance the effectiveness of their marketing strategies.
- Collaborating with KOLs (Key Opinion Leaders) and influencers is becoming a powerful and popular strategy for content dissemination, especially on platforms like TikTok. Currently, engagement with KOLs and influencers as a tactic of content sharing is gradually becoming common and effective, especially when used on the Tiktok platform. This is a trend that SMEs should take advantage of so as to foster trust and establish natural communication with the intended

audience. This is especially more pronounced compared to traditional advertisement platforms for SMEs because shown to the right target audience—those most likely to be interested and engaged.

- The low advertising costs on TikTok provide a significant advantage for small and medium-sized enterprises (SMEs) compared to traditional advertising platforms. Of the top 100 brands active on TikTok, 76 of them are new, and this app helps SMEs to gain a massive following beyond the costs of advertising, giving businesses an opportunity to test more innovative ideas..

3.2 Conclusion of the proposal's basis

Therefore, considering the researched market context, ScaleUP situation and factors which influence the demand for content marketing services on TikTok, as well as trends in content marketing on this platform, the proposal to develop content marketing services for ScaleUP on TikTok is deemed fully feasible.

But there will also be several potential threats that ScaleUP will encounter while establishing content marketing services on TikTok, including rigorous competition with other agencies. One of the major risks is that ScaleUP as of now is still a start-up company that doesn't have any reputation or achievements in successfully completed campaigns that could influence businesses to trust and move to the platform. Due to negative profitability, ScaleUP may not be able to afford the right amount of investment required to properly develop the service in addition to meeting long-term funding needs.

In the next section, a process will be suggested to create the best strategy to grab the attention of SMEs and make them want to get involved in implementing ScaleUP's content marketing services on TikTok. It involves stages right from contacting prospective businesses, developing unique concepts to suit every firm, right down to running the campaigns and assessing success. The goal of this process is to influence SMEs in the potential of TikTok as a tool to influence target consumers, minimize wastage expenditure, and increase brand exposure.

3.3 Proposed process

In the context of TikTok's emergence and its further positioning as the important media channel, particularly for SMEs, the importance of creating the procedure of approaching and implementing content marketing on TikTok rises as well. According to the AISAS model used, the following process proposed below would attend to the attention of the business and ensure that such businesses agree to partner with us in implementing efficient content marketing on TikTok.

The AISAS model would be used by the agency to guide its interaction with businesses in the process walk-through, from initial impressing the business and creating interest in the agency's services to informing and teaching the business about the service until the business partner agrees to say 'yes' to engage the service and offer positive feedback after the service has been purchased. The ultimate aim is not only to assist different SMEs to attain a high marketing efficacy level but also work with the agency within the long-run.

3.3.1 Attention

Objective: Intercept the attention of decision makers in SMEs who hitherto have no notification of other filters for content marketing.

Ever in any specific era of the advanced digital marketing quagmire, the decision-makers of the small and medium-sized organizations are always on the lookout for better ways to repeat their brands' visibility without crossing the reasonable budget line. By developing interesting viral content that grabs the public's attention and penetrates the daily routines of a large number of people, TikTok opens a new and unique opportunity for SME to advance their marketing strategies.

Agency's Role: Tap into channels that the SMEs commonly use, like using LinkedIn, Facebook, and seminar and events to promote the agency's services with a simple message about how important it is for SMEs to leverage TikTok for their marketing.

- Educational content: To engage SME decision-makers, it's essential to provide educational content that highlights TikTok's potential for marketing. The agency can develop short-form content that educates SMEs on how TikTok can be leveraged to boost visibility. This can include:
 - Success stories and case studies: Showcase real-life examples of how other brands have used TikTok to enhance their marketing efforts. These success stories should emphasize metrics such as increased visibility, engagement, and lead generation.
 - Infographic videos: Create quick, visually compelling videos that explain key statistics and trends, such as "70% of SMEs using TikTok reported higher engagement rates compared to traditional platforms."
- TikTok as a thought leadership platform: One of the agency's key strategies should be positioning TikTok as a powerful platform for showcasing thought leadership. Many decision-makers may not be aware of TikTok's potential for industry insights and expert advice sharing. The agency can encourage SMEs to use TikTok for:
 - Expert insights and tips: Short, informative videos that offer valuable advice or industry-specific knowledge. For example, a marketing consultancy could share "Top 5 Trends in Digital Marketing" in a 30-second TikTok video.
- Personalized content: To attract attention effectively, content should be personalized to directly address the pain points and needs of SME decision-makers. The agency can create a series of videos or posts that highlight specific issues SMEs face, such as limited marketing budgets, the need for wider reach, or the challenge of engaging with a younger, more tech-savvy audience.

Thus, focusing on these elements, the agency will build the relevant message and interest of SMEs decision-makers to use TikTok as an effective channel that can improve their marketing initiatives at a low price. It not only shares valuable information but also leads SMEs to discover TikTok as an innovative aspect of the content marketing plan.

3.3.2 Interest

Objective: Increase activity and keep interest constant by explaining to the SMEs how the TikTok content marketing can serve the organizational objectives and needs.

The next action, though, is to keep the interest of SME decision-makers intact after they have been enticed by the ads and come to TikTok's website where they would want to know how this platform can help them meet specific business goals. The agency needs to demonstrate concrete advantages possible use cases, and inherent value of TikTok in content marketing to attract SMEs and persuade them that the platform is essential for business development.

Agency's Role:

- Interactive Q&A sessions: To enhance interaction and foster good relations with SMEs the agency can include live Q&A sessions or make TikTok videos where owners of SMEs can ask questions themselves. This approach is also effective because it promotes a company's sense of belonging thus it enables the SMEs get consultations that may suit their companies.
 - Interactive TikTok videos: With TikTok's "reply to comment" tool, keep the conversation going with SMEs who engage with their posts and expand on their knowledge they have. This level of interaction assist in maintaining engagement and has proved that the agency is indeed engaged in the support of business ventures.
- Webinars and industry-specific workshops: Hold webinars to share extensive information on TikTok content marketing and the functional use of spectacular content to succeed. Make sure that the presenters are reliable professional in the field.
- Highlight algorithm benefits: It is also one of TikTok's key strengths – the application uses an algorithm that enables really niche content promotion. The agency should also emphasize how this algorithm will tend to be of advantage to SMEs when it comes to seeking customers. For example:

- An example might be a video illustrating how the algorithm recommends content to the “For You” page, helping SMEs have more opportunities to attract clients without huge investments in advertisements.
- A video focuses on how hashtags, trending sounds, and follower demographics all contribute to finding the right audience.

By such tactics, the agency is well positioned to reach out to the SMEs and ensure their continued participation with TikTok as a viable and potent advertising tool for commercial business growth. From the agency’s side, value creation and pain point solving will keep making SMEs recognize TikTok as an essential part of their marketing mix and push them further into the problematic space of the platform.

3.3.3 Search

Objective: Make it easy for SMEs to find relevant information about TikTok content marketing services offered by the agency.

Once SMEs have developed an interest in using TikTok for marketing, the next step is to ensure they can easily find the information they need about the services offered by the agency. The goal here is to provide clear, accessible, and comprehensive resources that guide potential clients through the decision-making process. By optimizing online presence and creating targeted, easy-to-navigate content, the agency can position itself as a go-to solution for SMEs exploring TikTok marketing.

Agency’s Role:

- Dedicated resources page: To streamline the search process for SMEs, the agency should create a comprehensive, easy-to-access resources page on its website, specifically tailored to businesses interested in TikTok marketing. This page should include:
 - Detailed service breakdowns: It’s ideal to give a description of the TikTok marketing services which the agency supplies, including; content creation, campaign management, influencer marketing among others. Simplify

each offered service so that SMEs comprehend agency services in terms of their requirements.

