

The Project Of Facebook Marketing Campaign For Rohto Vietnam (Miracle Apo Lipstick)

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Master Thesis
2017

 Tomas Bata University in Zlín
Faculty of Management and Economics

Tomas Bata University in Zlín
Faculty of Management and Economics
Department of Management and Marketing
Academic Year: 2016/2017

MASTER'S THESIS ASSIGNMENT

(PROJECT, ARTWORK, ARTISTIC PERFORMANCE)

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Degree Programme: N6208 Economics and Management
Degree Course: Management and Marketing

Thesis Topic: The Project Of Facebook Marketing Campaign
For Rohto Vietnam (Miracle Apo Lipstick)

Thesis Guidelines:

Introduction

Define the objectives and the application methods used in the Master thesis.

I. Theoretical part

- Compile the theoretical information and previous studies about social media in general with focusing on Facebook marketing.

II. Practical part

- Analyse the customer's behaviour of Apo Lipsticks on Facebook and current marketing situation of this product in Vietnam.
- Prepare the project of new Facebook marketing plan to improve sale and performance of Apo Lipstick in next years 2017-2018.
- Submit the project to risk, cost and time analysis.

Conclusion

Thesis Extent: cca 70 stran
Appendices:
Form of Thesis Elaboration: tištěná/elektronická

Bibliography:

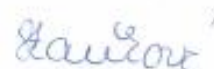
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Thesis Due: 18 April 2017

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ABSTRAKT

Czech abstract

Vietnam je jedna z nejperspektivních trhů v jihovýchodní Asii a to z mnoha důvodů: velký počet mladých lidí, lidé jsou otevření novým nápadům, vietnamský ekonomika se rychle rozvíjí a velké množství zahraničních investic.

Rohto Vietnam je jako z mnoha poboček obchodní skupiny Rohto Corporation. Ačkoliv je Rohto Vietnam na trhu již 20 let, velká konkurence a nové trendy v oblasti krásy si vyžaduje jasnou strategii pro udržení a zvýšení podílu na trhu s kosmetikou. Účel naší práce je navržení facebook marketingové kampaně pro rtěnky značky Rohto s cílem zvýšení konverze na facebookové stránce a celkovou marketingovou strategii a její navazující aktivity.

Klíčová slova: kosmetický průmysl, rtěnky, facebook marketing, fan page, reklama, míra konverze

ABSTRACT

English abstract

Vietnam is one of the most potential markets in Southeast Asia for many aspects in business due to of the fact that the population is young and Vietnamese people are open-minded, more importantly the economy is fast growing with a lot of investments from foreign countries.

Rohto Vietnam is one of the branches of Rohto Corporation in Asia, even though it penetrated to Vietnam for more than 20 years but because of strong competitors and new beauty trends, a good strategy is still necessary to help Rohto gain more market share in cosmetics segment. The purpose of this thesis is to propose the Facebook marketing campaign for Lipstick products of Rohto to increase the conversion rate on Facebook fan page and support for the whole marketing activities of company in overall.

Keywords: cosmetic industry, lipstick products, Facebook marketing, fan page, advertising, conversion rate.

ACKNOWLEDGEMENTS

I would like to express my gratitude to majority of people who supported and encouraged me during the research time.

First of all, the deepest and special thanks to my advisor- Mr. Michal Pilík, PhD. from Tomas Bata University in Zlin, Czech Republic for his patient, motivation, enthusiasm, and immense knowledge to support me in six months, I am really appreciated all his contribution of time, ideas to make my thesis more productive and valuable.

Secondly, I would like to express my deep love and appreciation to my parents, brother and sisters who always supported and encouraged me with love and spiritually throughout my research work.

Last but not least, Special gratitude goes to Ms Le Nhat Minh Trang for her support for giving me the useful data and information of Rohto Company which is importantly contribution for the success of my thesis.

I hereby declare that the print version of my Bachelor's/Master's thesis and the electronic version of my thesis deposited in the IS/STAG system are identical.

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INTRODUCTION

According to Nielsen in 2013, the annual turnover of the Vietnamese cosmetics market is around 15 trillion VND (US\$704.2 million). The average per-capita spending was only \$4 per person per year, compared with an average of \$20 per person in Thailand. This fact implies that Vietnam is huge potential market for cosmetic producers.

Vietnam currently has more than 400 cosmetic businesses but the large proportion belongs to foreign brand which mostly come from Japan, Korean and Western countries. The battle among competitors is becoming more intensive, especially lipstick products which are basic items of any Vietnamese girls. The majority of players are investing a lot of money to attract customers by different marketing activities and one of the most effective tools in the digital era is Facebook marketing which is less expensive and higher effectiveness.

Many marketers admit that Facebook marketing plays essential role in their business because of the large potential customers whom can be reached at the time and many attractive features which Facebook can offer.

Facebook marketing should be used together with other tools to support for the overall marketing activities of Rohto, especially in the current situation; Face book is fast growing in Vietnam so it is necessary for Rohto to invest more money in this area.

The Facebook marketing campaign for Rohto Vietnam, specific to Apo lipstick consists of three main parts

Theoretical part firstly introduce the term of digital marketin in general and then social net workings in the overall with the history of establishment and how it is used in daily life of people and also the benefits of SNSs to individuals and business. Following, Facebook is analyzed as a marketing tool for business to reach more customers and sell more products on this platform.

Analysis part provide fully the detail of current situation of Rohto and its competitors, the comparision is also created to point out clearly the strengths and weaknesses of Rohto.

Finally, Project part aims to state clearly the suggestions and recommendations for Apo products to improve the performance of marketing activities on the fan page for finall purpose of increase the revenue for this product line.

OBJECTIVE AND METHODS OF MASTER THESIS PROCESSING

The objective of this master thesis is to provide fully the information of a foreign cosmetic brand in Vietnam context, specifically Miracle Apo lipstick- Japanese brand. Basing on the clear analysis from different angles, the audiences not only know about the details of cosmetic industry in Vietnam market but also the suggestion and recommendations which are proposed in this master thesis to specific of lipstick products.

Throughout this master thesis, the process is followed step by step for each part. Second data plays important role in order to analyse from Vietnam environment to Rohto and its competitors.

In addition, comparison among the criteria is also represented for the assessment the Apo's ability and its competitors for better understanding among players in Vietnam. Last but not least, SWOT method aims to analyse the strengths, weaknesses, opportunities, and threat for further suggestions of the project.

I. THEORY

1. DIGITAL MARKETING

1.1 Introduction and definition

The advent of internet has been changing the way people communicate with each other and more importantly it transforms the marketing communication in the digital era. With more than 3 billion users who are actively to use the web to find products, entertainments and friends, consumer behaviors and marketing strategies of companies have been changing dramatically (Chaffey, 2016).

In order to success in the future, marketer will need strategies with up-to-date knowledge of how to apply and implement digital media such as web, emails, mobile together for purpose of supporting each tool to have better outcome.

According to (Chaffey, 2016) digital marketing can be simply defined as ‘Achieving marketing objectives through apply digital technologies and media. (Urban, 2004) said that Digital marketing is through internet and information technologies to expand and complement for the traditional marketing, it not only focus on traditional 4P’s but the customer’s acquisition and retention as well. Moreover (Coviello, Milley, Marcolin, 2001) had a different definition of digital marketing as ‘using the internet and other interactive technologies to create and mediate dialogue between the firm and identified customers’

1.2 Three key online media types

Digital marketing is combination of different forms of online company presence, such as company websites, social media company pages together with online communication techniques such as search engine marketing, social media marketing, online advertising, email marketing (Chaffey, 2016).

In addition, according to Chaffey in 2016, to develop a digital strategy today requires of complex, competitive environments than ever before because the behavior of customers are changing and the involving of different forms of online presence are increasing. There are three media types of digital marketing which can be used to reach more potential customers.

Paid media: there are tools which have to be paid for visitors, reach or conversion through search, display networks or affiliate marketing. In paid media, the majority of marketers

invest on different forms of advertising such as SEO (search engine optimization), PPC (Pay per click), display ads, etc.

Owned media: this media is owned by brand which includes all channels of companies such as company's website, blogs, email lists, mobile apps, or their own social networking sites such as Facebook, twitter, linked in. etc. The combination of all channels should be used to support the overall strategies of the companies and in order to reach customer by different platforms.

Earned media: the purpose of earned media is to through networks to increase awareness of the brands. WOM (word of mouth) is including because through social media marketing, social networking sites, blogs and other communities can be spread to enhance the fame of the brands.

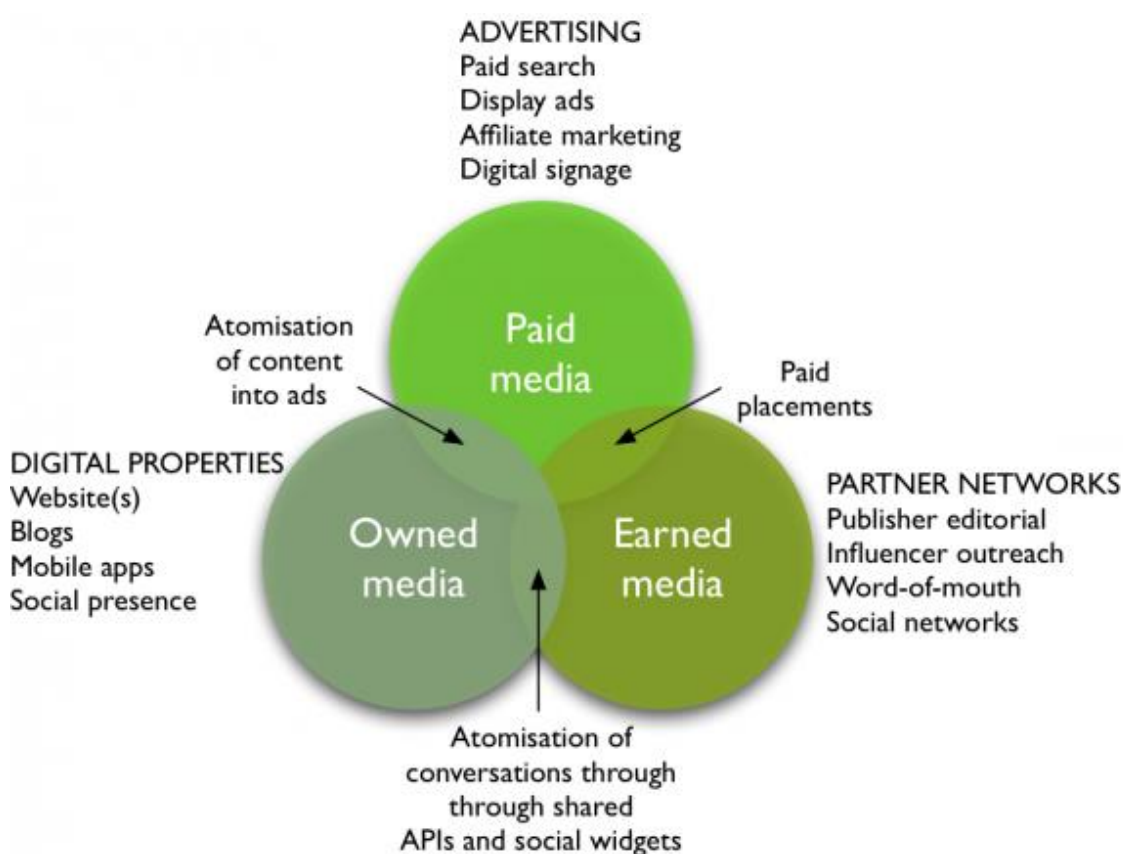


Figure 1.1: the intersection of the three key online media types

Source: Chaffey, 2016

In order to achieve the overlap between three different types, it requires the integration of campaigns, resources and efforts and customer behaviour is definitely important to marketers to achieve the goals of overlap areas.

For more specifically, from three main types of media, (Chaffey, 2016) continued to explain more detail about the digital communication with key types of digital media channels including 6 of them

- Search engine marketing: the aim of this channel is to displaying the advertising messages to encourage click through the website when users are searching for specific key words. The most popular techniques are pay-per-click, SEO.
- Online PR: Maximizing the positive image of company, brands, products or websites on the third party websites such as social networks, blogs, podcasts, etc.
- Online partnership: creating and managing long-term strategy to promote your online services through third-party websites such as link building, affiliate marketing, aggregators.
- Display advertising: use of online ads such as banners, rich media to achieve brand awareness.
- Opt-in email marketing: renting email lists to encourage customer activation and retention.
- Social media marketing: participating and advertising within social networks and communities to reach and engage audiences.

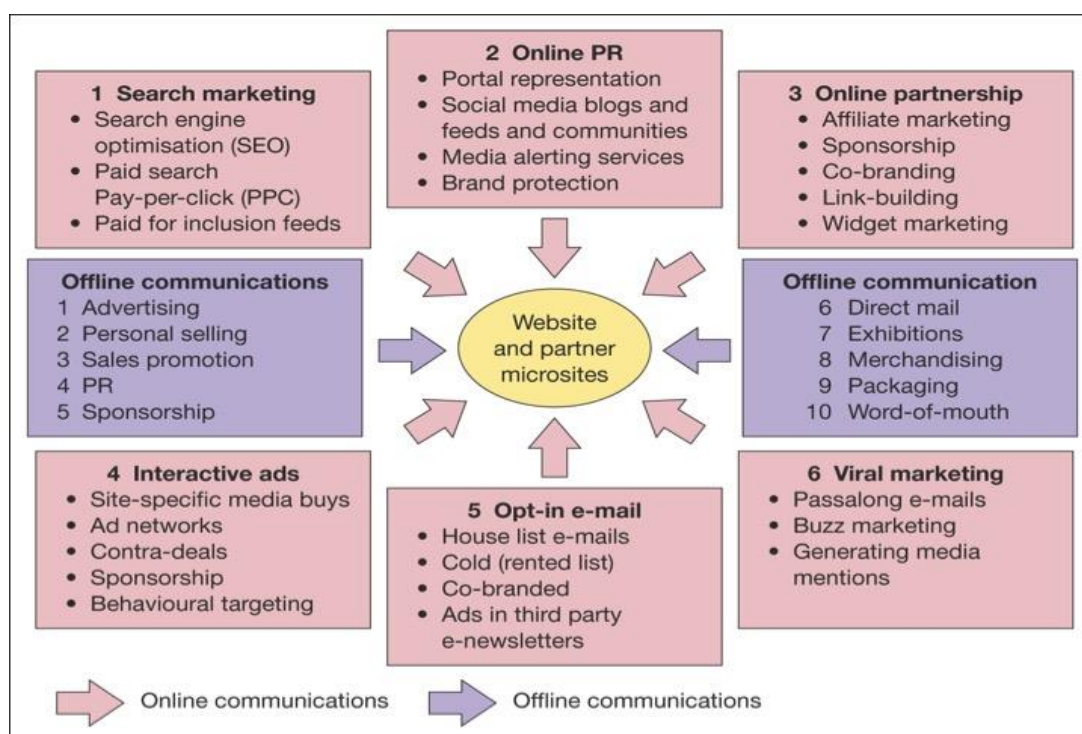


Figure 1.2: Six categories of e-communication tools or media channels

Source: Chaffey and Smith 2012

The figure 1.2 below represents more details about each channel, for which tool should be included into which categories. To assist for different campaign, specific channel should be chose to support the objectives also target to the right audiences.

2. SOCIAL NETWORKING SITES

The social networking is one of the tools in digital marketing that the majority of business invests huge amount of money for that channel to outreach of potential customers at the same time with lower cost.

2.1 History and summary

The first pioneer of social networking sites was Classmate.com in 1995, Users could connect with their high school or college and search for the connection with whom were affiliated before. However users could not create their own profiles, list of friends. The next evolution of next social networking sites-sixdegree.com was launched in early 1997 by Andrew Weinreich, which attracted a lot of attention in the era of modern networking. Sixdegree.com combined the features that allowed users created their own profiles, listed their friends and transverse these lists. (Barker, 2013)

SixDegrees provided users as a tool to help them connect to each other by their real name and allowed them to exchange the information through receiving and sending the messages. Even though millions of users joined this network, it failed to fulfil the sustainable development in the long term, as a result in 2000, the SixDegree collapsed. (Barker, 2013)

The next wave of SNSs started when Ryze.com was launched in 2001 as a networking site to connect not only people but also their business networks. The following professional networking sites were established such Tribe.net, LinkedIn, and Friendster for the beliefs that they could support each other without competing (Festa, 2003). In the end, Ryze failed and LinkedIn became a powerful business networking sites.

From 2003, many new SNSs were launched. One of the most recognized sites was Myspace which was begun in Santa Monica, California, hundreds of miles from Silicon Valley with the purpose to compete against e Friendster, Xanga, and AsianAvenue. Due to the fact that, the Friendster users switched to Myspace; therefore this SNS grew rapidly and in 2005. At the same time, News corporation purchased MySpace for \$580 million (BBC, 2005), attracting massive media attention and by 2007 MySpace was known as the leading networking sites in the U.S, valued at \$12 billion.

The global phenomenon began when Facebook was first launched on February 4, 2004, firstly spread to only students who were in Harvard University and gradually to everyone. Facebook are able to allow everyone create their own profile, upload pictures and free ex-

change the information through messages which made users more spaces to share the feeling to public. By December 2009 the number of users was 350 million, 500 million by 2010 and 750 million in June of 2011. (Barker, 2013)

The history of SNS was summarized as below

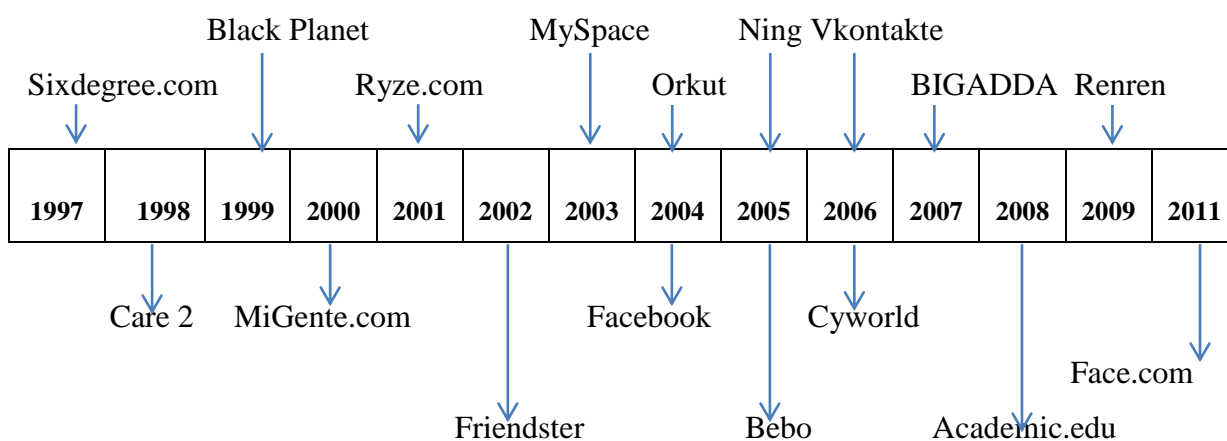


Figure 2.1: The history of SNSs




Source: Barker, 2013



The rise of SNSs not simply connect people together with the same interests but also creates many opportunities to the business worlds in which many organizations can leverage the advantages of SNS to promote their own business and attract more customers. The world become more flat because of the fact that the gap between person and person is closer, as (Wellman, 1988) indicated ‘the world is composed of networks, not groups’

The top visited social networking site are listed below

Table 2.1 the top social networking sites

Source: Dreamgrow.com, 2017

| Logo | Name | Monthly Visitors |
|---|-----------|------------------|
|  | Facebook | 1,790,000,000 |
|  | Youtube | 1,000,000,000 |
|  | Instagram | 500,000,000 |

| | | |
|---|-----------|-------------|
|  | Twitter | 313,000,000 |
|  | Pinterest | 150,000,000 |

2.2 Definition

Since the first social networking site was established, there were numerous researches which investigated the benefits and the usage of SNSs and many definitions was defined in different perspectives from researchers. According to Barker (2013) SNSs is an online service which users can build the relationship by connecting friendships, business networks and to whom have the same interests. A social networking site is able to allow users create a public or private profile to share information to each other, for instance interests, events, status and pictures within individuals networks. Therefore SNS have infiltrated people's daily life with amazing rapidity to become an important social platform for computer-mediated communication (Correa, Hinsley, & de Zuniga, 2010; Powell, 2009). Facebook, MySpace, and Friendster are successful examples (Kang & Lee, 2010; Lipsman, 2007; Pempek, Yermolayeva, & Yermolayeva, 2009). SNS are defined as a new method of communicating using computers as a collaborative tool to forming group and expand its scope and influence (Kane, Fichman, Gallagher, & Glaser, 2009; Pfeil, Arjan, & Zaphiris, 2009; Ross et al., 2009).

