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**BUILD YOUR  
CAREER  
IN  
INTELLIGENCE  
DRIVEN  
ERA**

# **DIGITAL MARKETING**

# /ABOUT ME



# CHÍ NGUYỄN

— Everyday is 1st day

Marketing Manager at [freeC.asia](#)

Headhunt & Recruitment Smart Platform

Former Marketing Manager at s6k Labs – Blockchain Solutions

Digital & Generalist Marketer since 2016 | Former President of CSG Club (FPTU HCM)

*Experience in Cars Accessories & Services / Electronic / Real Estate / Cosmetics /Blockchain*

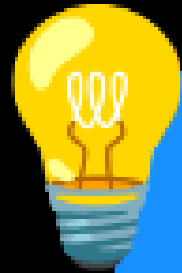
Founder of Song Lam bottled water, Gia Lai

More details: [linktr.ee/williamRMIT](https://linktr.ee/williamRMIT)





# DEFINITION



**Digital marketing** refers to any **marketing methods** conducted through **electronic devices** which utilize some form of a computer.

This includes **online marketing** efforts conducted on the **internet**.

## Digital Advertising - Vietnam

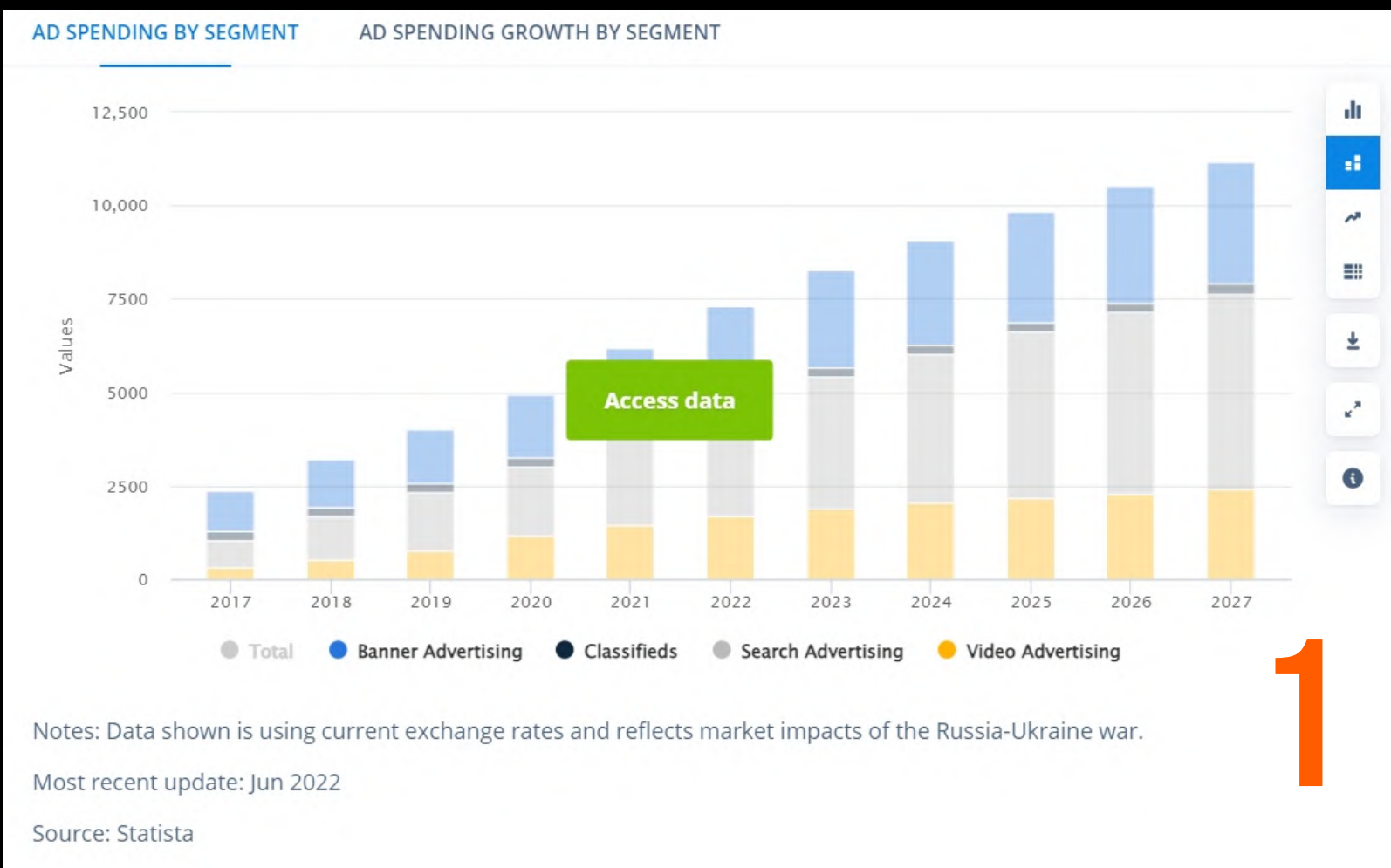
Source: Statista

Vietnam

HIGHLIGHTS MARKET DEFINITION IN-SCOPE / OUT-OF-SCOPE REPORTS

- Ad spending in the Digital Advertising market is projected to reach US\$1,044.00m in 2022.
- The market's largest segment is Search Advertising with a market volume of US\$433.80m in 2022.
- In global comparison, most ad spending will be generated in the United States (US\$261.10bn in 2022).