- Provide clear service packages: In order to ensure that the agency's services are easily comprehensible by the target audience, it is necessary to properly divide the services offered by the agency and create specific services for TikTok content promotion alone.
 - State clearly what the agency offer in every package like how many videos are the agency going to produce in a month, campaign management, payment for ads, analytics, and reports, collaborations with influencers etc.
 - Emphasize the role of each package, and its main advantages, which may be higher exposure, brand recognition, and enhanced customer interaction. Hence it would be wise to incorporate the aspects like potential results or ROI estimation taking into consideration the previous successful Client cases.
- SEO optimized content: Since the agency's main focus is to help SMEs find its services for TikTok marketing, the content must be SEO friendly. This applies to any version of the agency's website or any TikTok account created for the agency or for a client.
 - Website optimization: Some suggested keywords include; 'TikTok marketing for SMEs', 'TikTok content creation services', 'TikTok influencer marketing' to be applied on web pages of the agency. Meta descriptions, page titles and headers should be optimized for search engine purpose to enhance the sites ranking.
 - TikTok content optimization: Ensure the right SEO best practices are employed to TikTok posts by incorporating appropriate and relevant Hashtags, and proper descriptions of the posts as well as tagging influencers and brands appropriately. This way, the agency's content is visible to businesses that might be seeking TikTok marketing solutions on social media platforms.
 - Local SEO: For agencies who often target SMEs in certain areas, local SEO enhances webpage ranking in geography specific searches. Industry-

specific terms and particularly the geographical ones like ‘TikTok marketing agency in Ho Chi Minh City’ will help to catch searches from more specific business locals.

By utilizing these strategies, the agency will ensure that SMEs are able to locate the information they need, and feel assured when selecting the agency as their TikTok marketing specialists. Prominent service propositions, effective content, and shareable resources will help the agency stand out as the industry’s expert, with a vision of becoming the go-to choice with businesses that seek to extend their networks through the new-age platform like TikTok marketing.

3.3.4 Action

Objective: Help the SMEs to take that leap of faith to engage your agency for TikTok social media marketing services.

The last stage is certainly the conversion of the target SMEs which are interested in its services into consumers, offering them easy to follow next steps. Personalization, the elimination of obstacles to the decision to engage with the agency and the provision of a frictionless onboarding process can make SMEs commit to the partnership in TikTok marketing. Here, the emphasis is made on creating trust and understanding the value to be gained, and providing executives with clear ways of making change.

Agency’s Role:

- Free consultation or demos: To ensure that SMEs take this first step the agency can provide them with free consultation or sample tittings like mini TikTok campaign that will show the potential of TikTok marketing for their business. These programs enable SMEs to get a taste of what it feels like to harness the power of TikTok before the firm hits their pockets.
 - Consultation sessions: Present SMEs with an option to schedule a consultation session, during which they can explain their marketing concerns and objectives to the agency, and the agency, in turn, will give a description of how the agency can help to integrate TikTok into a

marketing plan of the SMEs. This makes SMEs to have confidence in the agency and the other aspect where it helps is that, the agency feels that they are in a position to solve the problems of a certain SME's way of doing its business.

- Mini campaign demo: The agency could use TikTok to launch a small promotional campaign to show the potential of an SME to the users. For instance, developing one TikTok video for the company and uploading it to the platform generates proof of TikTok's impact and the likelihood that the business's target consumers will engage with it after the materials have been posted.
- Tailored proposals: To make it even easier for SMEs, the agency should develop individual marketing scenarios with the specific explanation of how TikTok will function for the business. These proposals should:
 - Content ideas and strategies: Being specific, provide several ideas of how TikTok content could look like focusing on the SME's sphere and its target market. For example, offer some video tips on what they can share in their videos that relates to their business, new video trends they can adopt when marketing their product or service.
 - Targeting their ideal audience: Include information on how to market themselves on TikTok, the best approach when it comes to the algorithm, hashtags and the different ad placements.
 - Projected ROI: Explain potential outcomes concerning increased interaction, number of leads or sales using data of similar campaigns made by the agency. This assists SMEs to understand the positive financial relationship between marketing on TikTok and the improvements they intend to make to their firms..
 - Budget considerations: Describe possible expenses related to content marketing services on TikTok both in the context of service creation and its implementation. This can involve the generation of original content, working with sponsors or social media celebrities, KOLs, advertising spend and any data tracking tools required.

- Integration with existing marketing: Describe specifically, how TikTok can support their current marketing strategy: if they use it to build up the presence on social nets, attract more traffic to websites, or collaborate with other digital marketing initiatives.
- Simplify the onboarding process: The agency must work hard to provide that onboarding process is as smooth and efficient as it is possible to be once an SME has finally made the decision to proceed. This cuts cost and builds confidence in the agency's professionalism.
 - User-friendly platform: Ensure that small business can have an easy time accessing and using a dashboard that will allow them to monitor their TikTok marketing efforts in real time. This could include tracking items such as views, engagement and return on investment to make them feel part of the process.
 - Regular updates and support: Provide continuous assistance and feed back, on the campaigns' progress, to the SMEs to keep them informed and confident with their investment. Cohesion in communications will go along way in creating the bond that will form long term business relationship.

With free consultations, tailored price offers and reporting, the agency can effectively lead SMEs into making the switch to TikTok marketing services. These strategies do not only show the quantifiable need for the agency's services; it also ensures decision-makers it is convenient and desirable to act on and partner with the agency for their TikTok content marketing needs.

3.3.5 Share

Objective: Make sure that all the satisfied SME are able to give their testimony and bring in more traffic.

SMEs are already promising for their long term patronage due to changed preferences; the agency ought to ask those satisfied lobbyists to share their success stories. The successful testimonial or word-of-mouth experience which can be expected by business

establishments can greatly bolster the believability of the agency when looking for new clients. It is therefore how the agency can make this possible.

Agency's Role:

- Case study highlights
 - Develop shareable video content: Create short, engaging TikTok videos or professional testimonials that highlight the success of SME clients who have partnered with the agency for TikTok content marketing. These videos should demonstrate certain outcome, for instance, engagement, reach, or sales. Every case study must specify accurately the problem that an SME encountered at the start, the agency's tactics, and the results obtained.
 - Distribute across platforms: Such videos can be posted not only on TikTok but on other professional platforms such as LinkedIn or corporate Facebook page or the agency's website. That is why, by focusing on a B2B audience, and especially on LinkedIn, the agency can attract other SMEs who are already planning to engage in TikTok promotion.
- Encourage client sharing:
 - Offer incentives for sharing: To increase response rates from the SMEs, provide considerations like reduced rates on other service offerings, or free content analysis, or to create additional value offers to clients, providing exclusive promotions to clients who complete detailed feedback or opt to contribute to Case Studies. Also, the businesses could get benefits such as more exposure to the agency promotion channels that would also promote their brand, among others.
- Amplify success on multiple platforms:
 - Utilize cross-platform marketing: However, TikTok is the core focus, and failure is never an option; there's always the need to expand success stories to other B2B platforms like LinkedIn where other business decision-makers are active. Post client stories either as LinkedIn articles

or posts to depict to the wider professional community how SMEs are benefiting from the TikTok platform..

- Repurpose viral content: On the heels of viral or high engagement for a TikTok campaign, recycle its success with a blog post or case study for the agency website or even on LinkedIn, an article. Some of this content could be used to expand more on the strategy, to demonstrate how this agency effectively implemented trends on TikTok for actual business value.
- Use email marketing: Integrate successful examples of email marketing with regards to potential SME clients in the advertising campaign. These email newsletters can be highlight from the case studies with links to full length videos or article that lead the prospects further into the agency.

Therefore, by incorporating the mentioned strategies into its undertaking, the agency is well positioned to develop a pool of other happy SME customers who not only buy the agency's solutions but equally recommend the agency to other players within the market. By using their favorable experiences through case studies, the agency's content, and a direct-referral program, potential clients will be trusting the agency and allowing the agency to extend its market reach without the high price tag that accompanies mainstream marketing strategies.

3.4 Proposed steps for implementing campaigns for clients

Step 1: Receiving and analyzing the client's brief

To capture the needs of the client when it comes to the specific promotion within TikTok, a sequence can't be avoided.