Social networking websites (SNSs) are understood to be "a web-based service which is based on certain meaningful and valuable relationships including friendship, kinship, interests, and activities, and which allows individuals to network for a variety of purposes including sharing information, building and exploring relationships, and so on" (Kwon & Wen, 2010, p. 255).

Otherwise, Boyd & Ellison in 2007 stated SNS as "web-based services that allow individuals to (1) construct a public or semi-public profile within a bounded system, (2) articulate a list of other users with whom they share a connection, and (3) view and traverse their list of connections and those made by others within the system"

Finally, SNS can be seen as a cyber-environment that allows the individual to create his/her profile, sharing text, images, and photos, and connect with their friends, groups on the internet (Pfeil et al., 2009; Powell, 2009). Therefore, SNS are able to allow users to express themselves, connect people in their social circle, and develop and maintain relationships with others (Ellison, Steinfield, & Lampe, 2007; Kane et al. 2009)

2.3 Why people use social networking sites

Due to the significant benefits that SNS can potentially offer in an academic context, scholars have begun to examine the use of SNS for academic purposes more systematically. Social networking sites are not only paving the way for new method of connecting people together but also as an effective tool for business to promote products and services to exposure the natural of business to customers. Therefore, the benefits of social networking site are recognized from individual perspective and business perspective.

As SNSs have been becoming a part of people's routine, it dominates consumer time spent online. The amount of time estimates averagely a month for a person is 54 minutes and growing fastest among users aged 55 and above (Nielsen, 2011). Since social media plays an important role of people's live, particularly social networking sites, (Jorgensen, 2013) gave the main reason of the impact of SNS to individual. It is for the sharing because the first and foremost objective of SNSs is exchange information to share the things which they like or find it attractive. By that, they are not simply connecting with the contact list but also a way to gaining the information every day. SNS made the gap between person and person in the real life is closer, turn the world into flat which the information is free of exchange and users can update every single event that happens around them.

In addition, SNS also provides to the business tons of benefits which drive organization higher profit and better understanding of customers. First of all, in general SNSs huge source of behavioural data from target segment which are collected from techniques tools or through data provided directly from company. From then, the data are analysed carefully, how customers behave on the internet, what the most interested them, what kind of information are they looking for, etc. (Golder, Wilkinson, and Huberman, 2007) investigated dataset consisting of 362 million messages exchanged by over four million Facebook users for insight into Friending and messaging activities and at the same time, Lampe, Ellison

and Steinfield examined the relationship between profile elements and number of Facebook friends. Those previous researchers showed that, investigating customer's insight was one of most important step before implementing any further steps of the campaign. Before the SNSs era, it was harder to collect data which related to customer's behaviour, it took time and usually high cost but now thanks to internet and SNSs, organization now can easily to have better understanding their own customers.

Given such growth of SNSs era, every business are engaging in both social media marketing and advertising to reach new consumers where they are spending the majority of their online time (Evans and McKee, 2010). SNSs have becoming an effective tool for business to implement their marketing plans which deliver advertising messages more directly to customers. Moreover, taking advantages of SNSs also helps the marketers reduce the cost of marketing due to the fact that target customers are defined more clearly and accurately. In conclusion, the benefits which bring to individual and business are unlimited. SNSs have been making the world smaller, people connect more easily and business owners reach customers more effectively.

3. THE INTRODUCTION OF FACEBOOK

Social networking sites had been through the long history before the world can define Facebook- the leader in this industry. The story began in 2004; with financial support from his friend- Mark Zuckerberg created the first version of Facebook called thefacebook.com. In the initial period of development, the users are limited inside the Harvard University only however after realizing the potential of this social networking, the founder decided to expand it to other students and gradually everyone can sign- up to this site today. The name was officially changed to Facebook.com in 2005 and the popularity increased dramatically from then. (Shih 2009)

From 2009 the traffic of Facebook increased quickly, number of internet users visited Facebook even more comparing to the Google. By the end of 2010 the number of users was estimated approximately 20,000 profiles.

According to Social media update in 2016, among the internet users, numbers of people visit Facebook from 2012 to 2016 are always on the top comparing to other social networking sites such as Instagram, Pinterest, LinkedIn or Twitter. (Figure 3.1)

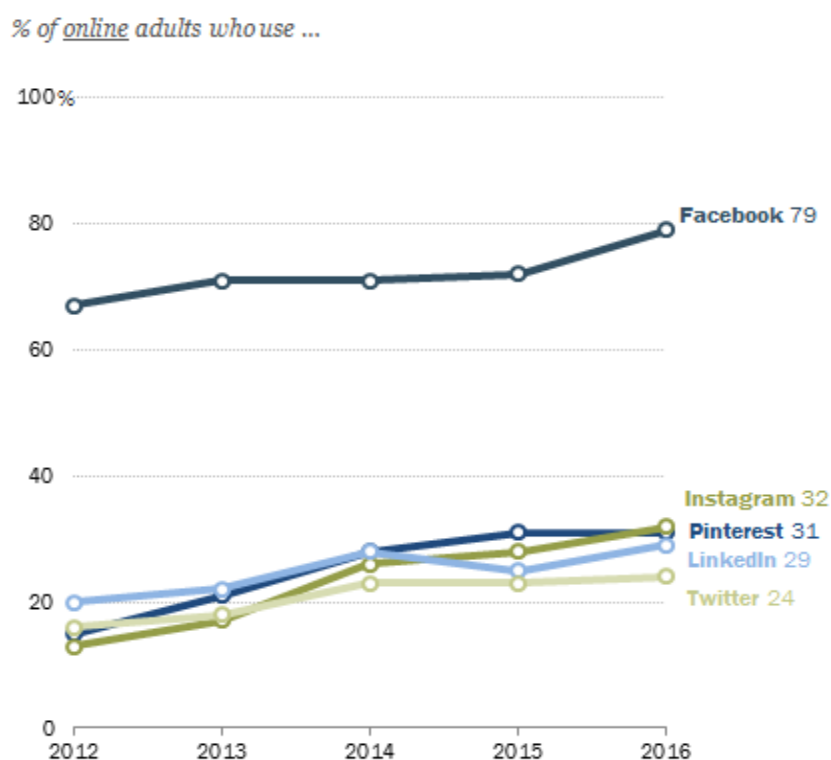


Figure 3.1: The number of users of different SNSs platform

Source: Social media update 2016

The secret of Facebook to be dominant to others networking sites because of its privacy and exclusiveness. (Shih, 2009) clearly point out five reasons why Facebook won in this battle. In conclusion, because of Email domain authentication, Real Relationship, privacy settings exclusiveness and its new feed, Facebook remains its position in the market from the beginning of establishment until now.

- Email domain authentication: Facebook requires users to log in with the authenticate email address in that network so it is more difficult for users who want to fake or pretend someone that they are not. Comparing to other networking sites, Facebook have better security sheer.
- Real relationships: from the initial development, facebook aims to connect people within their own networking basing on friendship, same interest such as employees or with others organization. Unlike Orkus or Friendster, users accept friend request randomly and ending up connecting with strangers, Facebook in the other sides always encouraged people connect with their real friends whom they actual know. Therefore making users feel more comfortable to share the private information or simply feel more security.
- Privacy settings: Facebook was first pioneer to introduce the privacy settings to users. Instead of share information to the public, the users are able to restrict others to access the information which is shared in their own page. This feature secures user's privacy better than any social networking before.
- Exclusiveness: at the beginning of development, Facebook was only introduced to student inside Harvard University, it slowly expanded to other schools and gradually to everyone in the public. Slow process in expanding made it more reliable and grew smoothly, predictable.
- New feeds: the final secret of Facebook is its new feed. It is able to allow users engage more effectively with their own network by updating information, commenting, sharing and uploading the photos. Moreover the users are easy to connect and staying update in with friends because everything are summarized in new feeds when they log in to Facebook.

4. FACEBOOK MARKETING

4.1 Potential of Facebook as a marketing platform

Since being established in 2004, Facebook is the fastest growing social media platform and become more important to individuals and also for the business. It is the platform which not only caters the need of connecting together of individuals but also for the purpose of marketing of business to all sizes.

Facebook has used to getting in touch with both current customers and potential ones, that is reason why it is becoming more appealing to business and mostly of owners are involving to Facebook marketing and according to (Cijo, 2014) using Facebook as a marketing tools can help business achieve the following objectives:

Augmenting Brand Awareness: Facebook is enable to business to build awareness among users by different activities on the official fan page or using the Facebook advertising (Cijo, 2014)

Launching new products: In order to launching new products and introduce it to customers, nowadays many business use Facebook as a channel to deliver the information to many customer as much as possible at the same time and Facebook ads are the great way to augment any product launch. (Cijo, 2014)

Providing customer service: there are number of companies are replying on the Facebook page as a channel to provide customer service, due to the fact that Facebook fan page is public place which customers can send all the inquires to get more information and moreover, the other customers also can see it if they have the same questions; therefore it saves company effort and time and increase rate the response to customers as well. (Cijo, 2014)

Selling products and services: Facebook are now offer more feature to business such as 'Shop now' button which is able to allow customer to order the products on the company's fan page. (Cijo, 2014)

In addition, Facebook also help the marketers get to know the needs and wants of customers base by engaging themselves with current and potential customers and then adjusting the strategies to be fit with those customer's insight to lead to final phase of increasing customer's retention rates by offering the interest deals, price and promotions (Cijo, 2014)

For the proper of utilizing, Facebook can generate for better awareness of potential customers and higher revenue from current customers.

4.2 Tools for marketing on Facebook

Social networking sites have changed the way people communicate and connect together, particularly Facebook, it not only becomes an important tool for individually but also an effective tool for marketing in every business. The growth of Facebook Marketing has been applied widely and increased its popularity in the past few years. This new trend attracts a lot of attention from marketers and many of them admitted the significant importance of Facebook marketing to their business.

The key factor of Facebook marketing is users who exposure themselves by sharing their feeling, picture and status on Facebook and from then the huge data are collected. Moreover, Facebook data can be seen as crystal ball to get the insight of customer's behaviours (Casteleyn, Mottart, & Rutten, 2009). Users are able to share more and gradually Facebook communities are shaped. Through those communities, the different target customers are divided by analyzing of their different tastes, preference and what they are actively taking about. It is fundamental for marketers to target to the right segmentation of customers and create the effective strategies for each segment (Treadaway & Smith, 2010).

In addition, according to (Cijo, 2014), Facebook is known as attractive tool which provide a really effective and efficient way to carry out the campaign for all type of business through

Facebook pages, Facebook groups and events: these three tools offers the same feature as a normal Facebook profile that allow them to share the content such as photo, pictures, videos and links, etc. these features are free and allow businesses to connect their customers in the same way that customers do with their friends.

There are numerous of features of Facebook which can be used on the fan pages, groups to connect with the audiences and more importantly interact with them and drive any of interesting audiences into the potential customers.

Facebook ads: Facebook ads are charging at a cost per click or cost per impression basic and growing in popularity as more and more business use to target to particular audiences with different characteristics. Moreover, it is effective tool for marketers because of cost

effective which is associated with the results, so it saves a lot of money to companies compare to other advertising options

4.3 Marketing funnel on Facebook

The same rules of marketing strategies do not work in the era of social networking sites any more. Instead of positioning brand in customer's mind by different marketing activities, marketers are nowadays affected by customer's behaviors on social media to follow their preference and from then offering to customers the best products which are meet their expectation.

In order to keep abreast of new trend and take advantage of the features of social media companies of all size and industries creates marketing strategies and try to deliver it to customer as much as they can. The marketing funnel is useful model that can help marketers have better understanding of customers in order to define the target audiences. The marketing funnel on Facebook sorts customers into five categories and explain the relation between them.

According to Cijo in 2014, there are 5 categories: Awareness, consideration, conversion Loyalty and advocacy basing on the level of trustworthiness of business on Facebook. The figure represents for any kind of campaigns should go from first phase to final phase to capture the customers more effectively on social media, particularly Facebook.

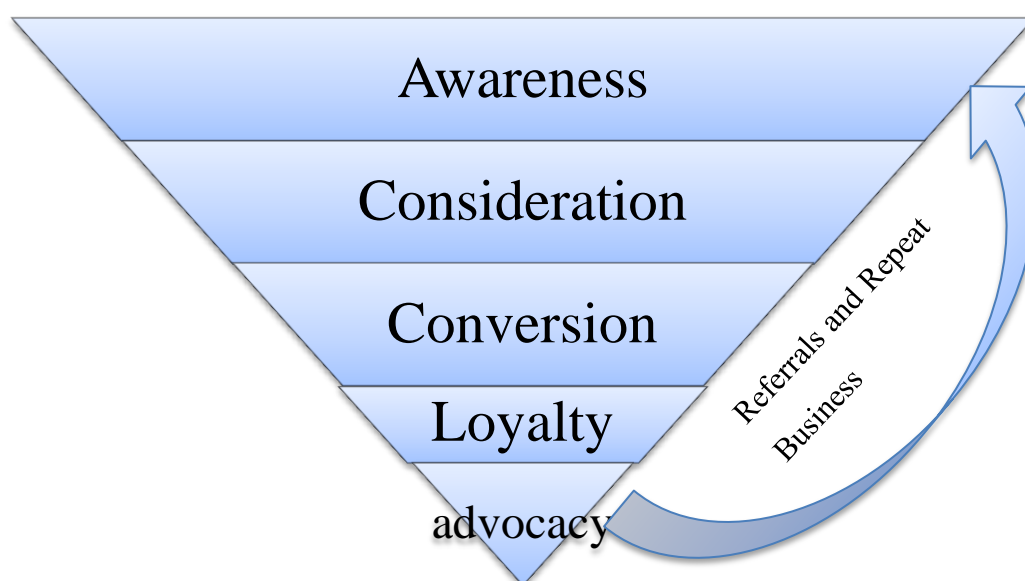


Figure 4.1: The marketing funnel

Source: Cjio, 2014

The idea of marketing funnel is to assist marketers in term of targeting to different segment of customers who are in different stage of the funnel because each segment has different behaviors that marketers should take into consideration to make appealing offering to customers. The figure 4.1 represents five stages of marketing funnel from the lowest level to the highest one.

Awareness

The people are falling into this category are those who aware of your specific products or services but are still in processing of deciding whether to purchase them or not or for those who haven't heard about your products before. Marketers can create awareness by using Facebook ads to increase the presence of brand or company as much as possible n Facebook.

Consideration

The people in this phase have started to consider your products and services but are not yet to purchase them. They are your potential customers, this is time when marketers need to provide them the good evidences and convince them to buy your products.

Conversion

This group are people who purchase your products more than one time, they are now considered at conversion phase (conversion from potential customers to current customers). It is time when you need to provide them with maximum of customer support after purchasing and guarantee to them more potential benefit if they repurchase your products.

Loyalty

Customers are fully satisfied with your services and products from conversion phase they will be to the next level of funnel marketing as loyalty. For those type of customers, they buy your products frequently so you need to remain the relationship with them and keep the level of satisfaction at the highest.

Advocacy

People who are grouped in this stage are those who start recommending your products to other people, they are the one you should pay more effort to pleasure them because they not only bring more new customers but also increase your fame among the current ones. Therefore, marketers should value them and offer great discount to those people to make them even feel more appreciated and spread the positive words to other people within their network.

4.4 Hyper targeting

The key factor of Facebook marketing which is attractive to marketers is ability to target on the right customers by analysing their behaviours on Facebook. It is also called hyper targeting (microtargeting) in advertising. All of other features which marketers use in marketing and advertising are based on the principle of hyper targeting. (Shih, 2009)

For the past decades ago, advertising was not effective as it supposed to be. John Wanamaker- a marketer of department merchant used to say that'' half the money I spend on advertising is wasted, the trouble is, I don't know which half''. In the other words, the majority of money spend for advertising is not effective because of the fact that, in the past many companies relied mainly on traditional advertising such as TV ads or billboard ads to deliver the messages to customers but the problem is not everyone who saw the ads is their target customers and not everyone wish to see those advertising therefore the results are always unexpected from marketers point of view. (Shih, 2009)

The concept of hyper targeting is known since the era of social networking began, it has been changing the way marketers implement their marketing activities. Hyper target in general is the capacity on social networking sites to target ads based on the specific criteria, it is fundamental to any precision marketing. Moreover, it provides the information for marketers to choose which targets of customers are going to see the ads on social networking such as facebook or LinkedIn. Advertisers can even enhance the effectiveness of advertising by filter more details of customer's demographic such as age, gender, education, workplace , relationship status, interests and so on (Shih, 2009)

Hyper targeting is only effective basing on what users share about themselves on Facebook. The fact is that people are tend to share more and more on social networking because of self –recognized and the impact of people around them. It is easy to advertisers to collect the information such as gender, birthday, hometown, college, high school, favourite music, etc. Those sources of data are the important for any advertisers to implement marketing campaign more effectively. (Shih, 2009)

In addition, hyper targeting is appealing to B2B sales too, even comparing to the individually for B2B segment, it is much easier to hyper target because number of B2B customers are much smaller. Profile networking are analysed more quickly and accurately; therefore the advertising can be done more effectively. (Shih, 2009)

4.5 Risk and benefits associate Facebook marketing

Due to the explosion of internet, customers have tendency to use internet and particularly social networking as a tool to make purchase decision. They spend more time on online marketing channel than any other channels (Edelman, 2007)

The benefits of facebook marketing are mentioned in many books and also are investigated by many researchers in the academic field. One of the significant advantages which people can think about is cost efficiency. Back to decades ago, in order to increase the awareness of brand, many companies have to spend a huge amount of money for the traditional marketing channels such as TV ads or promotion campaigns. However thanks to social networking sites, especially Facebook, the cost of marketing have been fallen significantly by effective managing the fan page and running the Facebook advertising with limited budget. Those tools support organization in term of communicating directly, quickly and consistently with a large amount of target customers at the same time (Palmer & Koenig-Lewis, 2009).

In addition, Facebook is emerging as powerful marketing channel for organizations to hyper target campaign (Shil, 2009). Before the social networking sites, companies have no choices to display its advertising to everyone. It is less effective from point economic point of view because not everyone is interested in the ads which are on the traditional platform. They are targeting to wrong audiences whom have characteristics which do not fit within the target including (age, gender, religion, occupation, marital status, etc). However, thanks to the explosion of Facebook, marketers now can decide which targets of segments are going to see their advertizing. (Yang et al, 2008) indicated that increasing the quality of advertising by displaying to the right group of audiences (age, gender, etc) has been turned Facebook into one of the best advertising options for small and large size businesses and became an attractive platform for experts to market the position in the industry.

Regarding to research fields, Facebook are considered as perfect tool to get more insight of customers. Through investigating the behaviors of customer many marketing questions and problems are solved in period of short time with the accurate answers. Moreover, consumers also have tendency to discuss about the products or new trend on Facebook inside the communities; therefore those data is value information to business to improve exist products or developing the potential one in the future.