- The average ad spending per user in the Search Advertising segment is projected to amount to US\$5.95 in 2022.
- In the Digital Advertising market, 58% of total ad spending will be generated through mobile in 2027.
- In the Digital Advertising market, 90% of the Digital Advertising revenue will be generated through programmatic advertising in 2027.

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## FEB 2022 ESSENTIAL DIGITAL HEADLINES

OVERVIEW OF THE ADOPTION AND USE OF CONNECTED DEVICES AND SERVICES

Vietnam

| Metric                      | Value         | Comparison            |
|-----------------------------|---------------|-----------------------|
| Total Population            | 98.56 MILLION | URBANISATION 38.7%    |
| Cellular Mobile Connections | 156.0 MILLION | vs. POPULATION 158.3% |
| Internet Users              | 72.10 MILLION | vs. POPULATION 73.2%  |
| Active Social Media Users   | 76.95 MILLION | vs. POPULATION 78.1%  |

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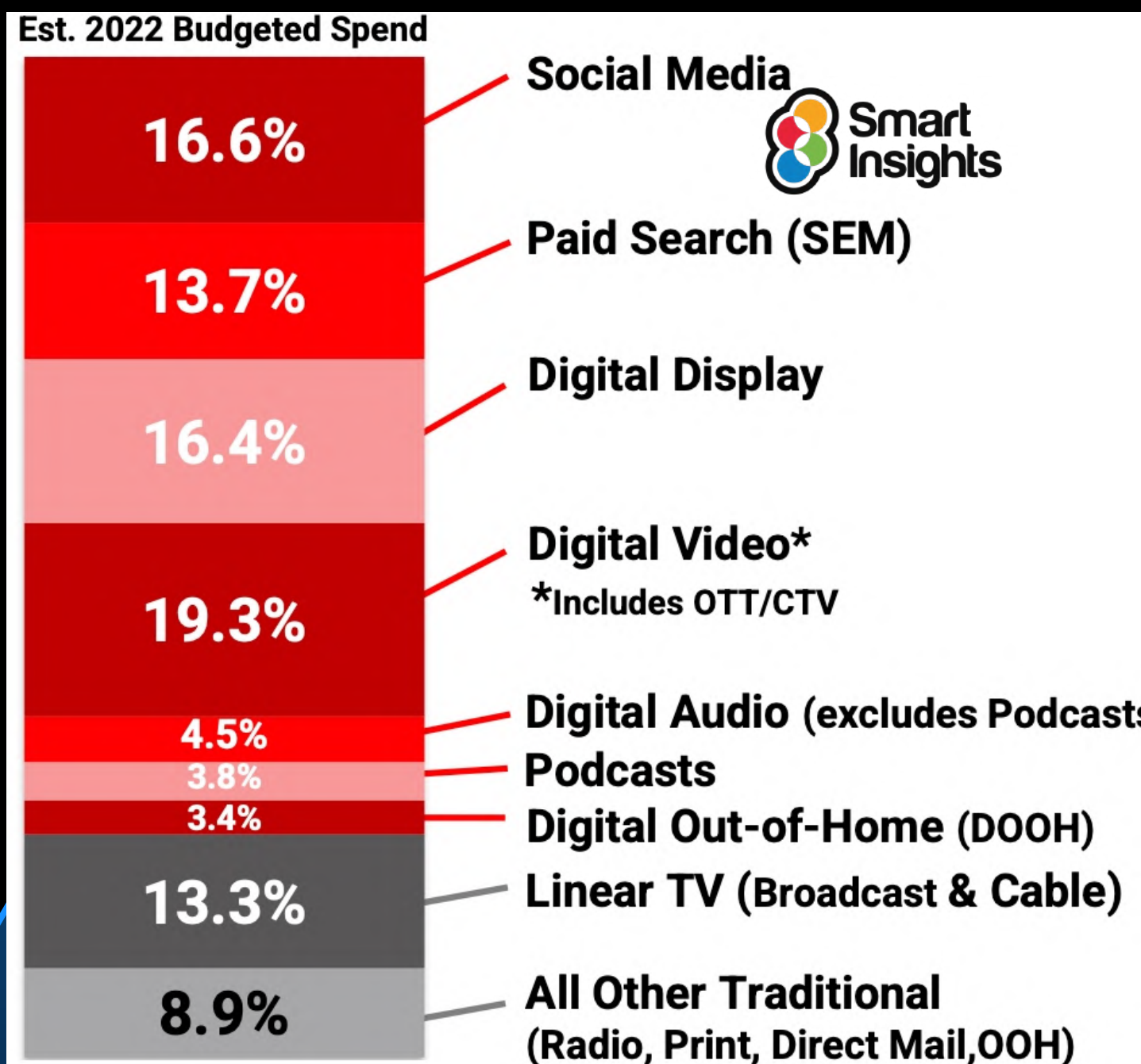
16 SOURCES: UNITED NATIONS; U.S. CENSUS BUREAU; GOVERNMENT BODIES; GSMA INTELLIGENCE; ITU; GWI; EUROSTAT; CNNIC; APJ; CIA WORLD FACTBOOK; COMPANY ADVERTISING RESOURCES AND EARNINGS REPORTS; OECD; TECHRASA; KEPIOS ANALYSIS. ADVISORY: SOCIAL MEDIA USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS. COMPARABILITY: SOURCE AND BASE CHANGES.