- First of all, watch the client's brief to possibly evaluate the general and specific specifications, goals, audience, costs, and timeframes. This preliminary analysis makes sure that there understand the vision of the client to the fullest.
- Secondly, this strategy is followed by setting of goals where the goals of the clients that it wants to achieve are categorized into some areas such as awareness, engagement, or sales. It is also very important to know product or service, which

consist in studying its benefits and the environment in which a brand operates in order to stress on values. Targeting involves defining the characteristics of the TikTok's users such as age, sex, interests and their mannerisms to fit into the campaign needs.

- Lastly determine parameters that signify success of the campaign such as views of the video, engagement rates as well as the conversion rates.

Step 2: Internal meeting and brainstorming

- To build the internal team to implement the TikTok marketing campaign, first the agency should schedule a brain storming session involving members from content, creative, media, and data analysts.. This collaborative session will provide input into strategic and content topics.
- Next, refine broad creative ideas appropriate for TikTok from the information of the client's brief and content alignment to the target demographic and trend. Choose the form of the content you will be sharing as videos, hashtags challenge, working with influencers, or creating engagement content..
- Finally, distribute the work among departments outlining who will be responsible for design, video creation, and content planning and when, with what goals in mind.

Step 3: Competitor and market research

To develop a differentiated strategy for the TikTok marketing campaign, it is crucial to thoroughly understand the current market and competitors.

- First of all, the competitor analysis has to be provided: the candidate studies the campaigns run by competitors on TikTok for the client. In the value chain it is important to know the strength, weakness and the business opportunities for action which will assist in exploiting the gaps that may be existing in the market.

- Second, trend analysis can be conducted by getting or observing trends of content in the TikTok application. This guarantees that the client's campaign is timely and interesting to clients as it incorporate popular trends among users.
- Finally, determine the aspects of target audience on TikTok by using data and analysis instrument to learn about the preferences of the potential buyers. From this understanding, impressive 'content' will be generated to reach out and engage with the target market and thus foster a much superior and unique marketing strategy.

Step 4: Develop a detailed strategy

In order to suggest the content and media plan relevant to the client's business objectives, start with the descriptions of creative content for TikTok videos.

- Develop specific concepts / scripts / creative ideas that will best capture the users; this involves incorporating trending sounds and special-effects; that would add value to the views. Second, create a frequency and a calendar regarding the timing of enough content uploads, considering important milestones and time when the target audience will easily engage most.
- Also, outline the campaign working budget and budget split by preparing the budget split up for content creation, advertising, and the influencers.
- Last but not the least, one should customize TikTok advertising by suggesting that appropriate ad type that best fits its nature, whether it be the TopView format for the most exposure, In-Feed ads for the least interference with content, or Branded Hashtag Challenge for engagement.

Step 5: Present proposal to the client

- To share the proposed strategy, concepts and funding with the client, first create a proposal template. This document should be a complete power point presentation which should include; Content strategy, content timeline, content

budget and expected KPI values. It should be very neat and present a good look to show an overview of the entire campaign map.

- After that, it is necessary to organize a meeting with the client to introduce the strategy, it could be done both offline and online. While presenting the proposal discuss each component to the client and ensure that he or she offers input in every step.
- Last but not least, change and complete it with feedback according to the client's satisfaction, altering the content plan/launch schedule or budget in order to realize the best fit for their ideas and operations.

Step 6: Implement and produce content

- Solicit and coordinate the shootings, the edition and the finalization of Tik Tok videos within the deadlines previously set. Verify that videos meet brand specifications and deliver proper messages as well as are visibly original.

To ensure such content achieves maximum engagement and is attractive to a wider TikTok following the agency can consider the following elements for appropriate content creation:

- Leverage the power of the latest trends, popular challenges, trending memes, and widely used hashtags.
- Keep the video duration concise (15-30 seconds) while effectively conveying the message and making an impression from the first few seconds.
- Choose suitable KOLs (Key Opinion Leaders) who can reach the target customers and reflect the brand message.
- Create content that encourages user interaction, such as participating in challenges or duetting the content to increase its virality.

Step 7: Manage and optimize the campaign

To ensure the campaign is effectively managed and optimized for the best results, it is essential to implement a systematic approach.

- First, check performance through the use of analytics, given by TikTok, in order to analyze views, engagement rates, watch time, and advertising. This data shall be useful in reaching conclusions on how the campaign is faring.
- Then, optimize in real time to adjust the content and the methods of advertising if it is needed depending on the analytics found. Such an approach makes it easier to make improvements that could improve the fortunes of the campaign.
- Moreover, the presence of simple, daily and weekly reports that present the client with an overview of the campaign and its current status is advisable. If the agency submits reports on the specific KPIs selected, an added level of accountability will be created for the specific campaign as well as opening up an avenue for the client to change their minds with an improved communications relationship being formed.

3.6 Implementation stages

Time	Stage 1	Stage 2	Stage 3
	November 2024 - December 2024	December 2024 - February 2025	February 2025 - March 2025
Objectives	Promote the content marketing service to potential clients, especially SMEs, through various channels.	Execute TikTok marketing campaigns for clients who signed up in Stage 1	Evaluate the success of the campaigns and promote these successes to attract more clients.
Key Activities	<ul style="list-style-type: none"> • Create educational 	<ul style="list-style-type: none"> • Collaborate with clients to 	<ul style="list-style-type: none"> • Prepare detailed reports on

	<p>content, case studies, and infographics to showcase the benefits of TikTok marketing for SMEs.</p> <ul style="list-style-type: none"> • Run awareness campaigns on LinkedIn, Facebook, and TikTok, targeting decision-makers in SMEs. • Organize webinars and Q&A sessions to engage clients and answer questions about TikTok marketing. • Optimize the agency's website for SEO, focusing 	<p>develop creative content strategies and implement TikTok ad campaigns.</p> <ul style="list-style-type: none"> • Produce TikTok videos, leverage trending sounds, and partner with influencers to enhance engagement. • Track performance metrics using TikTok's analytics tools to optimize campaigns in real time. • Ensure continuous client feedback and adapt strategies based on campaign performance. 	<p>campaign performance, highlighting key metrics such as engagement, views, and ROI.</p> <ul style="list-style-type: none"> • Create case studies and video testimonials featuring successful client campaigns. • Share success stories across LinkedIn, TikTok, and other platforms to build credibility and attract new clients. • Offer incentives for client referrals and positive reviews to
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	on TikTok marketing services.		further boost brand visibility.
Outcome	Attract the attention of potential clients, generate leads, and schedule consultations.	Deliver successful TikTok campaigns that meet clients' objectives, enhancing engagement and brand visibility.	Increase agency credibility and attract more clients through successful campaign case studies and PR efforts

3.7 Proposal objectives

As the TikTok platform continues to grow in popularity, esp, it presents a valuable opportunity for small and medium-sized enterprises (SMEs) to expand their digital presence. With this in mind, the proposal seeks to creating and consolidating a TikTok content marketing service. The next goals describe the plan to acquire new clients, deliver effective campaigns, raise brand recognition, and make marketing services more accessible for SMEs by designing an agency as a go-to partner in TikTok marketing by mid-2025.

- Secure 5-7 SME clients to introduce and demonstrate content marketing on TikTok, and share successful campaigns and specific instances to persuade potential clients across industries.
- Deliver 3 successful TikTok campaigns with innovative content and particularly looking at views, likes and shares that would help create value for the clients..
- Boost the agency's profile on TikTok, social media platforms, and build an outreach through other networks like LinkedIn, to find more customers.
- Develop 3 content marketing packages for SMEs, offering flexible options that cater to different budgets, ranging from basic video production to comprehensive influencer campaigns.

CONCLUSION OF CHAPTER 3

Based on the analysis of the market context, ScaleUP's current situation, and the factors shaping business demand for content marketing services on the TikTok platform, as well as emerging trends in TikTok usage, it is evident that developing content marketing services on TikTok is a highly feasible and strategic option for ScaleUP.

However there are certain potential problems that ScaleUP will encounter including competition from other agencies and lack of recognition, limited resources. These are very big challenges that demand good planning and implementation in order to make the service sustainable.