Last but not least, back to many years ago, companies were able to build its brand position in customer's mind through marketing strategies (Schultz, 2010) due to the limited brand information which customers can access in the traditional advertising era. However, thing has changed, customer are the centered of the battle who decides the position of the companies because they are now actively participating and accessing to the diversity of information. Moreover, customers are affected significantly from their friend's recommendation and suggestion, so electronic word of mouth marketing is becoming a useful tactic for marketers. Many companies take advantage of positive comment and discussion to increase their reputation and attract more potential customers on Facebook

Even though Facebook marketing brings numerous opportunities for companies, it still associate with some challenges which should take into consideration to have more effective strategies. According O'Malley (cited in Palmer & Koenig-Lewis, 2009) 62% of Generation Y users participated in brand or fan communities and 48% among them actively joined in the community which is able to allow them check sales promotion, opinions and open-discussion about particular products or companies. However, among those users, there are only 19% clicked to the ads and the rest admitted that they checked any ads which appeared to them. Therefore the marketers are facing the problems of low clicking rate of advertisings and ignorance from customers.

The opportunities which are offered to marketer on Facebook are more diversify than before. Everyone know that, without Facebook marketing their business may go to nowhere in the social networking era. That may lead to the trend that there are too many advertising which customer may see every day which make them overwhelmed and the feeling of being interrupted by many ads message leads to the ignorance of customers and everything is waste if no one care. Therefore companies should be carefully in term of using Facebook marketing to keep the balance between delivering the ads message and meanwhile keeping the space for customers to socialize (Shih, 2009)

Negative electronic word of mouth is considered as a threat in Facebook marketing. Basically, marketers must interact with community members to get more insight of their behaviours and more importantly to spread the positive Word of mouth to the members. However, not everyone is satisfied and they are allowed to speak it out and share this sort of information to other members and there is no way to control those negative comments. If companies do not solve this problem in an appropriate way, it can damage company's rep-

utation in the blink of an eye. Therefore companies should be carefully to solve any complaints from customers to increase their satisfaction and create more positive word of mouth. (Bambauer-Sachse, Mangold 2011)

According to (Porterfield, 2010), 65% using social media did not bring any father success- es, revenue or profit to their company. The report also pointed out that the companies achieving success were twice when using social media in term of marketing and engaging with customers as long as they dedicated and invested time to manage their own social media. Therefore it is significant important to have right strategies on Facebook and also good management to lead to the optimize results.

II. ANALYSIS

5. FACEBOOK IN VIETNAM

Facebook has been the fastest- growing social networking sites in Vietnam, with the number of users increase rapidly every year and hit 31, 2 million which accounts for 72,2 % of internet users in 2016 (Facebook Insights - Viet Nam, Q2.2015). It has been becoming a tool for Vietnamese, especially young people to stay connect, share information and interests within their network.

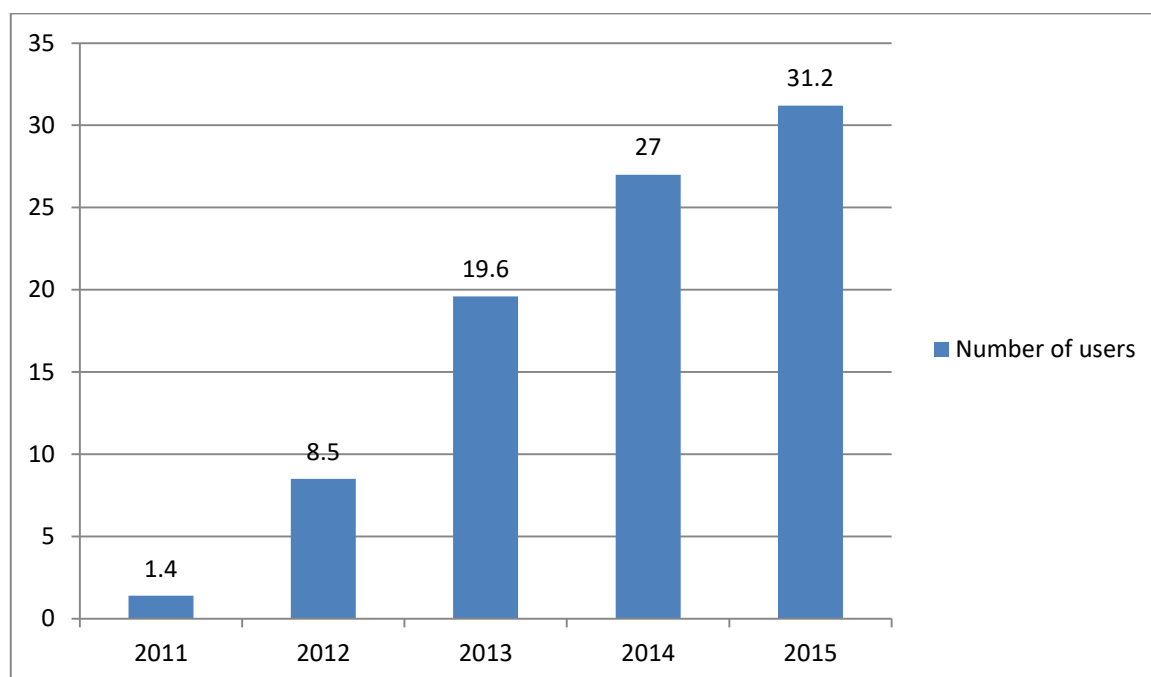


Figure 5.1: The number of users from 2011 to 2015

Source: Facebook Insights - Viet Nam, Q2.2015

The age of distribution is showed in figure 5.2 which is not surprising that most of users are young generation from 18 to 34 years old because the population in Vietnam is very young and majority of them spend a lot of time online on the internet. The percentage of people from 18 to 24 years old accounts for 49 % indicate that any type of businesses which related to young people, Facebook will be the ideal place to promote and running the marketing campaign to target to this segmentation.

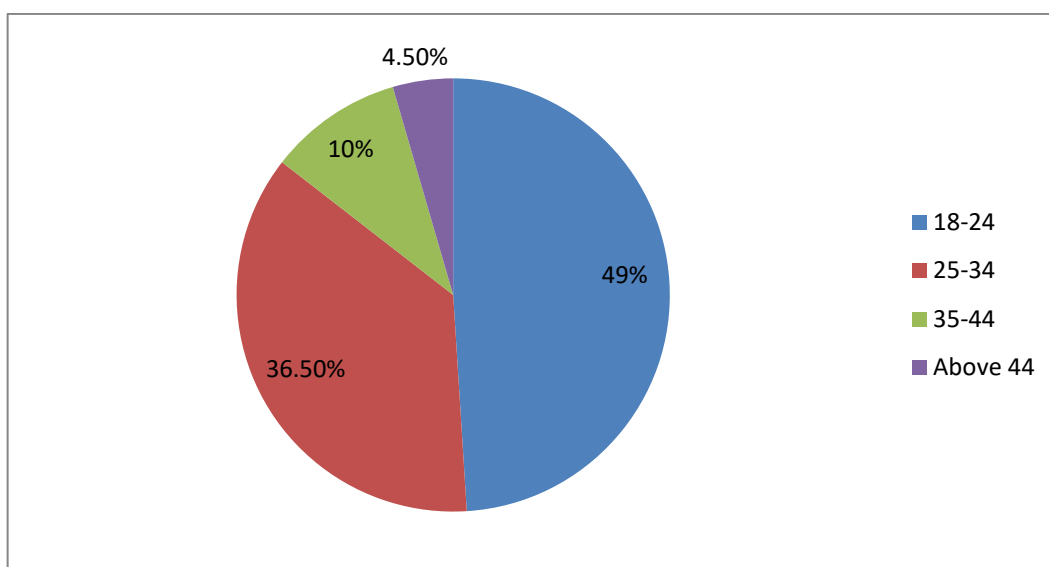


Figure 5.2: The age distribution of Facebook users

Source: Facebook Insights - Viet Nam, Q2.2015

Similarity, because cosmetic industry mostly concentrate on Female users and the fact that in 2015 there are 31, 2 million internet users in total which including 14,04 female account for 45 % and 17,16 male account for 55% and within 45 % of female, the majority of the age distribution from 18 to 34 years old, at very young age. This fact is key factor for any digital marketing campaigns in Vietnam which is aim to young girls who have high demand of comestic.

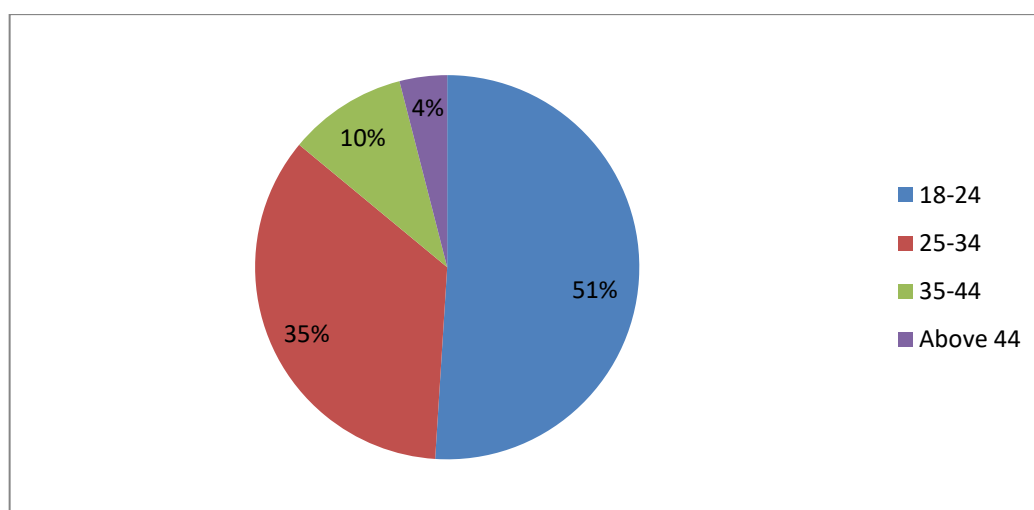


Figure 5.3: Age distribution of female users

Source: Facebook Insights - Viet Nam, Q2.2015

Finally, according the figure 5.4 the number of internet users in Vietnam is also different among the areas, especially between the country side and city. According to the statistic,

the users are mostly from 2 big cities in Vietnam such as Ha Noi or Ho Chi Minh. The marketers should take into consideration of where their customers living because the purpose of digital marketing campaigns not only aim to online customers but also expand and support for the activities of offline stores where customers can go there, try and buy products more directly.

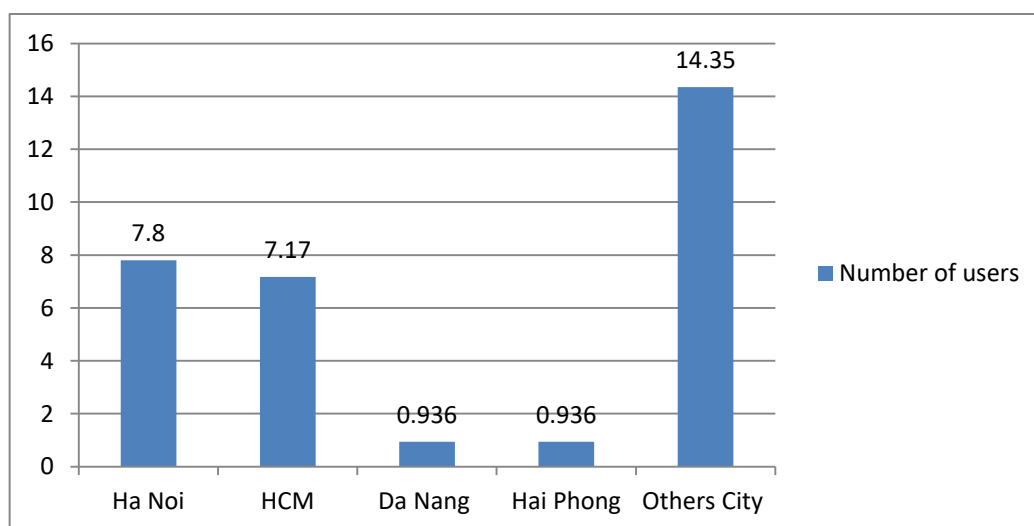


Figure 5.4: Number of users in different areas

Source: Facebook Insights - Viet Nam, Q2.2015

6. PROFILE OF ROHTO VIETNAM

Rohto Pharmaceutical Co, Ltd was established in 1949 with 10 million yen of capital in Japan. In the first century of development, eye-dropped products were mainly introduced to customers. After that because of expanding the business and the demanding of consumers, Rohto's products are categorized into three segments including beauty products through cosmetics, health products through food supplements and healing products through over the counter drugs.

Rohto Pharmaceutical Co, Ltd is one of the biggest multinational fast-moving consumer good which operates over 110 countries.

Table 6.1: Basic information of Rohto Corporation

Source: Rohto global, 2017

| | |
|---------------------|--|
| Company Name | ロート製薬株式会社 ROHTO Pharmaceutical Co., Ltd. |
| Foundation | February 22, 1899 |
| Incorporation | September 15, 1949 |
| Capital | 6,411 million yen (as of March 31, 2016) |
| Net Sales | 89,264 million yen <non-consolidated basis> 167,016 million yen <consolidated basis> (as of March 31, 2016) |
| Number of employees | 1,524 <non-consolidated basis> 6,642 <consolidated basis> (as of March 31, 2016) |
| Stock Listing | Tokyo Stock Exchange, Inc. (First Section) |
| Main Business | Manufacturer and marketer of pharmaceutical products, cosmetics and functional foods |

6.1 Rohto Vietnam background

Rohto Mentholatum Vietnam is the subsidiary of Rohto Pharmaceutical Co, Ltd was established in 1996 with the introduction of the eye-dropped V.Rohto and LipIce brand to Vietnamese Customers. The initial capital was around 18 million USD for the investment of the factory, which was the first one with GPM standard, in Binh Duong industry zone to produce and provide the goods for vietnam market and Japanese market as well.

In the 20 years of development, Rohto Vietnam has been building the strong position in market and also achieved numerous of success by launching new products which target in different segments. In Vietnam market, Rohto is a retailer through its own website and online channel, a wholesaler which distributes its products to distribution channels such as super markets. Throughout of the development, Rohto has been trying to affirm its position as a cosmetic producer in this market by innovation and appropriate strategies.

The Miracle Apo product line is one of the core products of Rohto in Vietnam Market, with the wide range of products, diversity of designs and reasonable price, Miracle Apo has been the favorite lipstick of young girls from 15 to 23 years old.

6.2 Current situation

With the population of more than 90 million people in 2016, and more than half of them are young from 18 to 34 years old who have high demand of cosmetics for make-up, Vietnam is one of the most potential market in the Southeast Asia. According to the statistic of Q&Me in 2016, 90 percentages of Vietnamese girls own a lipstick and use it very frequently. In other words, Lipstick becomes a very basic need of every girl; therefore this market is full of opportunities for cosmetic producers.

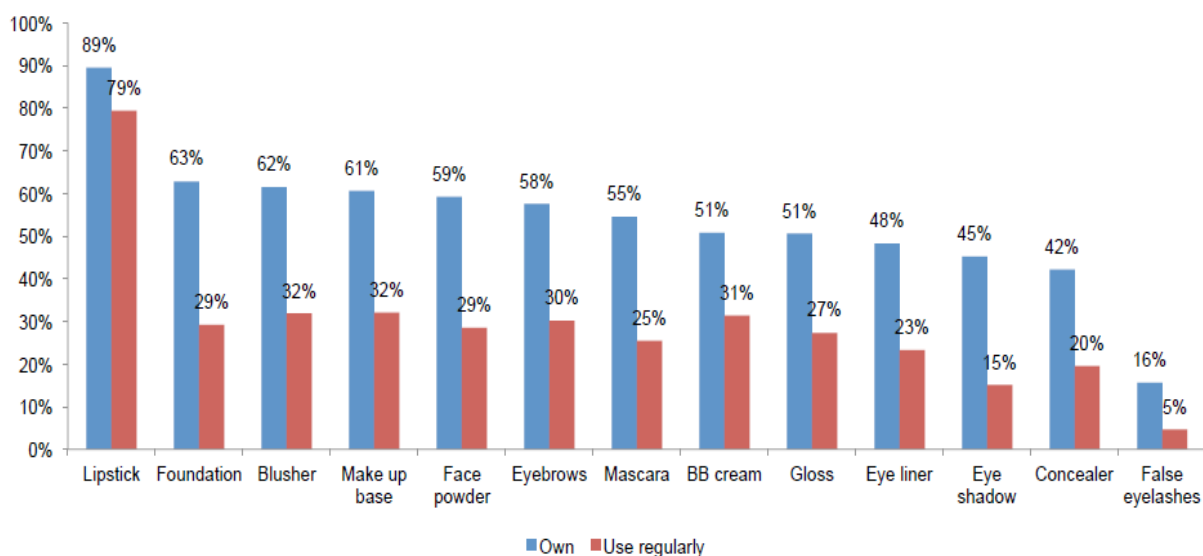


Figure 6.1: Percentage of different make-up items own by Vietnamese girls

Source: Q&Me- Vietnamese female make up 2016

In addition, the situation of make-up has been changing because of the new trends which were penetrated from Korean and Europe; therefore the way customers buying make-up products have been changing. Among the basics items, make-ups for lips grow the highest

in those segments from 2014 to 2016, the increasing percentages are around 7% meanwhile Face make-up and eyes make-up slightly decreasing. Customers have tendency to pay more attention about lipstick products which should be high quality, good design and reasonable price. The competition of lipstick segment become more intensive lately with many players in Vietnam, Rohto has been affirming its position by launching new products to target in different segments and taking the good move to cooperate with hot beauty bloggers who have good impact on customers to promote its own products.

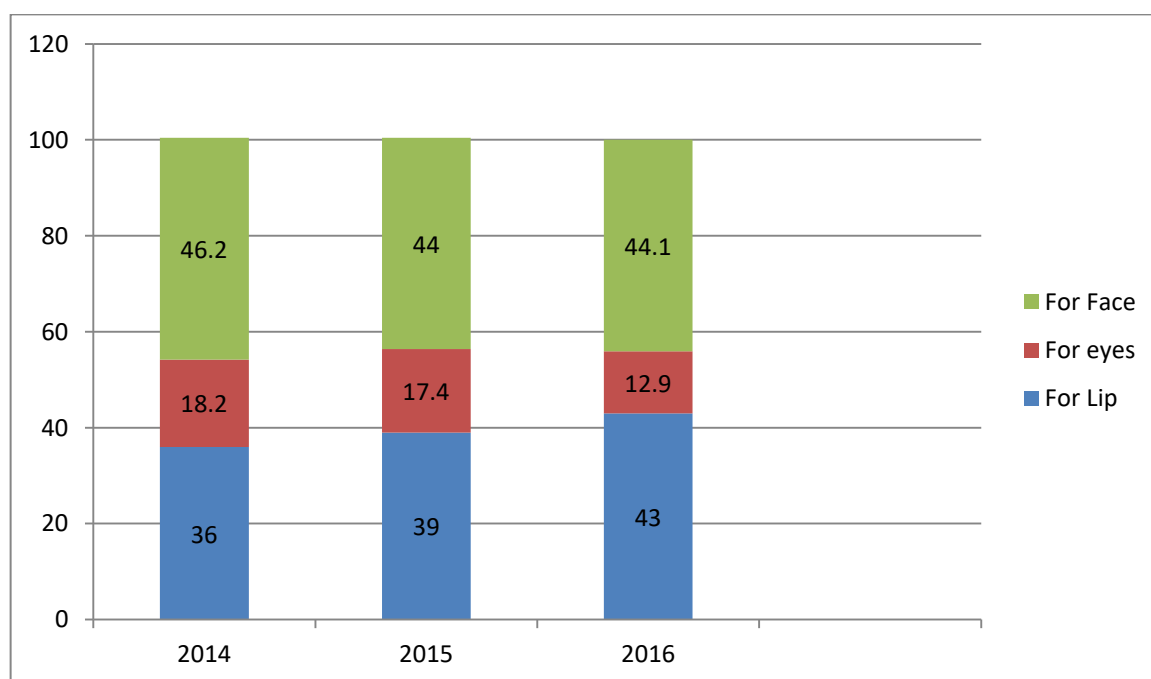


Figure 6.2: Distribution of make-up items through the years

Source: Kantar World panel 2016.