we are social KEPIOS





# JUMP TO RIGHT DOMAIN



### Category winners and losers in planned spending

|                             | UK | Ger | US | Can | Ita | Fr |   |  |
|-----------------------------|----|-----|----|-----|-----|----|---|--|
| In-home entertainment       | ●  | ●   | ●  | ●   | ●   | ●  | <p><b>Winners</b><br/>More than 20% of respondents plan to spend more</p> |  |
| Fresh and organic foods     |    | ●   | ●  | ●   | ●   | ●  |   |  |
| Packaged food and beverages | ●  | ●   | ●  | ●   | ●   |    |   |  |
| Preventive Health Care      | ●  | ●   | ●  | ●   |     | ●  |   |  |
| Household care products     | ●  |     | ●  | ●   | ●   |    |   |  |
| Savings                     |    |     | ●  | ●   | ●   | ●  |   |  |
| Utilities                   | ●  | ●   |    |     |     |    |   |  |
| Restaurant pickup/delivery  |    |     | ●  | ●   |     |    |   |  |
| Out-of-home entertainment   |    |     |    |     | ●   | ●  |   |  |
| Medical procedures          | ●  |     |    |     | ●   |    |   |  |
| Vitamins/supplements        |    | ●   |    |     | ●   |    |   |  |
| Education                   |    |     |    |     | ●   |    |   |  |
| Travel                      | ●  | ●   | ●  | ●   | ●   | ●  |   | <p><b>Losers</b><br/>More than 20% of respondents plan to spend less</p> |
| Out-of-home entertainment   | ●  | ●   | ●  | ●   | ●   | ●  |   |  |
| Restaurants                 | ●  | ●   | ●  | ●   | ●   | ●  |   |  |
| Gambling                    | ●  | ●   | ●  | ●   | ●   | ●  |   |  |
| Luxury/fashion              | ●  | ●   | ●  | ●   | ●   | ●  |   |  |
| Public transportation       | ●  | ●   | ●  | ●   | ●   | ●  |   |  |

Source: BCG COVID-19 Consumer Spending Survey, March 27th-30th, 2020  
 Note: Question text: 'How do you expect your spend to change in the next 6 months across the following areas?' Categories listed exclude baby/child food, childcare and children's clothing.