The following process, based on the AISAS model, is suggested to create a strong framework for attracting the focus of SMEs, engaging them, and delivering powerful and effective TikTok campaigns that will help to fulfill their marketing objectives.

CONCLUSION

The carried out internship report entitled as “Proposal to develop Content marketing services on TikTok platform for ScaleUP” was designed to find out the increased importance of TikTok as a marketing platform and to suggest a feasible plan for ScaleUP Technology LLC for adding the new service. Some had featured TikTok, a social media alternative that continues to grow at an astronomical level and according to the research the platform is now more than a pass time but has become relevant in reaching the Gen Z and Millennial consumers. This demographic shift implies that firms now need to factor in their marketing strategies in the market as they slowly become unfavourable to established companies.

Through a combination of qualitative research, including in-depth interviews with SMEs, the report identified key factors driving the demand for TikTok content marketing services. Respondents expressed a strong interest in leveraging TikTok's unique characteristics—such as its viral potential, cost-effectiveness, and ability to foster genuine connections with audiences—to enhance brand visibility and engagement.

The paper’s results show that despite the awareness of the opportunity TikTok offers, many SMEs struggle to provide good content marketing because of the lack of knowledge and funding. This is a door ajar for ScaleUP to capture a niche market and become the agency to run specific services for these types of businesses. In detail, the company will outline a precise and workable plan concerning the algorithm and workings of TikTok, creating and providing the best quality content and partnering with influencers, ScaleUP will ensure the satisfaction of SMEs.

In conclusion, the report demonstrates that expanding into TikTok content marketing services is not only feasible but also strategically aligned with the current market trends and the needs of target clients. Implementing the proposed recommendations will allow ScaleUP to enhance its service portfolio, drive client engagement, and contribute to the long-term success of both the agency and its clients in the digital marketplace.

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APPENDIX

Appendix 1. Internship diary

Time	Content of work	Results achieved	Lessons (Knowledge, Skills, Attitude)
Preparation Week (29/7/2024 - 4/8/2024)			
Thursday 01/08/2024	<ul style="list-style-type: none"> - Met with the supervising instructor, Dr. Dinh Tien Minh, for consultation, topic selection, guidance for the internship, and tasks to complete during the internship. 	<p>Outlined the internship diary.</p> <p>Drafted the internship plan.</p>	<ul style="list-style-type: none"> - Improved listening and information synthesis skills. - Time management skills and schedule building.
Friday 02/08/2024	<ul style="list-style-type: none"> - Contacted the internship company and received permission to intern as a Content Intern at ScaleUp Technology Co., Ltd, located at 6th Floor, Green Country Building, 81 Street, Tan Quy Ward, District 7, Ho Chi Minh City. 	<p>Confirmed the internship with the company.</p>	<ul style="list-style-type: none"> - Enhanced communication and professional interaction skills when contacting businesses, from email writing to information exchange. - Understood the

			<p>importance of maintaining professionalism in all communications with businesses.</p> <ul style="list-style-type: none"> - Learned how to present concisely, clearly, and persuasively to obtain agreement from the company for the desired internship position.
Week 1 (05/08/2024 - 11/8/2024)			
Monday 05/08/2024	<ul style="list-style-type: none"> - Familiarized myself with the departments of the company, especially the Creative department responsible for content production and imagery for the company's sales channels. - Learned about the 	Understood the role of the Creative department in producing content and images for sales channels.	<ul style="list-style-type: none"> - Improved communication skills, especially in teamwork and interaction with colleagues from various

	<p>company's rules and regulations, working hours, code of conduct, reporting procedures, and information security regulations.</p> <ul style="list-style-type: none"> - Gained a basic understanding of the company, its development process, vision, mission, and core values. - Received thorough guidance on tasks, skills, tools, and knowledge required to effectively complete assignments. - Became familiar with the company's main work platform, Lark, which supports communication and collaboration between departments and staff. - Conducted research on the company's partner, Mini Minds International Preschool, gaining in-depth knowledge about its 	<p>Built good relationships with colleagues and other departments, enhancing teamwork effectiveness.</p> <p>Drafted an overview of the company.</p> <p>Approached and learned the necessary tools and professional skills required to successfully complete tasks at the company.</p>	<p>departments.</p> <ul style="list-style-type: none"> - Developed confidence in discussing work and learning from experienced colleagues. - Deeply recognized the importance of corporate culture and core values, helping to shape a positive working attitude aligned with the company's vision. - Developed a positive and proactive attitude towards learning and successfully completing
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	structure, educational methods, development vision, and target audience.		assigned tasks. - Improved skills in customer and market research.
Tuesday 06/08/2024	<ul style="list-style-type: none"> - Learned and practiced effective content writing formulas and simple methods to create engaging, clear, and encouraging content that prompts reader interaction.. - Wrote promotional content about the enrollment information of MiniMinds school on the Facebook page 'MiniMinds Enrollment Information. 	Two content pieces were submitted for approval on the Mini Minds Enrollment Information page on Facebook	<ul style="list-style-type: none"> - Learned the use of content writing formulas to keep readers engaged and encourage interaction. - Learned to independently research before seeking advice, developing independent thinking and problem-solving skills.
Wednesday 07/08/2024	<ul style="list-style-type: none"> - Continued writing content for the Mini Minds Enrollment Information page on Facebook. 	Three content pieces were approved on the Mini Minds Enrollment Information page on	<ul style="list-style-type: none"> - Referenced writing styles from other international preschool fan pages to enhance

		Facebook.	<p>personal writing style, making content more engaging.</p> <ul style="list-style-type: none"> - Learned to manage time effectively to complete multiple articles within deadlines while maintaining content quality.
Thursday 08/08/2024	<ul style="list-style-type: none"> - Received detailed training on how to write a visual brief from the team leader, including expressing image ideas, arranging layouts, and selecting suitable design elements to effectively and clearly convey messages. - Practiced writing a visual brief for the content of the 'Mini Minds Enrollment Information' page on Facebook. 	<p>Two visual briefs were approved and sent to the designer for further design.</p> <p>Understood how to select appropriate design elements to convey the message clearly and effectively.</p>	<ul style="list-style-type: none"> - Learned to clearly articulate ideas for images in the visual brief, aiding designers in easily grasping and executing them. - Learned how to organize layouts, choose images, and design effectively to

			<p>suit messages..</p> <ul style="list-style-type: none"> - Developed the ability to collaborate with designers and team members to create high-quality final products. - Learned to think visually and convert content ideas into images that align with communication strategies.
Friday 09/08/2024	<ul style="list-style-type: none"> - Observed a livestream for Gen Viet's jeans product, from introducing products to interacting with customers. - Participated in the company's weekly Friday sharing session to express gratitude and share the challenges faced at work during the 	<p>Understood how companies convey product information directly to consumers.</p> <p>Gained useful advice from experienced colleagues, helping to solve</p>	<ul style="list-style-type: none"> - Improved communication skills and sharing difficulties, learning to listen and incorporate feedback from viewers, while retaining viewers'

	week.	difficulties and guide more effective work methods.	interest through interactive activities. - Learned how to provide constructive feedback and receive positive responses from others. - Became more open in sharing personal difficulties, fostering a comfortable and supportive work environment.
Week 2 (12/08/2024 - 18/08/2024)			
Monday 12/08/2024	- Continued writing content and visual briefs for the Mini Minds Enrollment Information page on Facebook.	Completed four new content pieces, ensuring the content continued to meet the criteria for promoting the school's enrollment	- Enhanced content writing skills from various perspectives, suitable for specific audiences and situations,

		<p>information.</p> <p>Two visual briefs were approved and are awaiting the designer's implementation.</p>	<p>optimizing interaction.</p> <ul style="list-style-type: none"> - Continued to cultivate a careful attitude in reviewing and optimizing both content and visual briefs, ensuring accuracy and quality before publication. - The content was clearly written, concise, and engaging, tailored for parents seeking information about international preschools.
Tuesday 13/08/2024	<ul style="list-style-type: none"> - Conducted thorough research on ScaleUP's Facebook page to gather information and understand its 	<p>The outline was revised based on feedback regarding the research</p>	<ul style="list-style-type: none"> - Developed analysis skills, collecting information from social