The sale of Apo lipstick in 2016 has improved comparing to the previous year around 15,000 items. The number of items was sold out in 2015 estimate about 725,000 items and approximately 740,000 items in 2016. The positive change comes from the launching new product which cooperated with beauty Blogger- Chang makeup and good marketing campaigns. The revenue of Apo products estimates in 2016 is about 55 billion VND (2 million USD), increasing 480,000 USD comparing to the previous year.

Table 6.1: Revenue of Apo lipstick

Source: Rohto internal data

| Year | 2016 | 2015 |
|-----------------|---------|---------|
| Number of items | 737,800 | 724,000 |

| | | | |
|-----------|---------|-----------------|-----------------|
| Apo Total | | 55,000,000,000 | 43,000,000,000 |
| | Revenue | (2,000,000 USD) | (1,700,000 USD) |

Apo products line have been fond of many customers because of the reasonable price, good quality and updated design. The target segment of Apo is targeting in the young girls from 15 to 23 years old in mainstream segment.

7. OVERVIEW OF COSMETIC MARKET IN VIETNAM

Vietnam is one of the most populated countries in Asia with more than 91 million people and there are approximately 62% population are young from 15 years old to 54 years old (according to General Statistic Office of Vietnam, 2015). Due to the fact that Vietnam population is young; therefore the demand of makeup products will increase in the next following years. However, even though with this significant potential of the market, the cosmetic producers are facing several challenges such as the highly price sensitive of Vietnamese customers and the huge amount of fake, mislabeled and low quality products.

According to the figure 7.1 from the market research company Mintel, the market for beauty and personal care is estimated to be worth \$1, 78 billion and should reach \$2, 35 in 2018. In addition, a recent research of The Society of Cosmetics of Ho Chi Minh City indicated that Vietnam now has more than 400 cosmetics businesses, with 90% of the market share taken by some 100 or so foreign-owned brands including from Korean (30%), EU (23%), Japan (17%), Thailand (13%), Us (10%) and others (7%). The foreign brands are dominant in Vietnam market because of the original of product, Vietnamese consumers consider the country of origin is the most important factor when they make the purchase decision. Moreover, Korean is known as the country of beauty where all famous cosmetic brands come from and most Vietnamese young girls are affected by Korean movie where the cosmetic products are advertised frequently, especially lipsticks. Beside the top dominators, European and Japan brands have the strong position in Vietnam market as well.

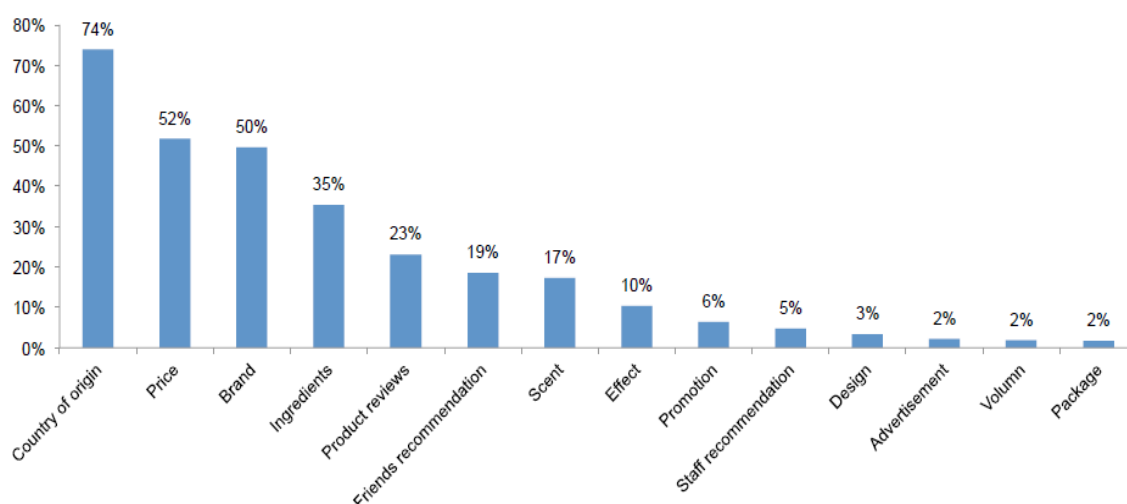


Figure 7.1: Factor affect customer's purchase intention

Source: Q&Me- Vietnamese female make up 2016

7.1 Market structure

The GDP per capital of Vietnam in 2016 is 1684 USD; therefore it is still a developing country which tries to enhance the overall economy. The majority of customers are sensitive with the price which is one of the important factors for any cosmetics producers to take into consideration in Vietnam market. For this industry, Rohto targets on the young girls from 15 to 23 years old who have the first basic information about make-up and their budget for those products is tight due to the fact that most of them are financially dependent on their parents. Moreover, as mentioned in the previous section, lipstick is always the first item that girls will buy among make-up items, therefore in Vietnam market, rohto mostly focus on the mainstream products which has reasonable price. This trend is only the oriented development plan of the company but for overall market, the mainstream products are expanding more among the younger age. According to Kantar World Panel in 2016 as showed in figure 7.2, for the mainstream segment is increasing for more than 20 % at the age less than 18 years old (from 26,5 % to 48,3 %) and 4,2% at the age of 18-22 years old. Meanwhile for the premium and super premium products, customers at older age likely to prefer due to the higher budget for make-up products.

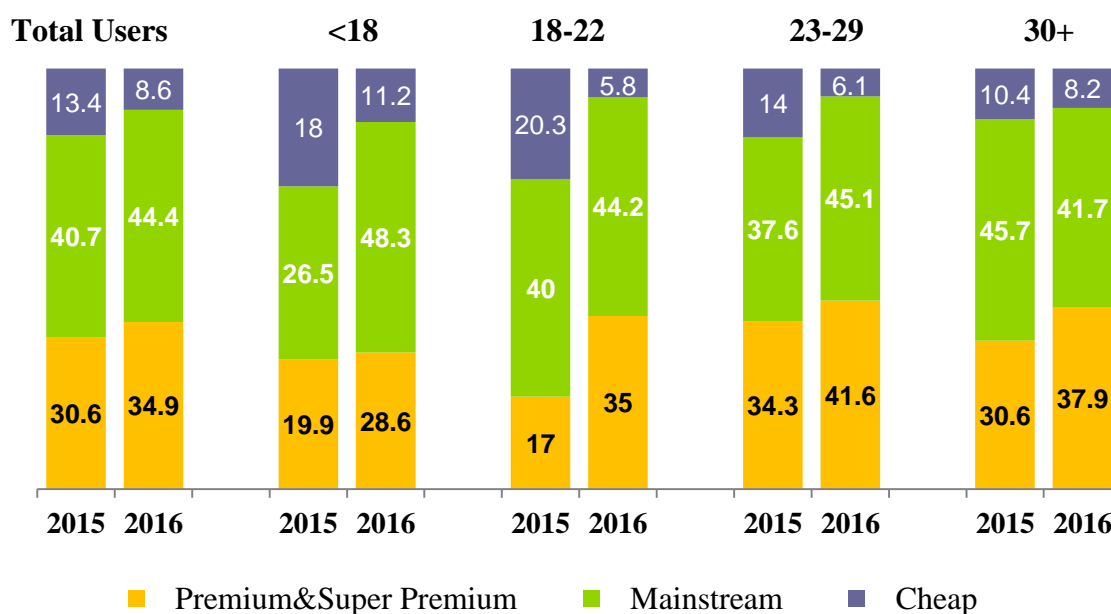


Figure 7.2: Distribution of lipstick products according to the age

Source: Kantar World Pane, 2016

Moreover, the mainstream segment is still very potential for Rohto to increase market share and capture more customers in the next several years. According to the figure 7.3, up

to 2 years up to 2016, mainstream and cheap products are holding for 32 % in the market and within this 32 % , there are only 8.6 percentage of Rohto’s buyers and the rest customers buy products of others brand which account for 23.5%. In the others word, for this segment, there are approximately 24 percentages of customers can switch to Rohto brand if Rohto can fulfil customer’s requirement and meet their expectation.

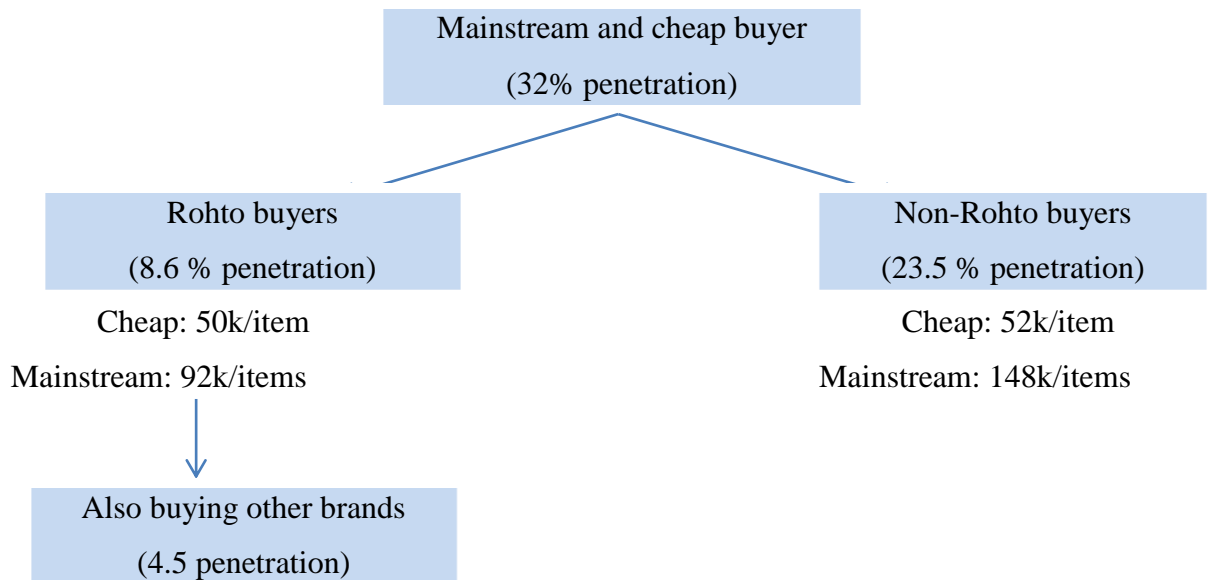


Figure 7.3: Market share of Apo in Mainstream segment

Source: Kantar World Pane, 2016

The average price per items of mainstream line of Rohto is about 92 VND (4 \$) comparing to the competitor, the Rohto has more competitive advantage.

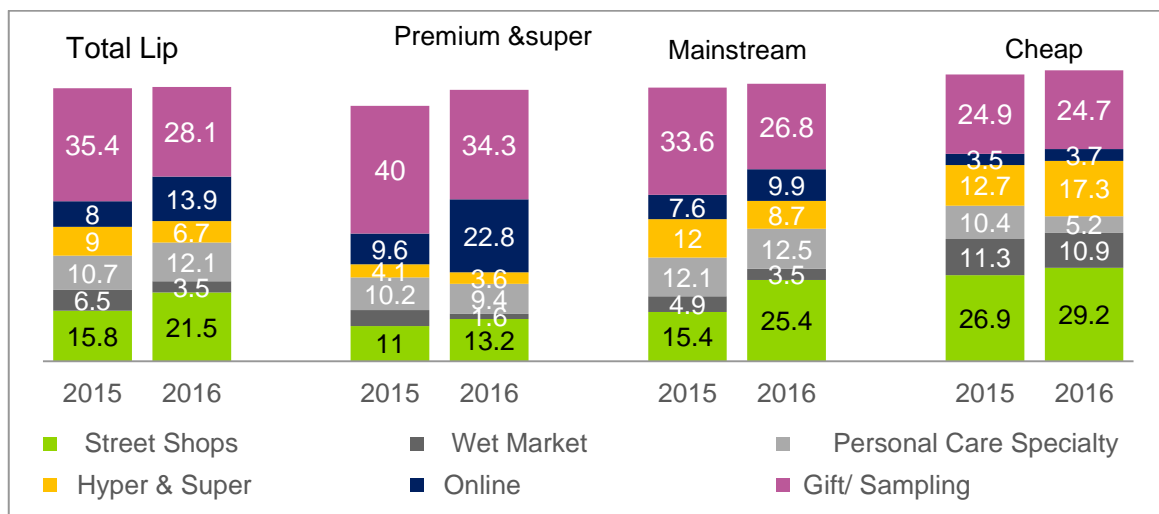


Figure 7.4: Distribution channel among lipstick products

Source: Kantar World Pane, 2016

Regarding to the channel distribution in the figure 7.4, street shop and online shopping are becoming more important for mainstream products. Customers usually go to street shops to buy products because of the diversity and wide range of products which those shops are providing; they can find almost everything from different brands. In addition, since the explosion of the internet in the past decade, online shopping is increasing its popularity in every aspect of business, especially, it is more familiar to the young generation. Therefore, enhancing the relationship with street shop and boosting the marketing campaign on online channel such as Facebook, YouTube are necessary for the development of Rohto in the general.

7.2 Competitive environments

Rohto are known as the Pharmaceutical Company at the initial of development in Vietnam, however because of the exponential growth of cosmetics industry, Rohto penetrated to this segment and launched new cosmetics products. It is perceived as the company with the wide range of products which aim to target in different segments, therefore the competitors are also defined according to different product line. For example, Lip on lip lipsticks are considered Essence, Loreal as the direct competitors because those products line target on the same target segment- for office ladies or some Pharmaceutical products like Vrohto dropped eye product is seen Osla as competitors. For different products, Rohto has to compete with different enemies to gain the market share.

Regarding to Miracle Apo, the direct competitor is Maybelline which has same characteristics and target on the young girls who like trendy colors at reasonable price. Maybelline entered to Vietnam market in 2007 with the slogan ‘‘maybe she was born with it, maybe it is Maybelline’’, and with the advantage of American brand for make-up, it quickly became a good choice for any girls to looking for a real beauty. In Vietnam, there is no showroom or official store of Maybelline, they distribute products mostly through the big retailers such as super market (Big C, Cooper mark). Moreover, customers can go to e-commercial website in Vietnam to buy products such as Lazada. The marketing campaigns are done through different digital channels with selected the face for representative. In addition, Maybelline always has very appealing comercial, TV ads to target to young age with the spirit of New York girls to encourage customers go to store to try the products and finally lead to the purchased decision.

Beside big competitor Maybelline, recently Vietnam market is vibrant with new trend of online shopping, the era of internet made our world become smaller and much easier to connect with each other and it is huge advantage for customers to looking for the information that they need. Bourjois and Clourpop are also the indirect competitors to Miracle Apo because a lot of online sellers sell those brands and they are favourite by many customers. Those brands are not introduced officially to Vietnamese customers and they do not have any showrooms but because of the hot trend and especially the positive review of beauty bloggers, many customers are buying those products through online shopping. The word of mouth messages make products from Bourjois and Clourpop more familiar with Vietnamese customers and increasing its popularity in this market.

Miracle Apo is facing the strong competitor as Maybelline which has more than 10 years of development and strong position in Vietnam and two others competitors which compete in online segment; therefore Miracle Apo should take into account of all activities which the competitors are running and concentrated more on quality of products which Vietnamese customers care most at the mainstream segment.

8. MARKETING ACTIVITIES OF THE COMPANY

Rohto was seen as cosmetic producers with wide range of products from skin care to make-up items and even products for eye treatment and because of this diversity, Rohto marketing activities are running very frequently both above the line and below the line. It mainly focus on

- TVC advertising
- Social media marketing
- SEO
- Email marketing
- Promote through big e commercial such as Lazada.vn
- Offline events during promotion periods.

Above the line activities

Above the line activities regard to the online marketing activities of Miracle Apo such as Facebook marketing, review online from beauty bloggers, SEO, etc.

Rohto is one of the companies invested a lot of money for advertising and marketing campaign because they know how important it is to deliver the messages of new products to customers and attract their attention at the beginning.

Firstly, for every new launching product, Rohto created TVC advertising with selective representative who are famous and admired by target segment. The TVC is displayed frequently during the promotion time, moreover the ads videos are also posted and shared on the official fan page, YouTube to increase awareness of customers to new products.

Secondly, the target customers of Rohto spend a lot of time on the internet to look for the information as well as the reviews of products for making any decisions. It is new trend to help them choose the best products without spending too much money on trial times before. Taking that new way to approaching customers, Rohto cooperated with hot beauty bloggers to have good review on the social networking sites. Many hot girls who have good taste of fashion are also on the list of using Rohto's products and giving their own good comments. These fanpage of those people are becoming a good channel to advertise without making customers feel like being cheated by unreliable information from company. Moreover, customers also create the communities of discussion about products so it is a

source of data for producers to know what customers think about new products for improvement of packaging or quality.



Figure 8.1: example of marketing activities on hot girls fan page

Source: Internet, 2017

Moreover, on the official fan page of Rohto to increase the traffic and interaction of customers, the mini games are usually organized to attract customer's attention. It can be very simple questions about Rohto or some activities to increase the 'Like' for fan page step by step. The winner will receive the item as a reward. Those mini games increase the natural Like for fanpage and bring the opportunity for both customers and producers get to know each other better.

Thirdly, many young girls have behaviors of reading online news to update the information of their idols or simply to keep abreast with everything in the world. Three online webs which are familiar to young people in Vietnam are Kenh14.vn and ione.net, star.vn, etc. Therefore, there are PR articles which are written by copy writers for specific products on those websites. It is another way to approach potential customers who do not use social media frequently.

Fourthly, Rohto also invest on SEO (search engine optimize) for new products with the important key words. For example, one of the new products is launching recently is Mask sleeping for lips, the key word are 'mat na duong moi, mat na ngu cho moi, mat na ngu moi, mat na moi, tay te bao chet cho moi, mat na cho moi' and for the others products the key word will be changed according to the characteristics of each products.

Last but not least, Rohto cooperated with one of the biggest e-commerce website in Vietnam Lazada.vn to promote Miracle Apo due to the fact that customers not only buy products from websites of company or retailers but they also can find Apo on Lazada, Roh-

to took advantages of the fame of Lazada which has been building for long time and it played a role as bridge between Rohto and its customers. Almost products of Rohto from different products lines have been appearing with description and price.

LAZADA HIGHLIGHTS

- 999 Hàng giá dựng dưới 79K (920)
- Braun & Kenwood (48)
- Casio - Thương hiệu của tháng (844)
- Deal giá sốc (1957)
- Deal giá sốc - Giá đặc biệt (209)
- Deal giá sốc - Mẹ & Bé (323)

BRAND

| Product Name | Rating | Price (VND) |
|--|---------------------|-------------|
| Bộ son Miracle Apo Girl's Mood Swing mixed by Chanmakeup + Tãna 1 Lip... | ★★★★☆ (90 nhận xét) | 391.000 VND |
| Son lì Miracle Apo Lipstick Matte Brownude 4q (Nâu đất) | ★★★★☆ (38 nhận xét) | 96.000 VND |
| Son nước Miracle Apo Juicy Tint Red Cherry 3.5q (Đỏ anh đào) | ★★★★☆ (80 nhận xét) | 84.000 VND |

Figure 8.2: Apo product on Lazada

Source: Lazada.vn, 2017

Below the line activities

Below the line relate to offline activities such as creating TVC ads, organizing offline events, delivering samples to users for first try to see whether they like it or not to encourage them using products first and then decide later basing on the quality, etc.