# CAREER PATH DEVELOPMENT

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## EMPLOYEE

Generalist > Management Level

Specialist > Expert in domain

On-site/Remote/Hybrid/Seasoned >

Professional Advisor

## FREELANCE

MMO > Startup & Owned Business

Specialist freelancer > Startup & Advisors / Experts

Advisor > Professional Advisor/Experts







# DIGITAL MARKETING JOBS



**ENTRY LEVEL**

company types

Agency

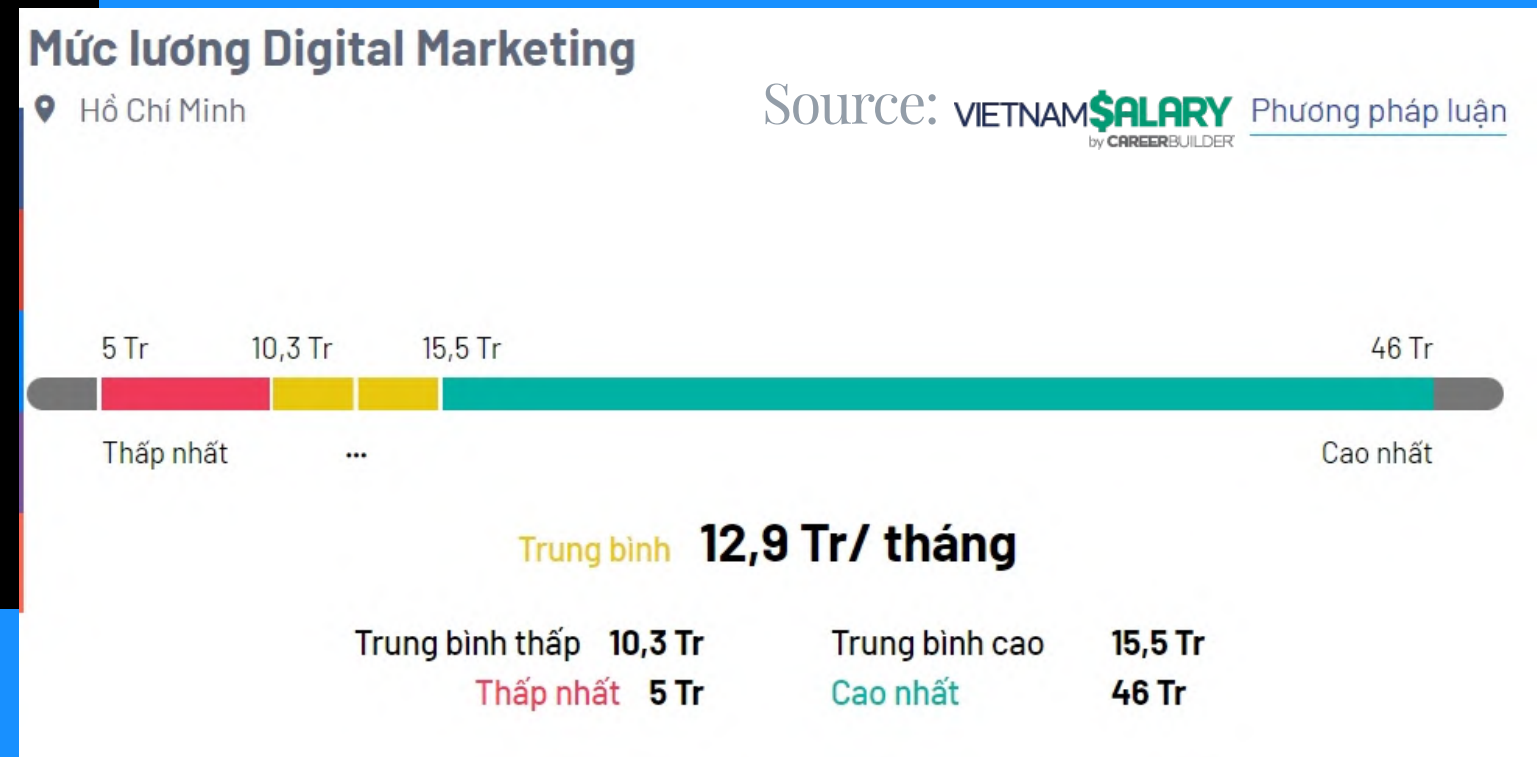
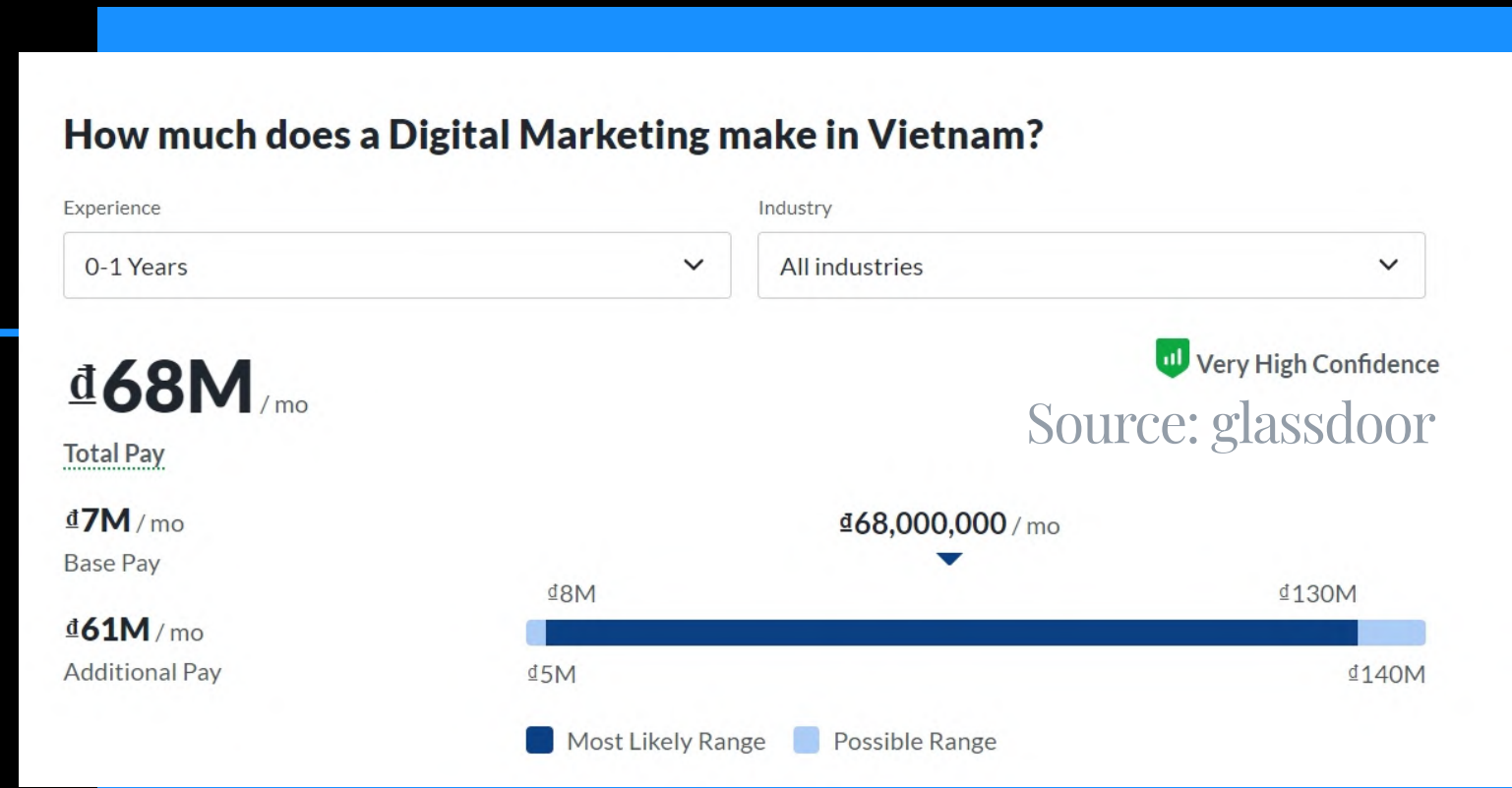
Client