	<p>orientation and style to write appealing, aligned content with the company's image.</p> <ul style="list-style-type: none"> - The second working session with the supervising instructor, edited and finalized the detailed outline based on the instructor's feedback to ensure the research objectives and methods were logical and comprehensive. 	<p>objectives and research methodology.</p> <p>Understood how the company builds its brand image on social media, helping to create cohesive, appealing content aligned with the communication strategy..</p>	<p>media to better understand the business's style and direction, resulting in more fitting content writing.</p> <ul style="list-style-type: none"> - Learned to accept feedback from the instructor and apply it to refine the outline, ensuring the topic is logically and scientifically structured. - Cultivated a growth mindset, always listening to the instructor's suggestions to improve work, making the research topic more complete.
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			<ul style="list-style-type: none"> - Developed patience and attention to detail during the editing and refining of academic content.
<p>Wednesday 14/08/2024</p>	<ul style="list-style-type: none"> - Researched Gen Viet, a company in the jeans fashion industry in Vietnam, to clearly understand their products and brand. - Researched content writing methods along three main directions: Conversion, Traffic, and Messenger, to optimize interaction and results. - Applied this knowledge to promote content on Facebook for Gen Viet, helping to raise brand awareness and boost sales performance.. 	<p>Three content pieces were approved for the Gen Viet Jeans page on Facebook.</p> <p>Mastered the information about Gen Viet, a jeans fashion company in Vietnam, including key products, target customers, and brand values.</p>	<ul style="list-style-type: none"> - Learned to conduct in-depth research on partners, from products, customer segments, to brand values, to create relevant content that meets partner needs. - Developed the ability to adjust content to suit various business objectives through three main content strategies: Conversion,

			Traffic, and Messenger, to enhance interaction and results.
Thursday 15/08/2024	<ul style="list-style-type: none"> - Participated in a livestream introducing Gen Viet's jeans products on Shopee, taking responsibility for organizing products and monitoring customer comments. - Inventoried and categorized the items sent by GenViet in preparation for the livestream, ensuring everything went smoothly and professionally. 	<p>The livestream was successful, with products clearly introduced and capturing customer attention.</p> <p>The jeans products of Gen Viet achieved sales during the livestream.</p> <p>Ensured all items were categorized clearly by size, color, and style for easy searching and presentation during the livestream.</p>	<ul style="list-style-type: none"> - Learned the techniques and strategies for livestreaming to attract attention and customer interaction. - Ability to quickly handle inquiries or issues that arise during the livestream. - Maintained meticulousness in inventory management to ensure everything was perfect for the livestream. - Improved skills in checking and evaluating

			product quality, ensuring all products met standards before presentation.
Friday 16/08/2024	- Selected and categorized images and videos of Mini Minds preschool to ensure content for Facebook posts aligned with the school's message and brand image.	All images and videos were consistent with the school's brand image, creating a professional and trustworthy impression.	<ul style="list-style-type: none"> - Attention to detail in selecting content ensured that every message reflected the school's values and mission. - Improved analytical and evaluative skills for image and video content to assess their relevance to the brand.
Week 3 (19/08/2024 - 25/08/2024)			
Monday 17/08/2024	- Researched and learned how to write effective content for the company's Facebook	Developed various creative content angles	- Cultivated an open attitude and willingness to experiment

	<p>page through pages like Lazada Careers and Momo Careers,..</p> <ul style="list-style-type: none"> - Created content angles for ScaleUP's Facebook posts to enhance engagement and align with the target audience. 	<p>for ScaleUP's Facebook posts.</p> <p>Learned and applied effective content writing methods from pages like Lazada Careers and Momo Careers, enhancing the appeal and professionalism of ScaleUP's content.</p>	<p>with different writing styles to find the most suitable approach for the target audience.</p> <ul style="list-style-type: none"> - Enhanced planning and strategy-building skills for social media posts to achieve marketing objectives.
<p>Tuesday 18/08/2024</p>	<ul style="list-style-type: none"> - The team leader provided a training session on creating content angles, addressing difficulties and issues in writing. Additionally, she guided further on writing concise yet effective content and improving collaboration with designers. - Continued writing 	<p>The training session helped grasp the steps and strategies to create unique perspectives for the content.</p> <p>Difficulties and challenges in the writing process were addressed,</p>	<ul style="list-style-type: none"> - Always ready to learn and apply new strategies to improve content quality. - Improved communication skills when working with designers to synchronize ideas and

	<p>content and creating visual briefs for the Mini Minds Admissions Information page on Facebook.</p>	<p>boosting confidence in writing.</p> <p>Two content pieces and two visual briefs were approved.</p>	<p>designs.</p>
<p>Wednesday 19/08/2024</p>	<ul style="list-style-type: none"> - Conducted an inventory and categorized equipment and goods in the studio, ensuring neat organization and full preparation for continuing activities. - Continued writing content and creating visual briefs for the Mini Minds Enrolment Information page on Facebook. 	<p>The equipment was organized scientifically, making it easy to find and use, creating a professional working space.</p> <p>Four content pieces and one visual brief were approved</p>	<ul style="list-style-type: none"> - Improved the ability to organize and arrange the workspace effectively. - Continued to enhance skills in writing concise, clear content while still providing sufficient information to encourage more reader interaction.
<p>Thursday 20/08/2024</p>	<ul style="list-style-type: none"> - Researched the Panzani food brand, especially key products like spaghetti, sauces, and 	<p>Established a foundation for planning communication</p>	<ul style="list-style-type: none"> - Understood the th product information, competitors,

	<p>instant pasta (Pasta-Go), to better understand the market and product characteristics..</p> <ul style="list-style-type: none"> - Created 20 content angles to introduce and promote Panzani products on the Tạp Hóa Tất Tàn Tất Facebook page. 	<p>content on the Tạp Hóa Tất Tàn Tất channel, ensuring consistency in product promotion.</p> <p>Completed the research on the Panzani brand, identifying consumer trends and the target market.</p>	<p>and consumer demands in the food industry.</p> <ul style="list-style-type: none"> - Improved market research skills and information analysis to make effective content decisions. - Enhanced the ability to plan communication content.
<p>Friday 21/08/2024</p>	<ul style="list-style-type: none"> - Continued researching the Panzani brand and reviewing previous posts on Panzani's Facebook page to grasp the suitable tone and mood for content. - Started writing visual briefs for three promotional posts for Panzani products on the Tạp hóa Tất Tàn Tất Facebook page, ensuring consistency in 	<p>Completed writing visual briefs for three promotional posts of Panzani on the Tạp Hóa Tất Tàn Tất page, ensuring consistency in imagery and messaging.</p> <p>Understood the appropriate tone</p>	<ul style="list-style-type: none"> - Improved the ability to develop content with cohesive images and text. - Practiced analyzing successful previous posts to draw lessons and apply them to new content strategies.

	imagery and messaging.	and mood, creating a friendly, approachable, and warm atmosphere.	
Week 4 (23/08 - 29/08/2024)			
Monday 23/08/2024	<ul style="list-style-type: none"> - Continued drafting visual briefs and writing content for Panzani product posts on the Tạp Hóa Tất Tận Tất Facebook page. - Learned how to schedule posts on Facebook and use Meta Business tools to manage and optimize communication activities. 	<p>Four content pieces and three visual briefs were approved.</p> <p>Understood how to use the Meta Business tool to schedule posts and manage communication activities</p>	<ul style="list-style-type: none"> - Improved social media management tool usage skills, saving time and optimizing workflow. - Enhanced the ability to write content concisely, succinctly, yet still conveying complete information.
Tuesday 24/08/2024	<ul style="list-style-type: none"> - Continued writing visual briefs and content for Panzani products on the Tạp Hóa Tất Tận Tất page, ensuring the posts were designed 	<p>Five content pieces and five visual briefs were approved.</p>	<ul style="list-style-type: none"> - Understood content planning based on events and holidays to maximize