For new product launching, the company are running marketing activities on online channel first because customers are paying more attention on online channel such as Facebook, Youtube than other channels. After for the first initial phase, when customers get the idea of the products, some events are organized to support the effectiveness of the whole campaign, where customers can come and try directly the products or receive gifts, presents from joining the games during the events.



Figure 8.3: Offline events of Apo lipsticks

Source: Internet, 2017

Those events aim to attract target customer’s participant by having special guests such as hot girls or hot beauty bloggers who have been admired recently to give advices or suggestion. Those activities increased the public image of Rohto as well as customer’s interaction. It is also a source of information to advertising the campaign in social media.

In addition, in Vietnam the flea markets have been becoming more popular to young people; in those markets sellers offer the diversity of goods from clothes to cosmetics with reasonable price so customers can buy whatever they like. Rohto participated to those flea markets to introduce to new customers and as a chance to exposure its image to customers. Last but not least, one of the activities to introduce products to customers is delivering samples which are small amount of product that enough for several uses in supermarket or in the places that target customers are around. It aims to encourage customer use products to try how it is without spending too much money for full size of the items, as a result they may like it and decide to buy products later then.

8.1 Facebook marketing communication of Miracle Apo


Due to the fact that Rohto provides wide range of products to customers; therefore for the Miracle Apo line, Company created the fan page for Apo and operated Facebook marketing activities separately to the Rohto parent company’s fan page.

8.1.1 Profile of Miracle Apo product line

Following and keeping abreast of the new trending of lipstick make-up line, Rohto offers to customers many kinds of items from mate lipstick, Juicy tin with fruit flavor to crayon lipstick and so on.

Table 8.1: Description of Apo products

Source: Rohto.com.vn, 2017

| Name | Features |
|---|---|
|  | <p>Miracle Apo Juicy Tint Color: (Glow Berry), (Pink Strawberry), (Red Cherry), (Ripe Orange) Ingredient: Fragaria Vesca (Strawberry) Fruit Extract, Honey, Simmondsia Chinensis (Jojoba) Seed Oil Price: 3.4 \$</p> |

| | |
|---|--|
|  | <p>Miracle Apo Lipstick Matte</p> <p>Color: (Burgundy), (Brownude), (Mauve Rose)</p> <p>Ingredient: Diisostearyl Malate, Cyclopentasiloxane, Isononyl Isononanoate, Polyethylene, Polymethylsilsesquioxane, Ozokerite, shea butter</p> <p>Price: 3.9\$</p> |
|  | <p>Miracle Apo Lip Crayon</p> <p>Color: Shy Pink, Femme Orange, Flirty Violet, Pinky Red, True Red</p> <p>Ingredient : C10-30 Cholesterol/Lanosterol Esters, Ethylhexyl Co-coate, Polyethylene, Polybutene, Triisostearin, Triisostearyl Citrate, Diisostearyl Malate, Cera Microcristallina, etc</p> <p>Price: 3.7 \$</p> |
|  | <p>Miracle Apo</p> <p>Color: Unique Red, Salient Orange, Frisky Pink, Trendy Violet</p> <p>Ingredient Olea Europaea, Olive Fruit Oil, Aloe Barbadensis Leaf Extract), vitamin E (Tocopheryl Acetate)</p> <p>Price: 3.7\$</p> |
|  | <p>Miracle Apo Lip Lacquer</p> <p>Color: True Red, Fresh Orange, Deep Pink , light Pink</p> <p>Ingredient: Polybutene, Diisostearyl Malate, Paraffinum Liquidum, C10-30 Cholesterol/Lanosterol Esters, Polyglyceryl-2 Triisostearate,</p> <p>Price: 4.2\$</p> |
|  | <p>Miracle Apo Lip Lacquer Matte</p> <p>Color: True Red, Fresh Orange, Deep Pink, Chapin, Charal, Charang</p> <p>Ingredient: Butyl Acrylate/Hydroxypropyldimethicone Acrylate Copolymer</p> <p>Price: 5 \$</p> |

8.1.2 The overview of Miracle Apo's fan page

As mentioned in the previous section, Miracle Apo has its own fan page which was established in 2013 since the first product of this line was launched.

For the first impression, Miracle Apo fan page has everything that a fan page should have such as follow or adding the “shop now” button in the left. By the time of March, 2017, the fan page has more than 191,200 likes.

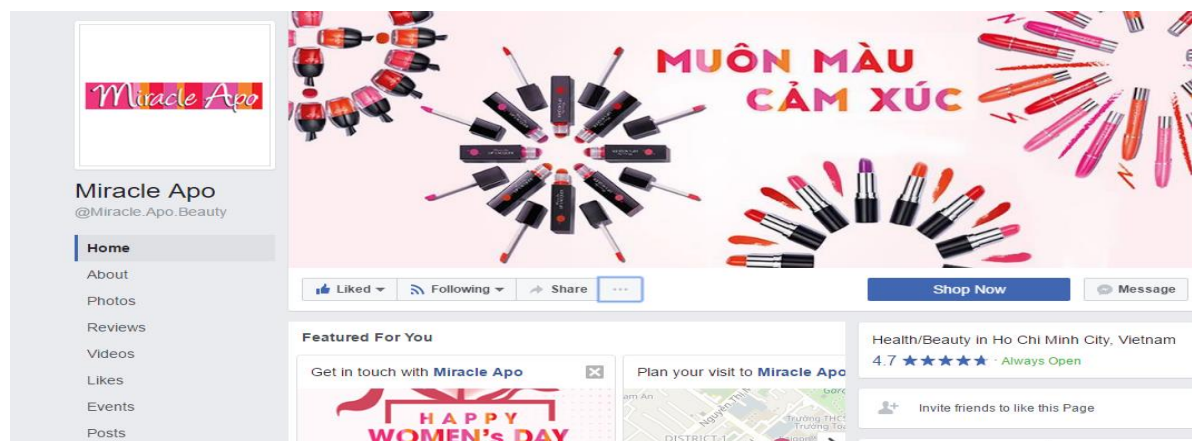


Figure 8.4: Apo Facebook fan page

Source: Miracle Apo's fan page, 2017

The overall review score from customers is good with 4.7 out of 5 and the basic information of Miracle Apo are displayed clearly on the fan page, customers can find the product's feature, the price, watch short videos and reading all feedback from previous users.

The figure 8.5 below represents for the demographic of people who like the fan page, it is understandable that the majority of them are female account for 91 % and only 9% are male. The age of distribution falls into the target customers which are from 18-24 years old. Moreover, most of them are Vietnamese and there are few of them come from other countries such as Japan, US. The number of foreigners is not noticeable therefore most of activities are targeted on Vietnamese customers.

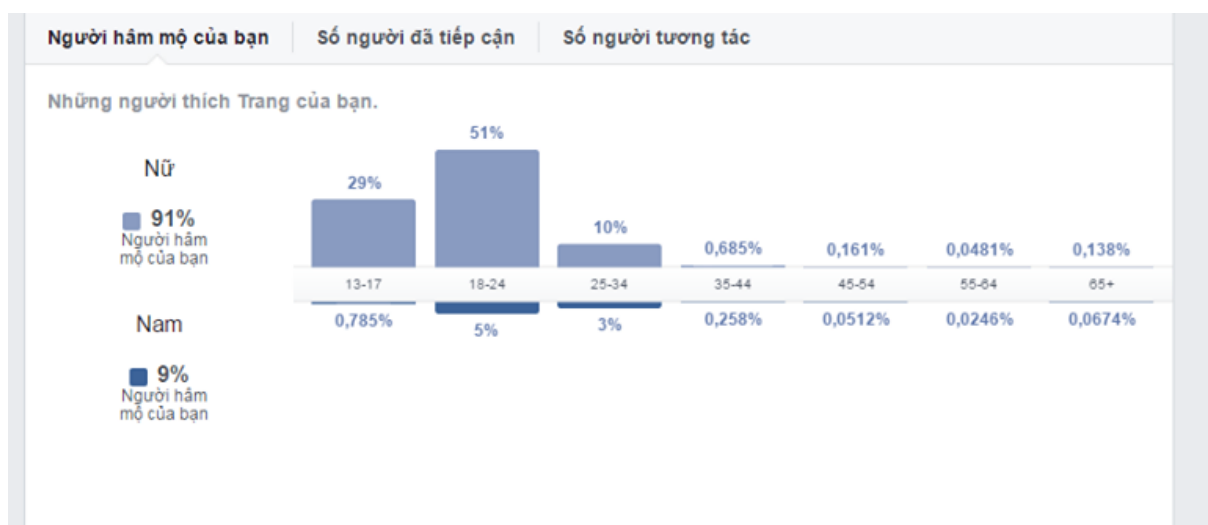


Figure 8.5: Descriptive of users on Apo fan page

Source: Face book’s page insight, 2017

The view is analyzed lately during one month shows that the number of viewers to the page is fluctuated in the figure 8.6. There are some points of time that the amount of viewers at the highest peak and then dramatically declining.

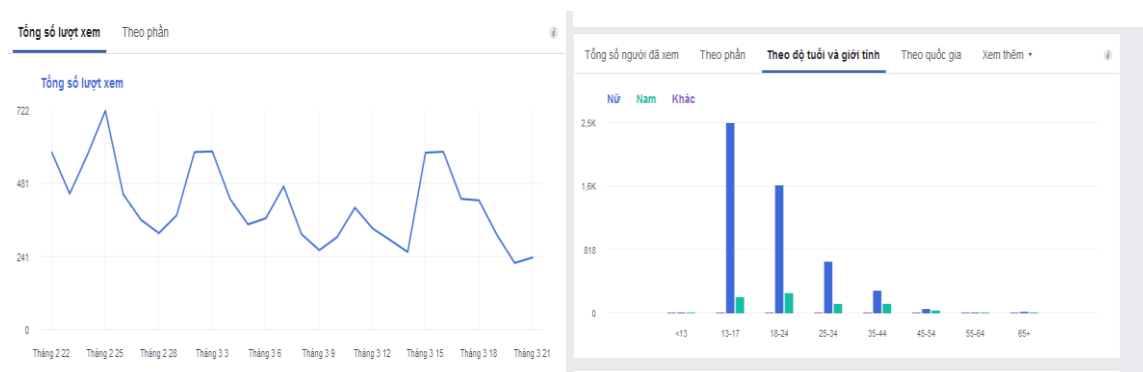


Figure 8.6: Page view and users by frequency

Source: Face book’s page insight, 2017

In addition, the trends are repeated weekly because of the changing the content of posting. For the highest peak, it is due to the mini games which required customers to visit the page and hit the like button to gain organic like for fan page. Those numbers quickly decreases because ending of the games or too boring content of Facebook posting.

Regarding to age distribution of users visitors, it is understandable because of Miracle Apo is cosmetic brand lipstick; therefore most of them are female and from 15 to 24 years old. In other words, the fan page is success in term of attracting to target customers.

8.1.3 Current Facebook's activities of Miracle Apo

The share of voice of Miracle and its competitors are represented as the figure 8.7 below on the social media in which Facebook is considered as the main platform.

Bourjois gets the highest share of voice 45% in this year due to the large amount of selling posts and the series 7 Nude lipsticks of Changmakeup (Vietnamese beauty blogger) on her official Facebook fanpage and Youtube channel. The majority of people discusses about the color trend under and shares their lipstick collections. In addition, the posts relate to the swatch of new products and review activities also gain a lot of attention from audiences.

Maybelline stands at the second position with 28% thank to online audiences who actively involved in Minigame and mini contest on official fan page. The makeup tutorial clips of Maybelline also contribute to the high interaction of audiences, especially the Nudes trend. Meanwhile, Miracle Apo has 25% share of voice mainly from “lauching 3 new color for Miracle Apo Chang version “ and “ Muon mau cam xuc “ campaign. Most of audiences express the excited feeling and ready to hunting the products when it is available on distribution channel. Three colors are sold quickly after launching 3 days, then supermarkets and online retailer are out of stock Miracle Apo Chang version.

Colourpop gets the lowest share of voice 2% this year. Buzz volume mainly come from the series 7 red wine lipsticks of Changmakeup and the makeup clip of Trinh Pham. Moreover, amount of buzz also generate from mingame of retailers.

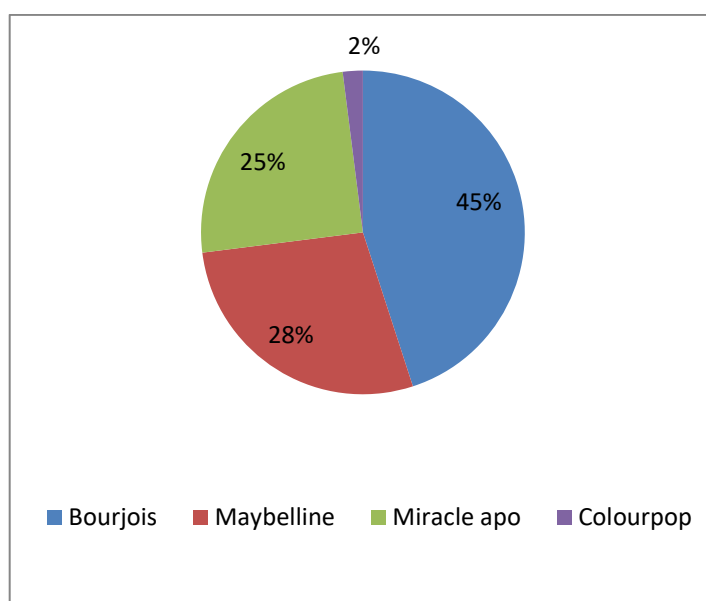


Figure 8.7: Share of buzz among Apo and its competitors
Sources: Online New, Forums and Social Networks, 2016

In general, in order to attract customer's attention, Miracle and its competitors mostly posted the swatch video of new products, organize the mini game and let audience interact and discuss on official fan page. For more specifically, activities on Miracle Apo fan page are mainly generated from beauty blogger Changmake up with the video about review and promotion campaign, the mini game also plays an essential role to gain the natural Like without using the advertising options of Facebook.

Mini Game

For the last six months of 2016, due to the cooperation with beauty blogger Changmakeup, Miracle Apo launched for more 3 new products. The campaign 'Muon mau cam xuc' was also running after then. Moreover, there were several products which were released to the public after Chang versions and in in order to gain the customer's engagement and attention, Miracle Apo organized the mini games which related to the current launching products with the rule of hitting the like button of fanpage, sharing the post and answering of the question on the fanpage. It was organized weekly, so the excitement of customers remained stable and continuously to contribute the overall effective of the game



Figure 8.8: the mini game on official fanpage of miracle Apo

Source: Miracle Apo's fan page, 2017

Otherwise, on the other Facebook fan page as showed in the figure 8.9, with the sponsor of Miracle, mini games also are organized and the rewards are Miracle's products. It is good tactic to approach potential audiences who are not the followers of official Miracle's fan page yet.



Lazada FB Fan Page

Rur Corner Fb fanpage

Pretty.Much Fb fanpage

Figure 8.9: Mini game from other facebook fan pages

Source: Internet, 2017

The results from mini games including the higher awareness of customers from the other fan pages and gaining the natural likes for official Miracle fan page as well as the sharing post on player's Face book page. Those games support effectively for the campaign to make customers excited and give the opportunities to them to try products free as a reward of the winner. The interaction among audiences and admin are formed as a result of questioning and answering are the best way to get the insight and comprehensive behaviors of customers and may satisfies them immediately if there is any inquires or negative comments. The new demands are highlight during the conversation.

Advertising

One of the appealing features which face book offers to the marketer is advertising option. For different budgets and different purposes of targeting customers, marketers are able to choose the most appropriate option to operate on the fan page. The aim of advertising is expand the scope of the post to more people, depending on how many customers whom marketers want to reach.

As the trend of marketing on Face book, Rohto also runs ads for Miracle Apo fan page for every post which is appeared on official fan page. The content mostly focuses on introducing new products, mini games and reposting the review, promoting for changmakeup campaign. The average budget for each post is ranging from 100 VND (4\$) to 200 VND (8\$) in order to reach 100,000 new potential customers who are from 15-23 years old and have demand of lipstick makeup products.

The figure 8.10 is summarizing of current ads posts of Miracle Apo for the past one month.

Tất cả các bài viết đã công khai

■ Số người tiếp cận: Tự nhiên / Trả phí
 ■ Số lần nhấp vào bài viết
 ■ Cảm xúc, Bình luận & Lượt chia sẻ

| Ngày đăng | Bài viết | Loại | Nhắm mục tiêu | Tiếp cận | Tương tác | Quảng cáo |
|---------------------|---|------|---------------|----------|--------------|---|
| 21/03/2017 19:00 | Xuân hè là dịp để các cô nàng thỏa sức diện như | | | 35,6K | 525 211 | Quảng cáo bài viết |
| 16/03/2017 19:00 | Miracle Apo - Bắt nhịp xu hướng Ban có muốn trở | | | 40,8K | 540 302 | Quảng cáo bài viết |
| 13/03/2017 13:31 | MINI GAME "Bắt kịp khoá nh khắc" Con gái chúng | | | 161,2K | 5,5K 3,5K | Quảng cáo bài viết |
| 06/03/2017 19:00 | Tháng 3 đến cùng những xúc cảm yêu thương đ | | | 292,5K | 2,6K 1,8K | Quảng cáo bài viết |
| 03/03/2017 19:02 | Các cô gái đã chọn thời son yêu thích để diện 8/ | | | 152,2K | 1,4K 1,1K | Quảng cáo bài viết |
| 01/03/2017 19:00 | Team tình mắt ơi! Chúc mừng các bạn đã tìm đư | | | 74,7K | 1,1K 583 | Quảng cáo bài viết |
| 01/03/2017 9:09 | 8/3 sắp tới rồi!!!! Các nàng đã chọn sắc màu Mira | | | 111,5K | 2K 1,3K | Quảng cáo bài viết |
| 20/02/2017 19:00 | MINI GAME: TRỞ TÀI TIN H MẮT Nàng nào muốn t | | | 85K | 3,2K 1,6K | Quảng cáo bài viết |
| 19/02/2017 13:21 | Xu hướng son lì cùng với tông màu trầm chưa hề | | | 108,1K | 2,3K 1,7K | Xem kết quả Đã quảng cáo: 6317 đ |
| 15/02/2017 19:00 | Khám phá ngay em son sáp cực kì đáng yêu của | | | 112,2K | 1,4K 1,4K | Quảng cáo bài viết |
| 13/02/2017 10:51 | Miracle Apo với nhiều ch ất son, màu sắc đa đạn | | | 115,6K | 930 857 | Quảng cáo bài viết |
| 11/02/2017 19:00 | Đảm bảo các cô gái sẽ t hích mê đồng son lì thể | | | 131,9K | 4,9K 2,6K | Quảng cáo bài viết |

Figure 8.10: Summary the results of Fb ads

Source: Facebook page insight, 2017

The average time between two posts is around three to four days for every week; the light-orange colour is amount of customers who are reached naturally, and the dark-orange colour is amount of customers who are reached by Face book advertising. The 6th column represents for the interaction among audience and admin of the fan page.

It is clear to show that depending on the budget of ads and the level of attractiveness of the content, the amount of reached customers are around 110,000 to 200,000 and the interaction which are including likes, share, comments around 1,500. However, the most appealing post to customers are mini games which attract a lot of customer’s attention around 5,500 of likes and 3,500 of comments due to the fact that everyone want to get the product for free as a winner. For general impacts of running advertising, it mostly brings the higher awareness of customers to the new products and creates the community to spread the positive feedbacks of previous customers to the new one. Moreover, Face book marketing’s activities are effectively supporting to the whole campaign of Miracle Apo to spread advertising messages to the online world.