Digital Agency

Digital In-house (Marketing Team)

## JOB FUNCTIONS

- |   |   |
|---|---|
| <ul style="list-style-type: none"> <li>• Media Planning Executive</li> <li>• Promotions Coordinator</li> <li>• Public Relations Executive</li> <li>• Sales - Marketing Executive</li> <li>• SEO Executive</li> <li>• <u>Social Media Coordinator/Executive</u></li> <li>• Product Marketing Executive</li> <li>• Email Marketing Executive</li> <li>• Marketing Admin</li> <li>• Trade Marketing Executive</li> </ul> | <ul style="list-style-type: none"> <li>• <u>Marketing Executive</u></li> <li>• Brand Marketing Executive</li> <li>• <u>Performance Marketing Executive</u></li> <li>• Ecommerce Marketing Executive</li> <li>• Campaign Marketing Executive</li> <li>• Mobile Marketing Executive</li> <li>• <u>Content Writer / Copywrite</u></li> <li>• Event Planner Executive</li> <li>• Market Research Analyst</li> <li>• Growth Marketing Executive</li> </ul> |
|---|---|



## SKILLS

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## CÁC KỸ NĂNG CƠ BẢN CẦN THIẾT TRONG TƯƠNG LAI



## CÁC KỸ NĂNG PHỨC TẠP CẦN THIẾT TRONG TƯƠNG LAI



Báo Cáo Triển Vọng Nghề Nghiệp và Xu Hướng Kỹ Năng Giai Đoạn 2018 - 2022  
bởi VietnamWorks

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# THANK YOU



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Q&A