	<p>effectively and aligned with the brand.</p> <ul style="list-style-type: none"> - Created an idea plan for posts during the holiday period from August 28 to September 4, 2024, to optimize communication effectiveness during this special time. 	<p>Created a clear content plan for a special holiday event.</p>	<p>communication effectiveness.</p> <ul style="list-style-type: none"> - Improved the ability to create engaging content tailored to specific target audiences during holidays.
<p>Wednesday 25/08/2024</p>	<ul style="list-style-type: none"> - Participated in a team-building activity with company staff in Tà Lài, Đồng Nai, to strengthen bonding and team spirit. 	<p>An opportunity to meet, interact, and understand each other, thereby solidifying relationships and bonds within the team.</p>	<ul style="list-style-type: none"> - Recognized the necessity of building good relationships among team members, positively impacting work performance. - Learned to listen and respect others' opinions, creating a friendly and harmonious working environment.
<p>Thursday 26/08/2024</p>			

Friday 27/08/2024	<ul style="list-style-type: none"> - Continued drafting visual briefs and content for Panzani product posts on the Tạp Hóa Tất Tàn Tật Facebook page, especially focusing on the September 2 holiday to leverage this opportunity to attract customer attention and interaction. 	Completed four content pieces and four visual briefs for posting during the holiday.	<ul style="list-style-type: none"> - Learned how to optimize content for holiday periods, enhancing communication effectiveness. - Acknowledged the importance of adjusting content based on customer needs and preferences during holidays.
Week 5 (30/08/2024 - 06/09/2024)			
Wednesday 04/09/2024	<ul style="list-style-type: none"> - Continued writing visual briefs and content for Panzani products on the Tạp Hóa Tất Tàn Tật page. - Completed the idea plan for Panzani products on the Tạp Hóa Tất Tàn Tật page from September 6 to September 30, 2024. - Conducted product 	<p>Completed three visual briefs and four content pieces.</p> <p>Finished planning the posts for September.</p> <p>The images were ready for</p>	<ul style="list-style-type: none"> - Focused on the importance of checking and reviewing content before publication. - Enhanced detailed and systematic content planning skills.

	<p>filming for Panzani to create visual material for upcoming posts on the Tạp Hóa Tất Tồn Tất Facebook page.</p>	<p>use in the upcoming communication plan posts.</p>	<ul style="list-style-type: none"> - Recognized the importance of high-quality images in product promotion.
<p>Thursday 05/09/2024</p>	<ul style="list-style-type: none"> - Continued writing visual briefs and content for Panzani products on the Tạp Hóa Tất Tồn Tất Facebook page. - Learned how to create and manage tasks on Lark, the company's primary work platform, to effectively organize and track work progress. 	<p>Completed five content pieces and five visual briefs that were approved.</p> <p>Self-managed, created tasks, and managed my own tasks on Lark.</p>	<ul style="list-style-type: none"> - Understood the essential elements needed to create attractive food content for social media posts. - Developed task management skills, organizing and tracking work progress effectively, thus improving teamwork and achieving work goals better.
<p>Friday 06/09/2024</p>	<ul style="list-style-type: none"> - Created content angles and outlines for posts on the Facebook page of the Omnichannel Retail 	<p>Completed content angles and outlines for posts, providing</p>	<ul style="list-style-type: none"> - Learned more about Omnichannel through the

	<p>Book.</p> <ul style="list-style-type: none"> - Started writing visual briefs for posts of the Omnichannel Retail Book page on Facebook. 	<p>engaging perspectives on books.</p> <p>Completed three visual briefs for the Omnichannel Retail Book page.</p>	<p>content of the book.</p> <ul style="list-style-type: none"> - Enhanced content planning skills for posts.
Week 6 (09/09/2024 - 15/09/2024)			
<p>Monday 09/09/2024</p>	<ul style="list-style-type: none"> - Participated in two civic education workshops on Citizenship Awareness and Entrepreneurial Spirit: Motivating Success in the Business Environment. 	<p>Understood concepts of social responsibility, citizen rights, and ways to actively participate in the community.</p> <p>Recognized the importance of entrepreneurial spirit and factors that drive success in work.</p>	<ul style="list-style-type: none"> - Developed a positive mindset towards learning and applying knowledge in practical work and life.
<p>Tuesday 10/09/2024</p>	<ul style="list-style-type: none"> - Continued writing content and visual briefs 	<p>Completed five visual briefs and</p>	<ul style="list-style-type: none"> - Enhanced understanding

	<p>for posts on the Omnichannel Retail Book page.</p> <ul style="list-style-type: none"> - Developed 20 questions for the Q&A series about Omnichannel for ScaleUP. 	<p>three content pieces.</p> <p>Completed creating 20 questions for the "Frequently Asked Questions about Omnichannel" series.</p>	<p>of Omnichannel strategies, how it operates, and its benefits for businesses and customers.</p> <ul style="list-style-type: none"> - Improved skills in writing easy-to-understand and engaging content for academic subjects.
<p>Wednesday 11/09/2024</p>	<ul style="list-style-type: none"> - Continued writing content and visual briefs for posts on the Omnichannel Retail Book page. - Assisted in filming for the Q&A series about Omnichannel with Mr. Nguyen Quoc Tuan, a senior consultant on Omnichannel for ScaleUP's Facebook and TikTok pages. 	<p>Completed three visual briefs and three content pieces.</p> <p>The filming session went smoothly and professionally.</p>	<ul style="list-style-type: none"> - Developed a positive attitude towards teamwork, supporting one another to achieve common goals. - Enhanced the ability to assist in the video production process. - Improved communication

			and interaction skills with professionals, helping to elevate the quality of content and build trust for the posts.
Thursday 12/09/2024	<ul style="list-style-type: none"> - Continued writing content and visual briefs for posts on the Omnichannel Retail Book page. - Started writing content and visual briefs for posts on ScaleUP's Facebook page. 	<p>Completed two content pieces and one visual brief for the Omnichannel Retail Book page.</p> <p>Completed two visual briefs and one content piece for the ScaleUP page..</p>	<ul style="list-style-type: none"> - Enhanced knowledge about communication content, understanding how to design content for specific audiences and objectives. - Improved the ability to write concise, easy-to-understand, and engaging content, suitable for the Facebook platform..

<p>Friday 13/09/2024</p>	<ul style="list-style-type: none"> - Continued writing content and creating visual briefs for the Facebook posts of the Omnichannel Retail Books page. - Continued writing content and creating visual briefs for the Facebook posts of the ScaleUP page. 	<p>Completed one content piece and one visual brief for the Omnichannel Retail Book page.</p> <p>Completed three visual briefs and two content pieces for the ScaleUP page.</p>	<ul style="list-style-type: none"> - Enhanced skills in building visual briefs, ensuring image elements and messages are harmoniously integrated. - Developed creative thinking, always seeking fresh and flexible perspectives in content approaches.
<p>Week 7 (16/09/2024 - 22/09/2024)</p>			
<p>Monday 16/09/2024</p>	<ul style="list-style-type: none"> - Continued writing content and creating visual briefs for the Facebook posts of the Omnichannel Retail Books page. - Continued writing content and creating visual briefs for the Facebook posts of the ScaleUP page. 	<p>Completed one content piece for the Omnichannel Retail Book page.</p> <p>Completed three visual briefs and three content pieces</p>	<ul style="list-style-type: none"> - Enhanced knowledge of promotional strategies on Facebook, understanding how competitors interact with customers and build their

	<ul style="list-style-type: none"> - Researched the posting and promotional activities on Facebook of the competitor VPERIA to understand how they approach and engage with customers. 	for the ScaleUP page.	<p>brand.</p> <ul style="list-style-type: none"> - Developed a positive attitude in learning from competitors, encouraging the improvement of personal strategies. - Improved skills in analyzing competitor activities.
Tuesday 17/09/2024	<ul style="list-style-type: none"> - Received guidance from the designer on using CapCut, along with tips to optimize effectiveness when using this tool for video editing. - Continued writing content and creating visual briefs for the Facebook posts of the Omnichannel Retail Books page. - Continued writing content and creating 	<p>Completed one content piece and one visual brief for the Omnichannel Retail Book page.</p> <p>Completed two visual briefs and one content piece for the Omnichannel Retail Book page.</p>	<ul style="list-style-type: none"> - Understood the functions and tips for using CapCut, improving video editing skills in a professional and effective manner. - Developed a positive attitude in learning and applying new