Remarkable campaign on Face book

Each product of Miracle Apo is stick to specific campaign, the aim of this is making customers easily connect the meaning of each campaign to each product; so the images of its stays longer in customers mind which helps to drive them to purchase decision.

Miracle created several campaigns which attracted a lot of attention from customers due to the participant of hot beauty blogger Changmake up, the most successful campaign was 'Muon mau cam xuc'- Girl Mood that achieved a lot of success on social media. By the end of 2016, total reaction on FB was 218984 and 188027 likes, 7715 shares respectively as showed in the figure 8.11. The main ideas was the combination of different products of Miracle Apo to helps girls choose the most appropriate colour to express herself more accurately according to different situations, because of the diversity of items in one box, the campaign received many positive feedbacks and compliments from customers, the majority of them were in loved with the colour, feature of products that bring them more outstanding looks. The creative marketing activities also largely contributed to the whole campaign by not only promoting the products on Changmakeup fan page but also appearing on other hot girls in Vietnam in order to spread the information to many target customers as much as possible.

The overall achievement of campaign was attracting the huge attention from customers who are the fan of Changmakeup fan page, Miracle Apo fan page and the other audiences from other hot girls fan page. The campaign overall also contributes partly for surpass 12,000 in 2006 comparing to previous years of 2015.

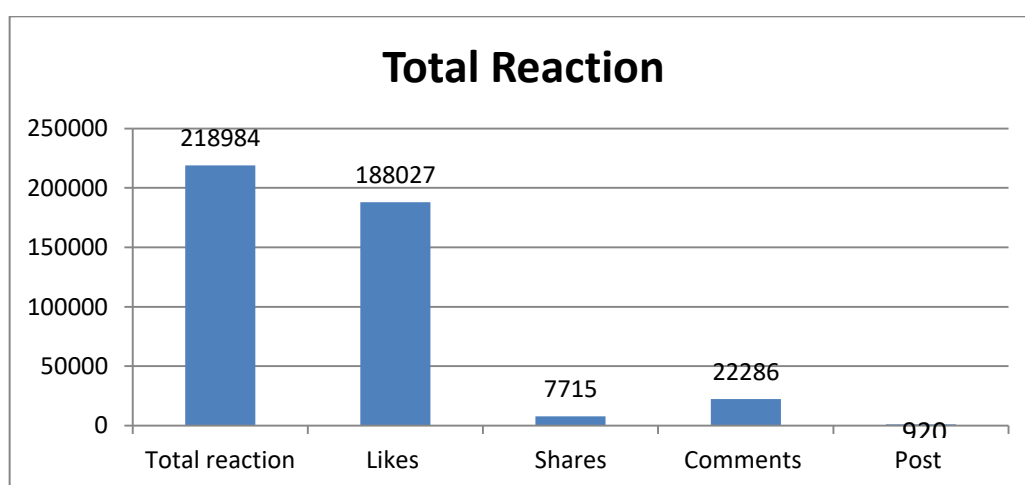


Figure 8.11: Total reaction of Muon Mau Cam Xuc campaign

Source: Online New, Forums and Social Networks, 2016

8.2 Analysis of competitors

8.2.1 Maybelline

The biggest competitor of Miracle Apo is Maybelline which entered in Vietnam around 2007, due to target to the same segmentation and the familiar features of products. Although the penetration of Maybelline is around 10 years later than Rohto, its development on social media seems quicker than its competition. The main reason is because of for the decade ago, Vietnam was becoming more opened for every aspect of the country, and thanks to the explosion of the internet Vietnamese had more opportunities to see the world in different angels, and they were affected a lots by western cultures from developed countries.

Maybelline is brand from United State; so it is understandable why Vietnamese girls are easy to be attractive by this brand.

For 10 years of development until now, its official fan page on Facebook attracts more than 670,000 likes which is three times more than Miracle Apo.

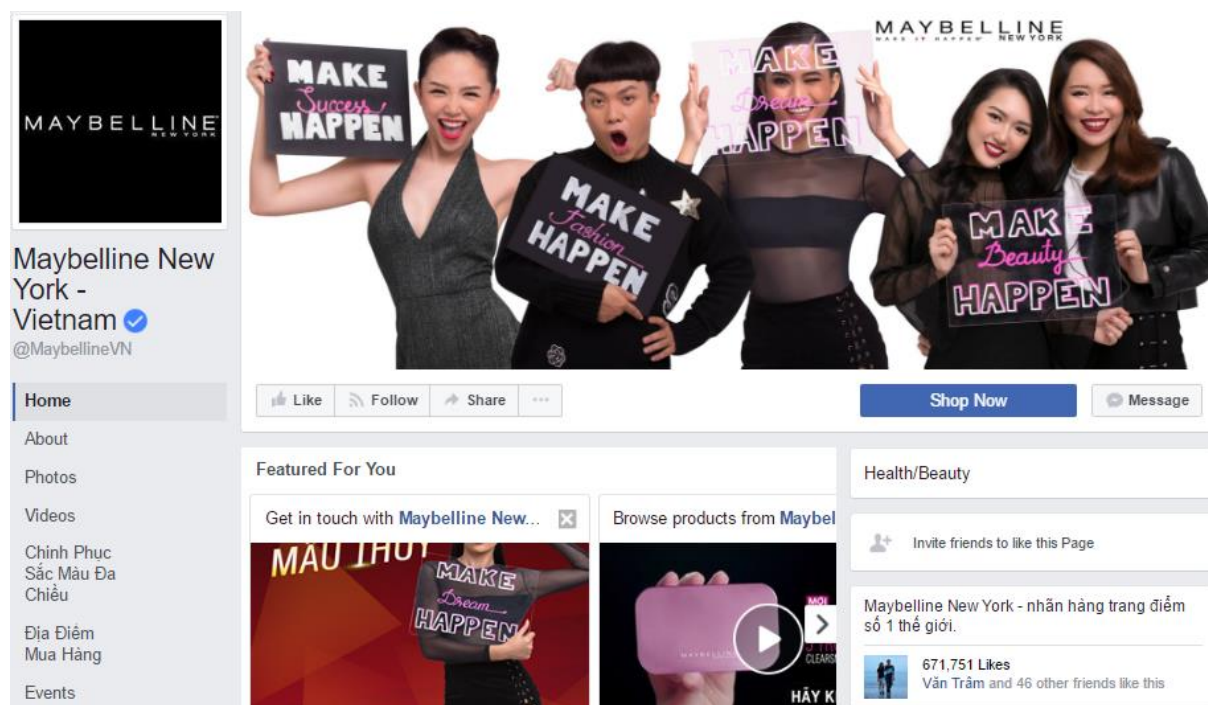


Figure 8.12: The official fan page of Maybelline Vietnam

Source: Maybelline Facebook fan page, 2017

The recent campaign of Maybelline is Make it happen with the participant of Toc Tien singer and some famous people at the beginning of 2017. The Facebook activities during the 6 months of 2016 include mini games and mostly promoted posts about the products.

In this period, Maybelline gets 696.525 interactions. It mainly come from 34% Nudes makeup tutorial clips on fanpage, 12% promotion program on Maybelline counter in supermarket and online retailer, especially Lazada, 9% “Úm Ba la” dance contest and 23% Miss bitten lip contest. Among them, 16% positive feedbacks are recorded – the majority of people participates in the minigame and contest on official fanpage. Beside, their also give the compliment for color of the products. Moreover, 2% negative feedbacks mainly come from the fragrance and cause dry lips and the rest have neutral opinions.

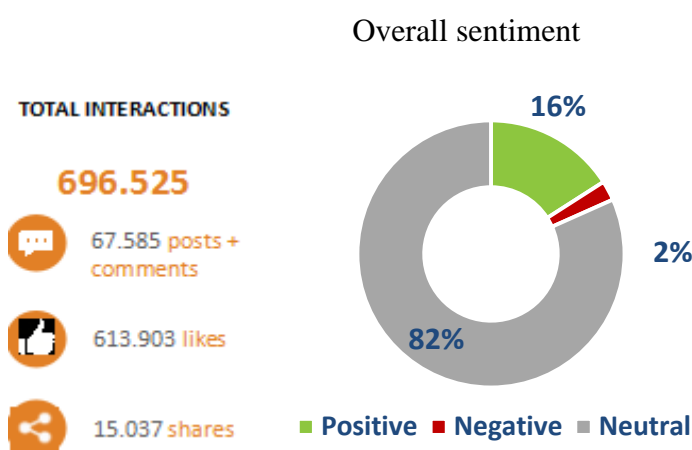


Figure 8.13: Total buzz of Maybelline for 6 months

Source: Online New, Forums and Social Networks, 2017

Comparing with the Miracle Apo fan page, Maybelline is not running advertising as frequently as Miracle Apo, the fan page have been showing the fluctuation of interaction among advertising face book post and the none one. The average likes for each of paid ads is around 2000 likes and the maximum amount can be 7000 likes, 26 shares but for the natural posts only get very low interaction and engagement around 100 likes. Even though having huge fans on face book but it seems Maybelline does not utilize of it and the followers are getting bored of the activities on the fan page, even there is very few interaction among admin and audiences; so it can be a reason why customers are not interesting in activities.

8.2.2 Bourjois

Even though Bourjois does not have the official fan page and store in Vietnam, it still becomes popularly in lipstick make-up products through other face book fan page of beauty bloggers and also the reviews from customers on the communities.

In this period, Bourjois gets the highest interaction with 1.108.234. It mainly comes from 65% selling posts, 5% Changmakeup review “Series 7 nude lipstick” and 16% minigame of retailer who are selling products online in Vietnam. Moreover brand receives 27.1 % positive comments due to consumers express the love for Bourjois color, smooth texture, beautiful packing and advocacy for other buyer. There is about 1.3% negative feedbacks are about the no long lasting lipstick and the high price.

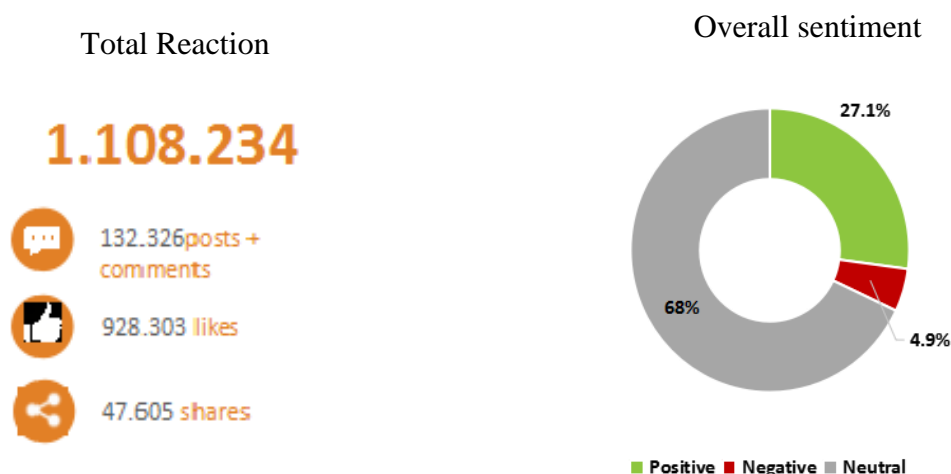


Figure 8.14: Total buzz of Bourjois for the last 6 months

Source: Online New, Forums and Social Networks, 2017

Overall, comparing to the same period of time, this brand receives a lot of attention from audiences and because the price is reduced due to the cost saving of not having store in Vietnam so it contributes largely to the success of this brand on Facebook.

8.2.3 Colourpop

Meanwhile, in this period, Colourpop gets 604.658 interactions. It mainly comes from 27% selling posts, 19% minigame of retailer, 14% Trinh Pham review, 24% Changmakeup review and 11% share the make-up set from Top knot fanpage.

Colourpop has 2.8% positive feedbacks thanks to the color diversity and good price however there is 1% negative feedbacks mainly come from the color when wear it on lip, it

lighter than the real color of lipstick and also cause dry lips

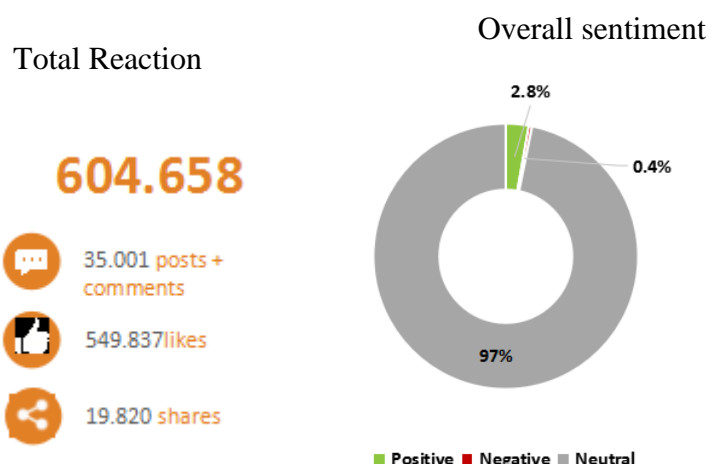


Figure 8.15: Total buzz of Colourpop for the last 6 months
Source: Online New, Forums and Social Networks, 2017

Comparing to Miracle Apo and other competitors, this brand receives less positive feedbacks and it is quite new to Vietnamese girls because it was established in 2014 and not officially introduced in Vietnam market. However thanks to the viral of the reviews from hot beauty bloggers, it successfully penetrates to this potential market. The activities of this brand on social media are passive depending on the voluntary of users; therefore there is not so many the directly interaction between brand and customers, only among customers on those communities.

Conclusion

The comparison table is created to compare Miracle Apo and its competitors to point out its strengths and weakness for the suggestion and recommendations later.

Table 8.1: The comparison of Apo and its competitors

Source: Own search

| | Miracle Apo | Maybelline | Bourjois | Colourpop |
|----------------------|-------------|------------|----------|-----------|
| You tube channel | Yes | yes | No | No |
| Office Face-book fan | Yes | yes | No | No |

| | | | | |
|------------------------------|--|---|--|--|
| page | | | | |
| Number of fans | 190,000 | 610,000 | NA | NA |
| Content on Facebook fan page | -Mini Games - Posts relate to products -Remarkable campaigns | - Mini Games but not as frequently as Miracle Apo -Promotion posts | - mainly about the reviews, feedbacks of products from beauty bloggers | -mainly about the reviews, feedbacks of products from beauty bloggers |
| Engagement on fan page | Much higher than Maybelline due to mini games and FB advertisings | Much lower than Apo even number of fans are higher | Depends on how attractive of the fan page of specific beauty bloggers but it received high rate of interest compares to others | Depends on how attractive of the fan page of specific beauty bloggers but lowers than Maybelline, Bourjois |
| Face book advertising | Yes, frequently but lack of diversity of options | Yes but rarely | No | No |

8.2.4 SWOT analysis of Miracle Apo fan page

Basing on the analysis of Miracle Apo fan page and its competitors, the SWOT is done to point out clearly the strengths, especially the weaknesses for further improvements and suggestions.

Strengths

- For long time of developments, Rohto has good reputation in Vietnam because of the COO effect (country of origin) as a Japanese brand; therefore Miracle Apo also have a lot of supports of from public and social media.
- Miracle Apo targets on young girls who are from 15 to 23 years old and the majority of them have Facebook account which helps Miracle Apo delivers marketing message more effectively
- The fan page has all features which are necessary, for example shop now button, all information of products is displayed clearly.
- Although the fan page has less followers than Maybelline but the interaction is higher due to using the Facebook advertising posts.
- The face book marketing activities such as mini games, reviews of beauty bloggers attract a lot of attention from customers and also help the fan page in term of increasing the followers.
- The interaction between admin and customers are high, for every single comment admin answer quickly and fully the questions from customers which contributes to the positive image of whole company.
- Frequently updating of Facebook post, averagely from 2 to 3 posts per week so customers can keep abreast of everything of products such as sales or discount of products.
- The promotion not only enhance on official fan page of Miracle Apo but also are advertised on other fan pages of hot girls, famous influencers so the scope of customer are expanded widely.

Weaknesses

- Even though, Rohto penetrated to Vietnam market since 1994 but it was well-known as pharmaceutical company with very good eye drop rather than a cosmetic producers so customers get more time to change their perceptions.
- Miracle Apo hardly competes with its competitors such as Maybelline if they invest more time and effort on their fan page due to the huge followers
- Even though Miracle Apo has database from customers to maintain their relationship with them but it has not been utilized in appropriated way on Facebook to make customers feel they are appreciated and important to the brand.
- The content of Facebook are repeated every weeks, mainly focusing on the mini games, announcing the winners and some of promotion posts which make customers feel bored, even though organizing mini games helps the fan page attract a lot of attention but it

also has disadvantage that customers only be attracted when they have chance to get a reward as a winner so it leads to the ignorance for other posts.

- The pictures and images are used mostly in the majority of posts, so it should be more diversity type of posting such as more videos.
- Miracle Apo invested a certain amount for running advertising on Facebook, but mostly concentrated on gaining the engagement, increase the Likes for fan page by using 'Page post link' which means the post will reach more target customers, appears more often on the new feeds. However it is not enough, Miracle Apo should diversify more options of Facebook advertising to reach more customers.

Opportunities

- The rapid growth of make-up consuming in Vietnam market, especially for lipstick products
- Vietnam is one of country which has young population in Southeast Asia, the majority have face book account so it will contribute the success of marketing activities of Miracle Apo
- Its biggest competitors Maybelline are not paying much attention on Face book's marketing, other competitors such as color pop and bourjois do not have official Face book fan page in Viet nam.

Threat

- The threats of new competitors will enter to Vietnam market in the future with more options for customers
- Vietnamese's customers are easy to switch to another brand due to the preferences of Western make up brand name and easy to change the behaviours on social media.
- The threats of new trends make-up which Miracle Apo cannot upgrade of its products to meet customers' demands.
- The unstable internet connection in Vietnam can lead to consequences of disrupting face book marketing activities of Miracle Apo.
- Due to the fact that the majority of Vietnamese people access to internet by their mobil phone, so the high price of 3G internet service can discourage them to access to the internet and then facebook which makes harder to deliver the advertising message on Face book

- The threats of boring content which are posted on face book can disappointed the audiences and encourage them to switch to other brands.

9. THE PROJECT OF FACEBOOK MARKETING FOR MIRACLE

APO

The main goal of this project is to create Facebook marketing campaign to improve the current situation of Miracle Apo product line of Rohto Company. In overall, Rohto are doing very good in term of marketing campaign as a whole from offline activities to online activities. The great amount of money spent for TVC ads, organizing events and in order to increase the effectiveness of those activities, online marketing also are running, especially Facebook marketing. As mentioned in the previous section, the Facebook marketing activities on the official fan page has its own strengths and weaknesses; so the project will include the details of campaign which mainly focus on how to improve the engagements of customers. It is not only how current customers comment about products or participant in the games but also attract more new customers to ask question about Miracle Apo and increase the conversion rate on the fan page.

The project states clearly the object of campaign at the beginning in order to identify the detail tasks for each activity for different phases. After then, the plan for Facebook marketing are clearly analysed step by step, what should Miracle Apo going to do and which whom they should cooperate with, and how to do it in which time. All of questions are answered to find the best solution for the fan page to increase conversion rate and purchase intention rather than just the engagement of customers.

Moreover, the cost analysis is important part to measure the expense of the whole project to recognize whether it is realistic and suitable with the current financial of Rohto or not to adjust the campaign if it is required. Time analysis is also a part of project which helps to control the length of campaign and control for each phase and more importantly the instruction are given to make the tasks done in time to run project more smoothly.

Last but not least, risk analysis is mentioned to list the foreseen risks can appeared during campaigns to minimize its threat and preparing solution if it happens. Moreover, risks can affect to the overall effectiveness of the project so it should be included.

After all necessary analyses are done, the whole evaluation of campaign is analysed to see the potential and doable of those activities.

9.1 Facebook marketing objective for Miracle Apo

All of marketing campaigns are in charged by marketing department, however due to the diversity of product line and category; each product line will be responsible for a group of people. More specifically, the official fan page of Miracle Apo will be managed by marketing's assistant of this product line; therefore it seems that all of the contents posting are not so much creative and appealing, it is repeated weekly. Moreover, except for the mini games which are organized on fan page, there is nothing much interesting to customers; so the big problem is content of posting. Miracle Apo should offer more attractive posting because of the fact that 'content is the king', once customer found it more interesting to them, they will engage voluntary and even invite their friends for more interaction. In addition, the admin should choose more advertising options rather than just stick for 'Page post link' options.

For those issues above, the objective of the campaign including

- Improvement the content of Facebook posting by many different tactics in order to increase organic involvement and increase conversion rate from customers.
- Using all of Facebook's features more effectively, especially Facebook's advertising options to reach more potential customers.

In this regard, the campaign will last for 6 months and then the evaluation is analysed to improve the flaws for the next terms (from June 2017 to December of 2017). More specifically, the goals are including increasing the Likes of fan page from almost 200,000 to 300,000, the organic engagement for each post from 30,000 to 80,000 and the conversion rate is expected to increase 10 % at the end of the campaign.

9.2 The strategy

Due to the issues are mentioned and clearly analysed, the strategy is created mainly focusing on the content of posting to attract more customers and have more advertising option from Facebook to expand the reach of customers.

The strategy is represented below and the following section is description and more detail information of each activity.

Table 9.1: The facebook marketing strategy for Miracle Apo**Source: Own research**

| | Tactics | Details |
|------------------|--|--|
| Facebook content | Creating more videos to post on the fan page. | Most of the posts on the page are images so it is better to change the style into the video to be more attractive. |
| | Using comic story of favourite characteristic on the social media to tell the story of Miracle | There are a lot of new hot characteristics in the internet, so through them a story is made to associate with the products of Miracle Apo through good sense of humour to marketing for specific products. |
| | Creating a contest of make-up instead of mini game | This contest aims to encourage customers to use the hash tag of products, use specific products to make a change and participant on the contest. |
| | The fan of the week | Giving the reward for one fan for each week randomly for those who wrote reviews, feedbacks on the fan page. |
| | Livestream with changmake-up event on official fan page of miracle apo | To remain the involvements of customers to Chang lipstick version, live stream video are organized to create a chance for asking a question and at the end there are giveaway gifts for lucky customers. |

| | | |
|----------------------|--|---|
| | Cooperating with Michele Phan to make a review video about Miracle Apo product line. | To expand the scope of products to international customers especially to the girls in Southeast Asia. |
| Group niche | Creating a group “Miracle Apo Lover” for loyalty customers | For more interactions and positive word of mouth strategy from those customers. Topics are opened to get the deep discussion and customer insights. |
| Facebook advertising | Domain ad | It is only displayed on the right column. Admin can choose a title, a short description, and the URL to be displayed. |
| | Dynamic Product Ads (DPA) | Basing on the past actions of users and suggesting them like the page which has similar products they are looking for |

The detail information for each activities are described as below

9.2.1 Videos

According to (Andrew, Macarthy 2013) stated that posts include video bring about 180% more engagement than texts posts alone for the fan page. Moreover, one year ago Facebook competed directly with the giant YouTube regarding to the video contents, people are now watching videos uploaded directly to Facebook one billions per day; users are getting more familiar with videos on this platform; therefore proper utilizing can drive to great results. For purpose of marketing, this activity is target for the customers who are from the awareness of marketing funnel to the advocacy stage to make them feel more appealing on the content of posting. In addition, video is more important because for images or picture marketers probably cannot insert or deliver of all information in one but for the video it is different story and with the feature of playing video automatically without the sound when

users see the video, it makes it even more potential for marketing activities. Customers may find it attractive when passively watch the video and decide to watch the full video; it is great feature that Facebook offers to the marketers if they want to be more creative for the content.

The majority of posts on fan page aim to reintroduce products and mini games; so instead of using only the pictures, marketers can make the video has the same content which is about 30s to 1 minute to be more appealing to customers. Furthermore, according to (Jorgensen, 2013) said that one of the biggest mistake that brand make on social media is to post only about themselves which can get very boring, every fast'' so they should mention about 80% of their business and other relevant information and spend other 20 percentage to show the information which may not connect with the products at the beginning but encourage customers to engage and interact due to the fact that this content associate with themselves and reflect accurately their feeling. For instance, for the Lipstick lovers, some videos which have content such as'' my life is meaningless without lipstick; I never go out without lipstick or Don't ever touch my lipstick, etc.''. Those videos not only contain the humour sense but also tell exactly a story of a girl without lipstick, especially for Vietnamese customers because 90 percentage of them own at least one item in their bag.

In conclusion, for the combination of video posting, Miracle Apo should use videos more frequently and spend around 20 percentage of space to make customers feel relax, find themselves in those posts to involve voluntary and even tag their friends because of sharing the same concerns. Last but not least, TVC ads can be posted on the fan page to re-marketing for the campaign and because not every customer have watched it on TV, nowadays they spend a large amount of time on internet; therefore it is better to show to them again.

9.2.2 Tell story through comic story

The target customers of Miracle Apo are young girls from 15 to 23 years old, they are teenager so comic story is good way to attract their attention. Moreover, users tend to hit the likes button and tag their friends when they found it is so true that tell exactly the situations which it might happen in the past and more importantly it is funny that caught the attention of customers because there are tons of information on Facebook every day, users are overwhelmed and a good sense of humor can balance those things.

The aim of this activity is to

- Increase the awareness of potential customers who may not follow the official fan page of Miracle Apo yet.
- More creative and doing something new regarding for the marketing content by subtly telling a funny story but still have advertising messages in here, it is not only get the consent from users but also their engagements.
- One story can be used on two official fan page, Miracle Apo repost this story on the page for current customers and story is posted on hot funny fan page as well to expand the reach of customers.

One of the hottest fan page recently in Vietnam is ‘Thỏ Bảy Màu’- A seven coloured Rabbit which has more than 1, 3 million fans and the interaction is quite good, the average amount of likes for each post are 10,000 and number of share is approximately 100 shares, even for the most interesting story it can reach to 102,000 likes and more than 1400 shares. The insight of user’s behaviours on this page is that’ people love funny story, especially the one which associates them with’. Therefore the content is extremely important to get the involvement of customers.

Recently, on this page, Samsung galaxy A3 also made some advertising content here and attract around for 10,000 likes and 100 shares; so it is prove that the effective of this activity is real comparing to normal content post on Miracle Apo official fan page (1,500 likes) Besides the ‘Tho Bay Mau’, Miracle Apo should take into consideration to cooperate with the similar fan page with the same service such as ‘Ba Gia Keu Ca’(886027 likes), Dau Do Tung Tang (564,216 likes)



Figure 9.1: Advertising messages through comic stories

Source: Internet, 2017

For the campaign for 6 months, this activities should use monthly for the highest effect and use service for three different fan pages. For every 2 month, one story is told to not get customers too bored with those tips.

9.2.3 Contest on the fan page

As mentioned in the previous section, in order to get more attentions and engagements from customers, Rohto mainly depends on mini games which give winner the rewards and have rules that require customer follow step by step to gain the organic likes to the fan page. Mini games are organized averagely every two weeks and the presents are one of those items in Miracle Apo collection.

For the new campaign, Miracle Apo should do something new on fan page to keep customer's excitement but still achieve the purpose of marketing activities in order to target the customers at the awareness, consideration stage in marketing funnel because it not only increase the awareness of new customers but also try to convince and change the mind of customers in consideration stage. Instead of organizing the mini games as usually, a contest is going to be a new option with the name "make a change with Miracle Apo". It is make-up contest to see the differences of a girl before and after make-up by using several basic make-up items and lipstick from Miracle Apo are compulsory.

With the purpose of concentrating on lipstick items, participants are required to make up to have natural look so they do not need to have a lot of products but a lipstick can definitely make their face more beautiful and full of vitality. The participants have to follow those steps to be qualified of the contest

Step 1: hit like the fan page if they have not done it yet

Step 2: make a short video about 30s to prove that they are wearing one of the items in Miracle Apo, take the picture after-before makeup, together with the hash tag "make a change with Miracle Apo" and send it to the inbox of Miracle fan page, after the admin confirm the video and picture are qualified, admin will post it on the official fan page in the album 'Make a change with Miracle Apo' and participants repost it again on their Facebook's timeline, encourage friends to like and share to get the point, 1 like= 1 point, 1 share= 2 point.

Step 3: the contest will last for one and a half month, through 2 rounds, the first round to find the person who has highest score for each week in 4 weeks, and the final round is

competition of 4 people in next 2 weeks to find the winner. The price of the contest is free-
using of Miracle collection for 1 year and a trip to Nha Trang 2 nights and 3 days.

There are several purposes of this contest:

- Reach more potential customers from the friend's list of participant
- The reward is much higher so encourage many users to participate in, once they are interested enough, they will do everything to win so they will ask their friends to help which increase the interaction for the fan page also brand awareness.
- Not to make customers too bored with the same activities on the fan page.
- Requires participants to buy at least one products in Miracle Apo collection to do the make-up challenge, so it helps to increase the sales and probably change the customer's mind to switch to Miracle products because not everyone intentionally buy those items to use but because of the contest they will buy, try it and fall in love with those items and repurchase after then.

During the time of contest, the pin post feature is used to let every time customers access to the fan page, they will see it first and may have interests to join. Due to the prize includes the trip to Nha Trang so it is better to hold it during the summer from July to August.

9.2.4 Live stream with hot beauty blogger Changmakeup

For the end of 6 months in 2016, Miracle Apo cooperated with Changmakeup hot beauty blogger to launch for more 3 new version of Miracle Apo with her brand name on the package and also her contribution of ideas for making the colour and ingredients. The campaign receives a lot of supports from her fans and followers on the official fan page of Miracle Apo. During the 6 months of the campaign, Changmakeup mostly created videos about the launching new products, reviewing for her fan on her fan page. The interaction from customers was good with a lot of questions about the products and new coming project. Due to the fame and the reputation of Changmakeup beauty blogger, 3 new versions after launching for 6 months, received a big success in the Vietnam market with approximately 240,000 items are sold which hold the record in Miracle Apo collection for the highest amount of sales in 2016. This data prove the significant impact of changmakeup in makeup lover's communities. Therefore in order to maintain her voice to customers and also customer's involvement since new version are launched, a livestream video with changmakeup should organize on the official fanpage of Miracle Apo to deeply interact with audiences.

According to Kerpen in 2015 everyone loves to feel heard, especially customers expect the company to listen their expectations, requirements for the new products. In addition, this activity aims to target on the customers who are in conversion rate, because they already purchased one time but how to turn them into regular customers, marketers of Apo need to provide more appealing offers and make them trust more about the brand. Through of the real conversation, you are able to check the prospective customers or prospects discussing problems of current products and also gather information of your competitors; so live stream with hot beauty blogger aim to:

- Maintain the relationship of current customers who are using Miracle Apo
- Get the deep insight of customer through answer the question directly, also ask them about the miracle Apo, how it should improve and what their alternative options to identify the new competitors
- Have give-away gifts to increase customer's engagement and organic likes for the fan page.

During 6 months of the Facebook campaign, 2 videos livestream with changmakeup should be organized to not make customers feel bored with the same questions but not too long to let them forget about Miracle Apo, the gap between several months is also good to evaluate the quality of products during its due date and also the new items from competitors if there are any of them. The data gathered from livestream videos will be a valuable source of information to improve new products and the whole strategy in overall.

9.2.5 A short video review of Michele Phan

As the explosion of the internet, customers are more active in term of finding information regarding to the products before making any decisions. Especially, when they are interested in specific products, they tend to search the reviews, how previous customers think about the products. The positive feedbacks receive a lot of attention and lead to the higher purchase online. That is reason why, the majority of customers are looking for the opinions from hot beauty bloggers who used and tried almost everything in make-up products field, their positive reviews contributes significantly to customer's decision. The campaign of Miracle Apo is also good evidence to prove the impact of those bloggers.

According to a statistic of Asia Plus Inc about cosmetic in Vietnam by 2016, Michele Phan is the most popular makeup artist on YouTube among Vietnamese with more than 8 million followers from different countries.

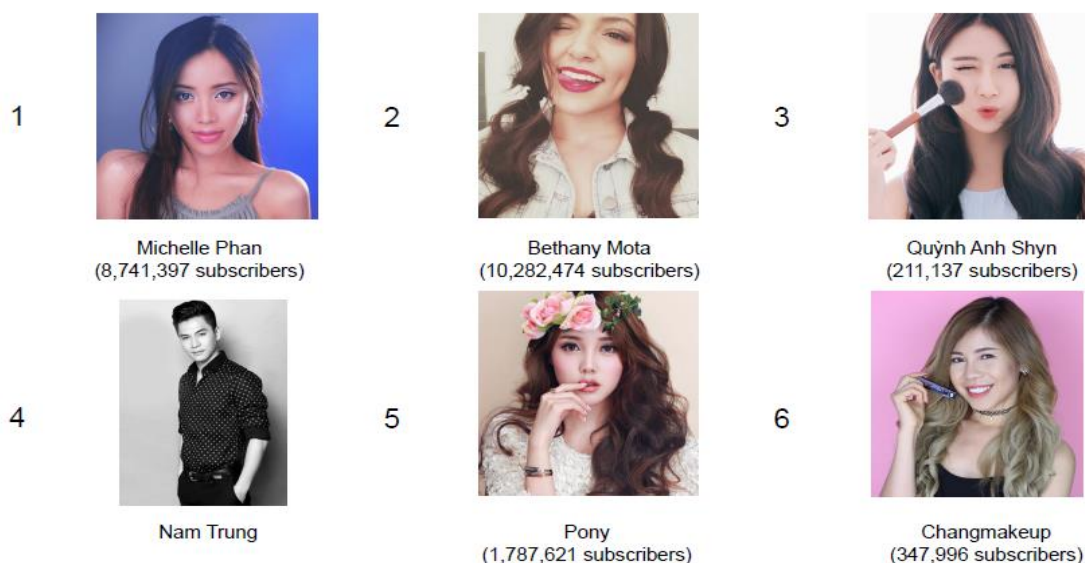


Figure 9.2: Top you tubers preferences in 2016

Source: Q&M online market research, 2016

Michelle Phan Michelle Phan is half Vietnamese half American make-up demonstrator and entrepreneur who became notable in social media since she first posted make-up tutorials on her YouTube channel and those videos on her Facebook fan page. She is famous among Vietnamese because she is pioneer blogger who is well-known internationally in the make-up and beauty fields and her videos are easy to follow. As searching for the reviews and recommendations from beauty bloggers is new trend among customers to find the best products, a short video of review Miracle Apo products from Michelle is aim to:

- Recognition of an international hot beauty bloggers to Miracle Apo collection to reconfirm the quality of products to current and potential customers
- The influence of Michelle Phan is significantly positive; therefore good feedbacks from her are going to contribute largely to the success of Miracle Apo after 1 year of launching
- Regarding to the cycle life of products, after 1 year, it is in maturity phase that no more growing in sales; therefore a new marketing activities should implement to remain the interests from customers and Michele Phan is the good option to make customers excited again.
- Her fans are not only from Vietnam but the diversity of nationality makes her fan page even more potential, there are also a lot of fan from Asia, so it is also a chance to reach the foreigner customers in southeast Asia. Even though, Rohto has branches in those

country but not all the branches have factory to produce products; but Vietnam has factory which is located in Binh Duong province to provide products for not only Vietnam market but also several countries in Southeast Asia. Therefore the cooperation with Michelle Phan is not only target in Vietnamese customers but also to foreigners as well.

- Increase the awareness of international customers (European, American, etc) toward Rohto companies in general and Miracle Apo in the field of make-up products.

After video of review are done, it should be posted on the official fan page of Miracle Apo and use the Facebook advertising option of page post link to reach more customers. The video is also released on the official Facebook fan page of Michelle Phan with more than 3 million fans to introduce it to all her followers.

9.2.6 Group Niche

The fans on the official fan page of Miracle Apo hit the 'Like' button because of many motives, some of them follow because they are interesting in, some of them are current customers or even some of them like because the rules of mini games or any forces which make them have to do that. Therefore among almost 200,000 fans, how many of them really love Miracle Apo and be loyalty to those items in the collection, and how many of them are willing to spread the positive feedbacks to their friends. In order to filter the core customers to serve them the best because 80% revenue come from 20% of loyalty customer, Miracle Apo should define exactly who they are to bring the best of the best to them and after then Word of mouth marketing will be the next step. This activity targets on loyalty and advocacy stage that are fully satisfied and willing to recommend Apo products to others.

A group with the name 'Miracle Apo lover' is created to small room for the real lovers interact with other users and because it is group for anyone who are really interested in, so they will join only when they want to, there is no forces to make them do that like the way the fan page does. Therefore all of participants in this group will do it voluntary and especially they are one of the most loyalty and important customers whom Rohto should pay attention to.

The purpose of niche group is deep engagements between admin and users and also among users. Topic are opened for the discussion, it can be created by admin or even by members. In order to attract more real customers to join, Group also offer some of benefits such as 10% discount of all product in Miracle Apo collection for all members when the groups

reach 200 people or simply give away gifts for contributed members who gave a lot of feedbacks, reviews to others. For the freedom of giving opinions, this community will be a place where the marketers can find exactly what their core customer's thought, and also what their opinion about the products of their competitors. This source of data will be a reference for the next products. More importantly, the aim of this group is to satisfy the members, turn them into the weapon of word of mouth marketing tools. According to Jorgensen (2010) claimed that there is nothing more powerful and bring the most effective results to marketers on social media like word of mouth marketing because the majority of people are always looking for the recommendations from previous users, especially it is likely more trustworthy if those suggestions from a person whom they know. On Facebook for more specifically, whenever a person likes, comments, shares of any contents which relates to brands will spread among circle of friends like wild fire. In addition, 90 percent-age of customer rely on recommendation from their friends.

Therefore, those core customers in niche groups are significantly important to the success of Miracle Apo, once they are fully satisfied about the products; they will voluntary spread those products to their connection. It is tactic that cost effective and bring benefits to company in the long term.

9.2.7 Diversify of advertising options

Miracle Apo is sticking for only one option of Facebook advertising for the fan page. It is 'page like post' which is the most common option for any one on Facebook, the post will be appeared more often in the new feed of target customers, depending on the budget of advertising option.

The direct competitor of Miracle Apo has more 600,000 fans on its official fan page, therefore in order to capture more followers on Facebook, besides of other marketing activities Miracle Apo should use more advertising options of Facebook to reach more potential customers. There is still a vast amount of target customers who have not liked the fan page yet, so Miracle Apo needs to put more effort to attract them on social media if not any kind of marketing strategies on Facebook will be less effectiveness.

Regarding to the current situation of the fan page, 2 more advertising options Dynamic products ads (DPA) and Domain ads are suggested.

Dynamic Products Ads (DPA)

Marketing automations is one of the biggest trends in marketing fields in the past few years, the delivery of advertising messages to right customers at the right time bring a huge benefit.

Facebook's dynamic product ads are like re-marketing display ads on steroids. They target users based on past actions (or inactions) on your website or application with a perfectly timed ad. For example, customers are looking for the make-up products; Facebook after then will suggest the pages which are offering the similar products or if customers are concerning about their health, they are heading to the gym and need some sport clothes, Facebook will do the same. Even though, customers are making a purchase or not, on Facebook the suggestion will still appeared. This ad targets on the customers who have the real interests to the products which you are offering and more importantly at the perfect time after customers click on the website or relevant fan pages.