	<p>visual briefs for the Facebook posts of the ScaleUP page.</p>	<p>Gained a basic understanding of how to use CapCut, enhancing the ability to edit videos professionally and efficiently.</p>	<p>technologies in work.</p>
<p>Wednesday 18/09/2024</p>	<ul style="list-style-type: none"> - Received guidance from the team leader on how to develop the script for the series "Frequently Asked Questions about Omnichannel," scheduled to be published on ScaleUP's TikTok and Facebook pages, aiming to create engaging and effective content for these platforms. - Continued writing content and creating visual briefs for the Facebook posts of the Omnichannel Retail Books page. 	<p>Completed one content piece and one visual brief for the Omnichannel Retail Book page.</p> <p>Completed three visual briefs and three content pieces for the ScaleUP page.</p>	<ul style="list-style-type: none"> - Understood how to create an effective script for videos, from idea generation to content structure. - Enhanced skills in writing content for posts, focusing on presenting the main ideas that readers will derive from the article.

	<ul style="list-style-type: none"> - Continued writing content and creating visual briefs for the Facebook posts of the ScaleUP page. 		
Thursday 19/09/2024	<ul style="list-style-type: none"> - Continued writing content and creating visual briefs for the Facebook posts of the Omnichannel Retail Books page. - Continued writing content and creating visual briefs for the Facebook posts of the ScaleUP page. 	<p>Completed one content piece and one visual brief for the Omnichannel Retail Book page.</p> <p>Completed three visual briefs and four content pieces for the ScaleUP page.</p>	<ul style="list-style-type: none"> - Improved the ability to describe images and ideas through visual briefs, ensuring that content and imagery harmonize effectively in conveying messages. - Enhanced skills in writing headlines that convey the main ideas of the entire post and attract more reader attention.
Friday 20/09/2024	<ul style="list-style-type: none"> - Filtered and categorized the videos recorded for 	Completed filtering and	<ul style="list-style-type: none"> - Improved understanding

	<p>the "Q&A on Omnichannel" series to organize them for content production.</p> <ul style="list-style-type: none"> - Transcribed the answers from the videos, revised the sentences, and rewrote them in more detail to ensure the content was accurate and easy to understand. 	<p>categorizing the videos for the "Q&A on Omnichannel" series, organizing them systematically for content production..</p> <p>Completed rewriting the answers from the video.</p> <p>Ensured that all content has been prepared for the next steps in the video production process.</p>	<p>of the content production process from organizing videos to preparing scripts.</p> <ul style="list-style-type: none"> - Developed a careful attitude toward work, focusing on every detail to ensure content quality.
Week 8 (23/09/2024 - 29/09/2024)			
Monday 23/09/2024	<ul style="list-style-type: none"> - Continued writing content and creating visual briefs for the Facebook posts of the Omnichannel Retail Books page. 	<p>Completed one content piece for the Omnichannel Retail Book page.</p>	<ul style="list-style-type: none"> - Enhanced the ability to write readable, memorable headlines, ensuring

	<ul style="list-style-type: none"> - Continued writing content and creating visual briefs for the Facebook posts of the ScaleUP page. 	<p>Completed two visual briefs and two content pieces for the ScaleUP page.</p>	<p>headlines clearly convey benefits and values.</p> <ul style="list-style-type: none"> - Improved sentence structure; instead of using many simple sentences, combined ideas into compound sentences for better coherence.
<p>Tuesday 24/09/2024</p>	<ul style="list-style-type: none"> - Filtered and categorized the recorded videos for the "Q&A on Omnichannel" series to organize them systematically for content production. - Continued writing content and creating visual briefs for the Facebook posts of the Omnichannel Retail Books page. - Continued writing content and creating 	<p>Completed the filtering and categorizing of videos.</p> <p>Completed one content piece for the Omnichannel Retail Book page.</p> <p>Completed one visual brief and two content</p>	<ul style="list-style-type: none"> - Recognized the importance of meticulousness and care in every small step when filtering and categorizing videos. - Learned how to plan and arrange work effectively to ensure that

	visual briefs for the Facebook posts of the ScaleUP page.	pieces for the ScaleUP page.	deadlines are met while maintaining high quality.
Wednesday 25/09/2024	<ul style="list-style-type: none"> - Continued writing content for posts on the Omnichannel Retail Book page and the ScaleUP Facebook page. - Developed the content plan for October for the Omnichannel Retail Books page. 	<p>Completed one content piece for the Omnichannel Retail Books page.</p> <p>Completed one visual brief and two content pieces for the ScaleUP page.</p> <p>Finalized the content plan for October.</p>	<ul style="list-style-type: none"> - Improved the ability to write content suitable for each target audience. - Enhanced skills in coordinating content and images, ensuring posts are attractive and effective. - Gained a deeper understanding of planning content over a longer timeframe, optimizing the timing of posts for maximum effectiveness.
Thursday 26/09/2024	<ul style="list-style-type: none"> - Continued writing content for the Facebook 	Completed one	<ul style="list-style-type: none"> - Learned how to categorize

	<p>posts of the Omnichannel Retail Books page and the ScaleUP page.</p> <ul style="list-style-type: none"> - Filtered and categorized the videos recorded for the "Frequently Asked Questions about Omnichannel" series to organize them efficiently for content production. 	<p>content piece for the Omnichannel Retail Books page.</p> <p>Completed two visual briefs and one content piece for the ScaleUP page.</p> <p>Finished filtering and categorizing the videos.</p>	<p>content into specific groups based on themes and communication objectives, making it more logical and easier to track, saving time for editing and subsequent production phases.</p> <ul style="list-style-type: none"> - Developed flexible scheduling and time management skills to suit workload.
<p>Friday 27/09/2024</p>	<ul style="list-style-type: none"> - Continued writing content for posts on the Omnichannel Retail Book page and the ScaleUP Facebook page. - Organized all studio equipment, including classifying each type of 	<p>Completed one content piece for the Omnichannel Retail Book page.</p> <p>Completed two visual briefs and</p>	<ul style="list-style-type: none"> - Understood that the process of writing content and creating visual briefs requires continuous creativity and proactive

	equipment such as cameras, lighting, tripods, and supporting accessories.	one content piece for the ScaleUP page. Finished organizing the studio setup	problem-solving. - Gained insights into the functionality of each type of equipment. - Learned how to optimize workspace and increase efficiency for future filming sessions.
Week 9 (30/09/2024 - 06/10/2024)			
Monday 30/09/2024	- Continued writing content for posts on the Omnichannel Retail Book page and the ScaleUP Facebook page.	Completed one content piece for the Omnichannel Retail Book page. Completed two visual briefs and two content pieces for the ScaleUP page.	- Improved skills in writing Always-On Content (AOC) and news-style content. - For news-style content, the ability to quickly analyze and select important information while providing

			<p>suitable perspectives for the target audience is crucial.</p> <ul style="list-style-type: none"> - Writing concisely and succinctly is an especially important skill for AOC, as the content needs to be clear and easily understandable, conveying messages in a short time.
Tuesday 01/10/2024	<ul style="list-style-type: none"> - Continued writing content for posts on the Omnichannel Retail Book page and the ScaleUP Facebook page. 	<p>Completed one content piece for the Omnichannel Retail Book page.</p> <p>Completed two visual briefs and two content pieces for the ScaleUP page.</p>	<ul style="list-style-type: none"> - Improved communication with designers regarding visual briefs to achieve the best results. - Enhanced skills in linking sentences and paragraphs within posts.