All you have to do is upload your product catalogue to Facebook and double-check that your Facebook Pixel is installed correctly on your site's pages. Facebook handles the automation and re-targeting.

The purpose of this advertising is to target the advertising to users in the different stage of sale funnel to re-marketing the products of Miracle Apo again and somehow change their decision of they have not made any purchases yet.

There are several typical of customers should target by the DPA:

1. Viewed but not purchased
2. Added to cart, but not purchased
3. Viewed or added to cart, but not purchased
4. Custom remarketing scenarios

“Viewed but not purchased” includes people who visited to Miracle Apo website but they have not purchased yet. They just went to take a look to the products and searching the information.

“Added to cart, but not purchased” are the visitors who already had a product in the mind and going to buy it, they visited Miracle Apo's website, added a product to a shopping cart but did not finish the purchase. Those users are perfect candidates for remarketing cam-

paign, because they are almost in the stage of purchase decision, so Miracle Apo need a little more effort to change their mind by reminding them their previous alternative options again.

‘Custom remarketing scenarios’ is basing on customers searching criteria to predict their purchase intent in the future and Miracle Apo can offer to them as an option which they may like

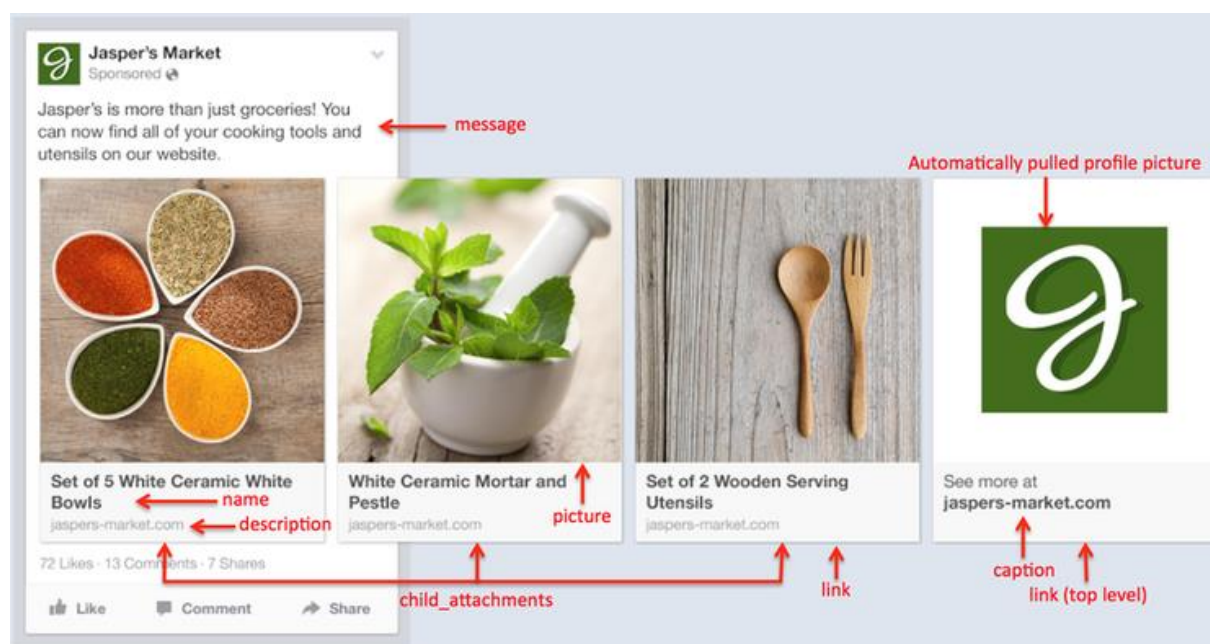


Figure 9.3: The illustration of DPA

Source: Internet, 2017

Therefore DPA is more effective in term of targeting on the right people who already have interested in Miracle Apo products and they are almost at the end of purchase cycle, so proper usage of this option can bring higher conversion and greater results.

Domain ads

One of the simplest advertisings on Facebook is Domain ads, it supports on the right side of the new feed. The marketer will choose the photo which can tell to audiences about the story of the company, together with short descriptions, the ULR to be displayed; so if customers are interested in, they can further find information by clicking to the link to the website.

Nowadays, it can be understood as CPR (Click through rate) it means, Miracle Apo only pays the cost when there is someone click to the link on the advertising. It is cost effective

and is displayed on the good position; therefore it can gain more attention from audience and lead them to the website for further decision.

9.3 Cost analysis

For the new Facebook marketing campaign, due to the new activities and the increasing of new advertising options, company definitely has to pay more. The cost analysis helps the marketers take all of control of all expenses at the beginning of the campaign for preparation purpose and for the evaluation at the end. The expenses can be cut down to minimize the cost if it is necessary. Regarding to all of expenses, company will have to deal with two types of costs including fix costs and variable costs.

Fixed costs

Expense for changmakeup live stream video

During the 6 months of campaign, there are 2 videos will be created, the cost for each video is around 1000\$, so 2 videos are cost 2000\$

Expense for short video review of Michelle Phan

Michelle Phan is one of the famous beauty bloggers on the internet, in order to cooperate with her in very short video of reviewing, company has to pay 2000\$.

Gifts for make a chance contest

One year of free using Miracle Apo collection: 1000 \$

A trip 2 nights and 3 days to Nha Trang city: 300\$

Variable cost

Gifts giveaway

Presents are given to customers as a reward for the interaction during livestream video, mini games and gratitude for loyal customers. It depends on how many games are organized and how many customers are received those gifts. The expected budget is 3000\$

Advertising expense

Advertising in Facebook is one of the most important activities to help Miracle Apo reach more potential customers. The expense is depending on what kind of ads options are cho-

sen and how frequently it is operated. The budget for it during 6 months of project is 5000\$.

Comic story expense

Similarity to advertising expenses, the cost for creating comic story on the hot and funny fan page depends on how many of them will be created, until now there are three current potential fan pages which Miracle Apo can use its service, however it also depends on the overall performances of those activities on Miracle Apo, there are more of them can be used. The estimated cost for comic story is about 2500\$

The table below summary all of expenses during the project

Table 9.2: The cost of the project

Source: Own search

| No. | Cost Description | Estimate Price |
|---------------------|-------------------------------------|-----------------|
| Fixed cost | | |
| 1 | changmakeup live stream video | \$2,000 |
| 2 | short video review of Michelle Phan | \$2,000 |
| 3 | Gifts for make a chance contest | \$1,300 |
| Variable cost | | |
| 4 | Gifts giveaway | \$3,000 |
| 5 | Advertising expense | \$5,000 |
| 6 | Comic story expense | \$2,500 |
| Unforeseen expenses | | \$1,500 |
| Total cost | | \$17,300 |

9.4 Time analysis

The duration of Facebook marketing is estimated for 6 months, the project is including a lot of activities and tasks need to be done on time to finish the project. Moreover, some of activities are depending on the previous activities to finish due to the close relationship

between them. Therefore time analysis is clearly point out the key activities which have to finish before other tasks for better delegation and controlling of the time to make sure the whole project is finished as schedule.

Critical Path Method (CPM) is used to illustrate the whole process and define which tasks are critical for this campaign. The necessary activities are listed in the table

Table 9.3: Key activities with predecessors of Facebook marketing campaign

Source: Own search

| Activities | Description | Predecessor |
|------------|--|-------------|
| A | Propose Project to head of marketing department | - |
| B | Project kick off the meeting to all core members | A |
| C | Agreement of the all activities order | B |
| D | Divided specific tasks areas to all staffs | B |
| E | Livestream video of Changmakeup | C |
| F | Running ads options and creating fun fact videos to post on the fan page | E |
| G | Contact and create comic funny story on the hot fan page | D |
| H | Kick off the make-up contest 'make a change' Facebook's advertising at the same time | G |
| I | Review video of Michelle Phan | C |
| J | Declare the winner of the contest | F,H |
| K | Collect insight of customers through livestream, review video and deliver gifts away, awards for winner of contest | J |
| L | Creates niche group 'Miracle Apo lover' Attract more customers by offering benefits in the group. | I |

| | | |
|---|---|-----|
| M | Measure the overall performance of previous activities | J,K |
| N | Analysis the overall performance of activities with beauty blogger in specific (Changmakeup, Michelle Phan) for further cooperation in future | K,M |
| O | Project evaluation and improvement of the campaign | N |

The completion time for project is estimate for 23 weeks which is shown in the following figure.

| Network type | | | |
|---|---------------|---------------|---------------|
| <input checked="" type="radio"/> Immediate predecessor list <input type="radio"/> Start/end node numbers | | | |
| Activity | Activity time | Predecessor 1 | Predecessor 2 |
| A | 2 | | |
| B | 2 | A | |
| C | 3 | B | |
| D | 1 | B | |
| E | 2 | C | |
| F | 4 | E | |
| G | 3 | D | |
| H | 6 | G | |
| I | 2 | C | |
| J | 1 | F | H |
| K | 3 | J | |
| L | 1 | I | |
| M | 3 | J | L |
| N | 2 | K | M |
| O | 3 | N | |

Figure 9.4: Activities, predecessors for each activity (in week)

Source: Own search

PERT analysis also points out the critical paths of the project, in other words, what activities are the most important that cannot be delayed to complete the project on time.

The figure below also represents two critical paths of the project which includes 10 activities

A->B-> D->G->H->J->K->N->O

A->B-> D->G->H->J->K->M->O

Miracle Apo can choose one of these two critical paths in order to establish the Facebook marketing project with the same completion time in 23 weeks.

| Network type | | Method | | | | |
|---|---------------|----------------------|--------------|------------|-------------|-------|
| <input checked="" type="radio"/> Immediate predecessor list <input type="radio"/> Start/end node numbers | | Single time estimate | | | | |
| Project Management (PERT/CPM) Results | | | | | | |
| Activity | Activity time | Early Start | Early Finish | Late Start | Late Finish | Slack |
| Project | 23 | | | | | |
| A | 2 | 0 | 2 | 0 | 2 | 0 |
| B | 2 | 2 | 4 | 2 | 4 | 0 |
| C | 3 | 4 | 7 | 5 | 8 | 1 |
| D | 1 | 4 | 5 | 4 | 5 | 0 |
| E | 2 | 7 | 9 | 8 | 10 | 1 |
| F | 4 | 9 | 13 | 10 | 14 | 1 |
| G | 3 | 5 | 8 | 5 | 8 | 0 |
| H | 6 | 8 | 14 | 8 | 14 | 0 |
| I | 2 | 7 | 9 | 12 | 14 | 5 |
| J | 1 | 14 | 15 | 14 | 15 | 0 |
| K | 3 | 15 | 18 | 15 | 18 | 0 |
| L | 1 | 9 | 10 | 14 | 15 | 5 |
| M | 3 | 15 | 18 | 15 | 18 | 0 |
| N | 2 | 18 | 20 | 18 | 20 | 0 |
| O | 3 | 20 | 23 | 20 | 23 | 0 |

Figure 9.5: Critical paths of activities for Facebook marketing campaign
(Source: Own Research)

At the end, a graphical solution and Gantt chart of all activities solved by PERT are presented in Appendix I and II with the same result which is the optimum completion time of 23 weeks.

9.5 Risk analysis

The risk analysis is important part to make the evaluation of project at the end, because of the risks can reduce the effectiveness of the whole campaign and a source of arising other problems which cause the higher costs for company. Therefore identifying the possible risks can help the marketers minimize the damages and also prepare solutions to reduce its consequences.

Regarding to the Facebook Marketing campaign which is running on the internet in which the information can be easy to leak outside and other relevant risks, there are more of them should be pay attention as well.

Out of control of negative comments

Marketing your business on Facebook have a lot of advantages which brings the brand's awareness to the next level, more interactions, more deep engagements in which audiences can feel free to express their opinions, giving feedback and interact with other members.

Miracle Apo is trying to do more effective activities on the fan page to make it more attractive to customers. However with most of activities relates to the interaction among, it is unavoidable to have some negatives comment on Facebook, it can be relevant to any aspects of Miracle Apo such us flaw of products, delivery problems or even customer's service. It takes really a long time to build the trust, reputation in customer's mind but very few of negative feedbacks can make the customers raise questions about the brand and loose customer's belief. Unfortunately, Facebook allows everyone to express their opinions, if admin just deletes those bad comments; it makes the situation even worse. Therefore, paying attention to those negative comments is essential to remain the fame of the brand. The best way is to handle it right away, asking the reason of these dissatisfactions and offer solution to fix it. Don't let it turn into a fire to burn all your effort.

Information leakage

One of the key factors which make the success for brand is doing what its competitors don't to customers and surprises them. In the era of the internet, information is fast spread than before. One post from a person can reach to more averagely 500 people at the same time and what happens if the staffs of Miracle Apo unintentionally release some information which is related directly to the campaign and next coming activities. The competitors of Miracle Apo may know and can do the same or even make it more difficult for Miracle Apo to do it. For example, regarding to the cooperation to hot beauty bloggers, competitors may sign the contract before Miracle Apo does so it can lead to a lot of consequences which damages the whole campaign and increasing dramatically expenses. Therefore, a training section should be hold among staffs before starting project to aware them about the importance of the confidential information of all activities.

A security breach

Even though Facebook are increasing the security policies to protect the private information of users, it is possible to hack and log in to the fan page without any troubles. It is huge loss of Miracle Apo if it happens. The hacker can access to the page as admin, go deeply in to the Facebook insight and know more about your customers, who they are, where they are living and other relevant information. If this data is released on the internet and the competitors know about it, Miracle Apo is facing a trouble of losing its customers. In addition, hacker can do many worse things, for example on a behalf of Miracle Apo, some negative contents that harms reputation of the company may release in order to ruin the image whole brand or even some spam messages to customers.

In the overall, lacking of controlling security is dangerous because of confidential information can be leak outside and it harms brand in term of privacy and strategy. This risk should be keep track carefully and solve the problems immediately to minimize the damages.

Customers are overwhelmed of Facebook Advertising

With more than 1, 6 billion of users and each person have averagely around 500 friends; audiences are receiving a lot of information every day. Especially, Facebook advertisings have been become more popular, more and more marketers are using it as marketing tools to reach more potential customers. That is a reason why, ads appear everywhere in the audience's new feed to lead them to the website of those brands. As a result, customers are getting too much and no longer interested in. Moreover, the options which Facebook offer are almost the same; so it is even easier make customers feel overwhelmed, the only difference is the outstanding of the content picture to get their attention at the first impression.

Miracle Apo's advertising might be ignored of those reasons above; therefore a good content together with relevant factors can help ads of Miracle stand out of the crowd.

There is no customer support from Facebook

Whenever customers make any purchases of any brands in the worlds, there is always someone who are willing to help you with problems and answer any inquires that customers may have, however when it comes to Facebook, they do not have any customer service support for you. If customers have any troubles or questions, they can ask a question in the helps centre forum which may not really helpful because those advices are not coming from experts of Facebook and also it takes time to get the answer from other member. In

addition, as the changing and complexity of virtual world the problems which are arised on Facebook should be solved right away to minimize the damage. Therefore, starting any projects on Facebook requires marketers have profound knowledge about everything to make sure they can handle problems if there are any of them happen.

This issue poses threat to Miracle Apo because of any misunderstanding from the Admin to Facebook feature or advertising from this platform can cause serious consequences to the overall of campaign.

9.6 Project evaluation

The marketing plan for Miracle Apo on Facebook is last for only 6 months because of the dramatically changing new feed, new features and especially new trends of marketing on social media platforms. The whole project are divided mainly in to 2 parts, the first one is focusing on analyse of company background, the current situation, the competitors, marketing activities on the fan page of Miracle Apo to identify their strengths and how they are perceived in Vietnam market, also the weaknesses which are compared directly to its competitors. From the deep analysis of first part, the second part is mostly about the project of how to improve current situation of Miracle Apo, increasing its popularity on Facebook and enhance the conversion rate. At the end, cost and time analyses are also represented to have better measure results of the whole campaign.

CONCLUSION

The main purpose of this project is to propose the Facebook marketing for Miracle Apo Lipstick in order to improve the content posting of fan page, it is not only how to gain more involvement from customers but also more importantly to lead them the final phase of purchase circle and support more effectively for below the line activities as well as other above the line strategy of Miracle Apo. With the new trends of beauty from western countries, it is getting harder for Miracle Apo to gain the market share, moreover Vietnamese customers have more options to choose when there are many cosmetics brand are launching new products with reasonable price. Therefore the project is created basing on all of necessary analyses to point out what exactly Miracle Apo is doing well and what they should pay attention to improve the weaknesses.

The project includes full detail information which can be followed step by step to achieve the objective of the campaign at the end. During 6 months of project, the estimate cost is around 17,300\$ including all of expected expense which is acceptable for duration half of the year and for the social media platform as Facebook.

Regarding to the risks which are listed in the previous section, the managers of Miracle Apo products line should have some back-up solution for those risks to well-prepared for the worst cases in order to reduce the risk at the lowest level to achieve more optimistic results.

Last but not least, even cost analysis bases on the carefully research and also market price but everything can be changed due to the subjective reasons which come from partners and price changing of advertising of Facebook. This factor should be awared of as well for more preparation.

In conclusion, the project Facebook marketing for Miracle Apo is realistic and doable. According to the current situation of Miracle Apo, it is to make some changes for more desirable results which come from Facebook marketing campaign.

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LIST OF ABBREVIATIONS

SNSs Social Networking sites

SEO Search engine optimization

PPC Pay per click

DPA Dynamic Products Ads

CPM Critical Path Method

PERT Probabilistic Activities Time Project

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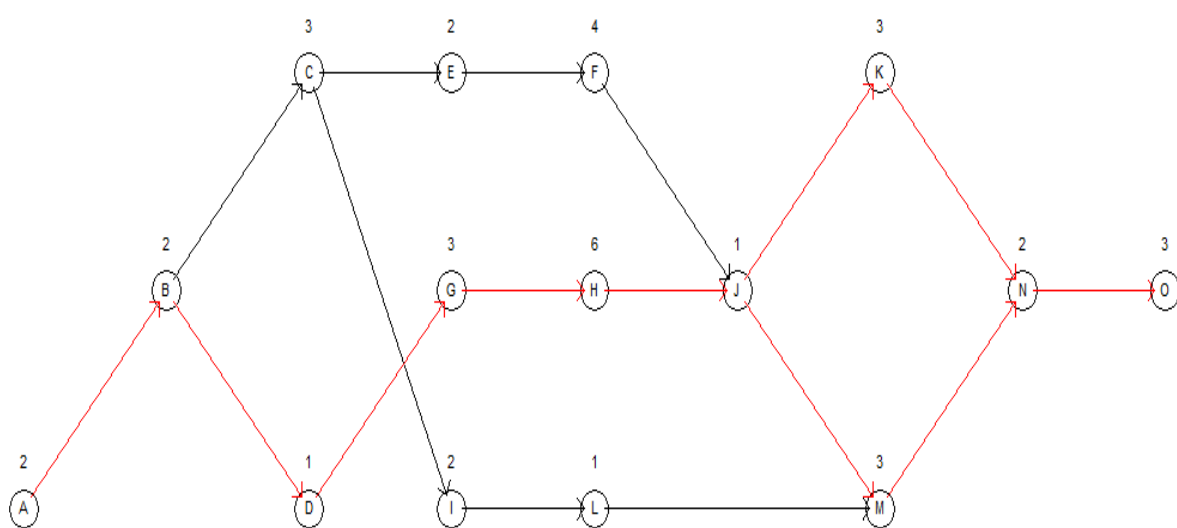
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APPENDICES

Appendix I: Graphic solution for Facebook marketing project of Rohto Company

Appendix IV: Gantt chart solution for Facebook marketing project of Rohto Company

APENDIX I



APENDIX II

Gantt chart (Early and Late times)