<p>Wednesday 02/10/2024</p>	<ul style="list-style-type: none"> - Wrote scripts for video production for the Q&A series on Omnichannel on ScaleUP's TikTok channel. 	<p>Two production scripts were approved.</p>	<ul style="list-style-type: none"> - Attention to detail was maintained so that the designer could understand and quickly produce high-quality videos. - Learned how to arrange content to convey information clearly and attractively, suitable for the target audience.
<p>Thursday 03/10/2024</p>	<ul style="list-style-type: none"> - Continued writing scripts for the Q&A videos on Omnichannel for ScaleUP's TikTok channel. 	<p>Four production scripts were approved.</p>	<ul style="list-style-type: none"> - Improved script writing skills, especially the ability to create concise yet informative content. - Maintained a growth mindset, always eager to learn and apply new knowledge

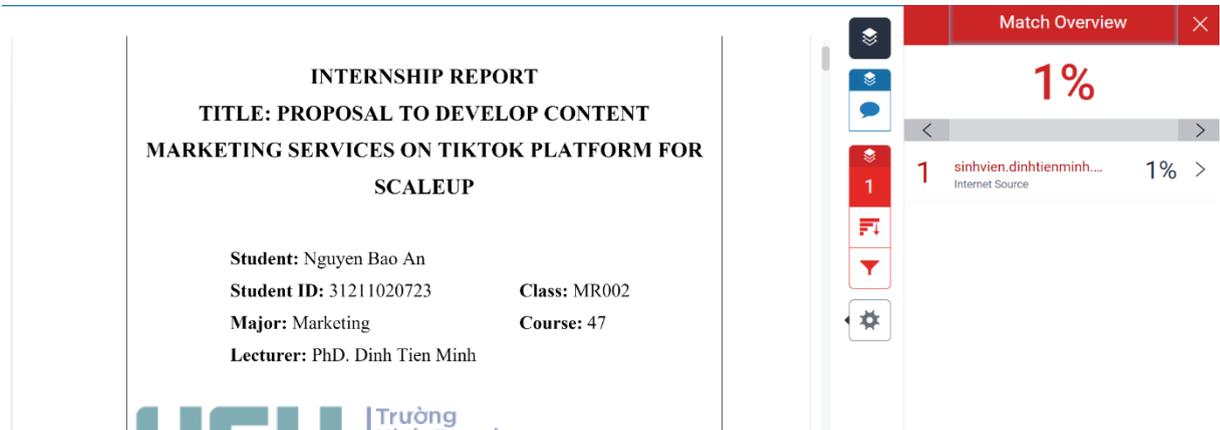
			to work.
Friday 04/10/2024	<ul style="list-style-type: none"> - Continued writing content for posts on the Omnichannel Retail Book page. 	<p>Completed three content pieces for the Omnichannel Retail Book page.</p>	<ul style="list-style-type: none"> - Improved the ability to create outlines before writing to ensure that the content is not meandering or fragmented. - When receiving feedback and adjusting content, always maintain a proactive attitude, constantly wanting to improve and develop oneself.
Week 10 (07/10/2024 - 13/10/2024)			
Monday 07/10/2024	<ul style="list-style-type: none"> - Organized the source videos recorded for the Q&A series on Omnichannel for ScaleUP. - Transcribed the videos recorded for the series 	<p>Completed the organization of source videos.</p> <p>Completed the transcription of four videos.</p>	<ul style="list-style-type: none"> - Cultivated meticulousness and patience in organizing and transcribing videos. - Developed

	Tất Tần Tật about Omnichannel to enable designers to easily edit and modify the video.		document management skills, ensuring no data is missing or duplicated. - Grasped the video content production process from preparation to execution.
Tuesday 08/10/2024	- Developed scripts for video production for the Q&A series on Omnichannel for ScaleUP.	Completed scripts for three videos.	- Improved skills in the video script building process, constructing stories and structuring content. - Improved script writing skills, segmenting content effectively..
Wednesday 09/10/2024	- Continued writing content for posts on the Omnichannel Retail Book page.	Completed four content pieces for the Omnichannel	- Gained deeper insights into Omnichannel, retail trends,

		Retail Book page.	and strategies. - Enhanced content writing skills, maintaining concise and clear language while effectively conveying key messages..
Thursday 10/10/2024	- Developed scripts for video production for the Q&A series on Omnichannel for ScaleUP.	Completed scripts for three videos.	- Organized information logically and understandably , facilitating easy content transmission for the videos. - Demonstrated flexible and creative thinking in structuring videos to deliver unique and engaging content for viewers.

<p>Friday 11/11/2024</p>	<ul style="list-style-type: none"> - Continued writing content for posts on the Omnichannel Retail Book page. 	<p>Completed three content pieces for the Omnichannel Retail Book page.</p>	<ul style="list-style-type: none"> - Maintained a growth mindset, accepting constructive feedback positively to enhance skills and content quality. - Practiced concise communication, making complex Omnichannel retail concepts easier for viewers to understand.
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Appendix 2. Plagiarism check result



The image shows a plagiarism check interface. On the left, a document titled "INTERNSHIP REPORT" is displayed with the following details:

INTERNSHIP REPORT
TITLE: PROPOSAL TO DEVELOP CONTENT MARKETING SERVICES ON TIKTOK PLATFORM FOR SCALEUP

Student: Nguyen Bao An
Student ID: 31211020723
Major: Marketing
Lecturer: PhD. Dinh Tien Minh

Class: MR002
Course: 47

At the bottom of the document, the logo of "Trường" (University) is visible.

On the right, a "Match Overview" window is open, showing a total match rate of 1%. Below this, a list of matches is shown:

Match Number	Source	Match Percentage
1	sinhvien.dinhvienminh... Internet Source	1%

Appendix 3. Qualitative survey questionnaire

	Questions	Explanation
Attention	<ol style="list-style-type: none"> 1. What caught your attention about content marketing on TikTok? 2. What factors on TikTok usually grab your attention when it comes to content from other brands? 	<ul style="list-style-type: none"> - These questions aim to why TikTok is appealing for marketing, allowing agencies to highlight key aspects that attract potential clients. - Moreover, they help agency understand what makes content effective, guiding them to create more engaging and impactful campaigns.
Interest	<ol style="list-style-type: none"> 1. What aspects of content marketing services on TikTok interest you and make you want to learn more? 2. Are you interested in using TikTok as a primary marketing tool for your business? Why or why not? 	<ul style="list-style-type: none"> - The goal is to identify what draws interest in an agency's services, helping agencies better position and promote those aspects to potential clients. - These questions determine the perception of TikTok's potential as a core marketing platform, providing insight into

		whether businesses view it as a valuable tool and why.
Search	<ol style="list-style-type: none"> 1. What information do you usually seek when interested in a content marketing service on TikTok? 2. Which sources do you use to find that information? 	<ul style="list-style-type: none"> - These questions aim to explore the information-seeking behavior of SMEs when they are interested in content marketing services on TikTok - Understanding this behavior helps agency optimize its online presence, ensuring that necessary information is easily accessible and convincing to potential customers.
Action	<ol style="list-style-type: none"> 1. What factors would drive you to decide to use content marketing services on TikTok of an agency? 2. Which additional 	<ul style="list-style-type: none"> - These questions help the agency understand the most critical decision-making criteria clients consider,

	<p>information or support do you need before deciding to sign a contract for content marketing services on TikTok with an agency?</p>	<p>allowing them to emphasize these factors in their proposals.</p> <ul style="list-style-type: none"> - The goal is to understand what additional reassurance or details are needed to close the deal, helping agencies address client needs more effectively.
<p>Share</p>	<ol style="list-style-type: none"> 1. Do you often share your experiences about services of an agency? If so, which channels do you use to share? 2. What would motivate you to share a positive (or negative) experience about content marketing services on TikTok of an agency? 	<ul style="list-style-type: none"> - These questions help agencies understand how and where clients discuss their experiences, allowing them to track feedback and improve their services. - These provide insight into what drives client advocacy or criticism, helping agencies foster positive reviews and address potential concerns.

Appendix 5. Data and evidence of the survey..

LINK:

https://drive.google.com/drive/folders/1W0V_yFp_ozvfeJGZfVWikWD0GVTeRozGb?usp=drive_link

