HOẠT ĐỘNG TIẾP THỊ KỸ THUẬT SỐ CỦA REPU MARTECH VÀ CÁC GIẢI PHÁP TỰ ĐỘNG HÓA – TRƯỜNG HỢP CỦA CÔNG TY CỔ PHẦN CÔNG NGHỆ THÔNG TIN VÀ TRUYỀN THÔNG REPU VIỆT NAM

Lê Thị Bích Ngọc[1]
Sinh viên K56 CTTT Quản trị kinh doanh - Khoa Quản trị Kinh doanh
Trường Đại học Ngoại thương, Hà Nội, Việt Nam

Hoàng Anh Duy
Giảng viên Khoa Quản trị Kinh doanh
Trường Đại học Ngoại thương, Hà Nội, Việt Nam

Tóm tắt

Trong những năm gần đây, thị trường agency tiếp thị kỹ thuật số ngày càng trở nên cạnh tranh. Các agency trong nước và toàn cầu nổi tiếng đã tập trung vào việc xây dựng nhận thức về thương hiệu và thể hiện năng lực chuyên môn của họ với khách hàng. Việc làm này đã khiến các agency nhỏ như Repu Digital gặp khó khăn trong việc tìm kiếm khách hàng và phát triển kinh doanh. Bên cạnh đó, các agency mới với sự đầu tư mạnh mẽ về chuyên môn và nguồn nhân lực cũng khiến Repu Digital - một agency tiếp thị kĩ thuật số trong nước gặp khó khăn hơn trong việc cạnh tranh. Thực tế này đã làm chậm tốc độ tăng trưởng và phát triển của Repu Digital trong những năm gần đây. Sau khi phân tích các hoạt động tiếp thị kỹ thuật số hiện tại của công ty, tác giả nhận ra một số điểm cần cải thiện như quy trình làm việc, việc không thường xuyên xem xét hiệu quả của hoạt động tiếp thị kỹ thuật số, trang web và fanpage không được cập nhật thường xuyên, v.v. Những điểm yếu này phần nào làm giảm hiệu quả của các hoạt động tiếp thị kỹ thuật số của công ty nhằm thu hút và nuôi dưỡng khách hàng tiềm năng khi họ tương tác trên các kênh trực tuyến. Công ty cần liên tục kiểm tra các hoạt động tiếp thị kỹ thuật số của mình và phân chia nhiệm vụ phù hợp cho nhân viên để cải thiện những điểm yếu này và nâng cao hiệu quả hoạt động kinh doanh của công ty.

Từ khóa: Tiếp thị kỹ thuật số, nâng cao hiệu quả, tự động hóa tiếp thị.

DIGITAL MARKETING ACTIVITIES OF REPU MARTECH AND AUTOMATION SOLUTIONS – THE CASE OF REPU VIETNAM INFORMATION TECHNOLOGY AND COMMUNICATION JOINT STOCK COMPANY

Abstract

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[1] Email: k56.1712280042@ftu.edu.vn

In recent years, the marketing agency market is becoming increasingly competitive. Well-known global and local agencies have focused on building their brand awareness and proved their expertise to customers. This practice has made it difficult for small agencies such as Repu Digital to find customers and develop the business. In addition, the new and energetic marketing agencies with extensive investment in expertise and human resources have also made Repu Digital – a local digital marketing agency find it harder to compete. This practice has slowed down Repu Digital's business growth in recent years. After analyzing the company's current digital marketing activities, the authors realized some significant areas of improvement, such as workflow, not constantly review the effectiveness of digital marketing activities, the website and fanpage are not regularly updated, etc. These weaknesses somehow decreased the effectiveness of the company's digital marketing activities to attract and nurture potential customers when they interact on online channels. It is important that the company should constantly review its digital marketing effort and divide tasks for employees to update content regularly to improve these weaknesses and enhance the digital marketing activities of the company.

Keywords: Digital marketing, enhance the effectiveness, inbound marketing automation.

1. Introduction

In Vietnam, digital marketing plays an important role in the development of the company on online channels. However, not all companies have gained a thorough understanding the suitable strategy to apply digital marketing and therefore have not been successful in implementing digital marketing activities for their company. Therefore, many digital marketing agencies with strong expertise and experience have appeared to provide digital marketing agencies for these clients. The development of digital marketing acts as a catalyst for the booming in the number of digital marketing agencies. In the market of digital marketing agencies, there has been a large number of well-established and new agencies entering the market, which makes the market become remarkably competitive with many different service providers. Therefore, it is of great importance for each marketing agency to implement digital marketing activities to promote its service and attract potential clients through the customer journey.

When it comes to the case of Repu Digital - a digital marketing agency, it is essential for Repu Digital to review its digital marketing activities and realize areas of improvement to enhance the effectiveness. However, up to now, the company has implemented several digital marketing activities but has not focused on analyzing its effectiveness on a regular basis. This has brought several ineffective results in the company's digital marketing activities, which leads to the slow business growth of Repu Digital in such a competitive market with various outstanding competitors. In order to encourage Repu Digital to have a thorough understanding of the company's digital marketing effectiveness and implement needed actions, this paper focuses on analyzing the digital marketing activities of Repu Martech and Automation solutions, and suggesting recommendations to enhance these activities to deliver positive business results. In Digital Marketing, this topic attempts to dig deeper in Inbound Marketing Automation. Hopefully, this topic will enable me to gain a better understanding of digital marketing activities of Repu Martech and Automation solutions, and propose effective solutions for the Board of Directors to consider and implement in reality.

This research aims to analyze the current digital marketing activities of Repu Martech and Automation solutions. From that, the research evaluates the strengths and weaknesses of the current digital marketing activities, and suggests recommendations to enhance these activities of Repu Martech and Automation solutions. Specifically, the research would be implemented with the following objectives. First, it summarizes current digital marketing activities of Repu Martech and Automation solutions. Second, it evaluates the effectiveness of current digital marketing activities of Repu Martech and Automation solutions to understand the strengths and weaknesses. Third, it proposes solutions and recommendations to improve Repu Martech and Automation solutions' digital marketing activities, with the focus on Inbound Marketing Automation.

2. Literature review

2.1. Digital Marketing

2.1.1. Definition of Digital Marketing

According to Hubspot blog, Digital marketing includes all marketing efforts that use an electronic device or the internet. Businesses usually take advantage of digital channels such as search engines, social media, email, and website platform to encourage the connection and positive relationship with current and prospective customers (Alexander, 2021). Digital marketing is the use of the Internet, mobile devices, social media, search engines, and other channels to reach consumers (Barone, 2020). It requires a different method of approaching, targeting, connecting with customers and new ways of understanding customers' behavior because customers' behaviors are really different on online environment.

2.1.2. Different aspects of Digital Marketing

In general, digital platforms include paid, owned, earned platforms (ATPMedia, 2020). Paid is when you pay to leverage a third-party channel, such as online advertising, social ad, search ad, mobile ad, sponsored content. Owned is when you create and take control of a channel that you own. Owned platforms include website, app, email database that your company can collect. Earned is when customers, the press and the public share your content, speak about your product or service. The content is "earned", which means they voluntarily discuss about your brand. With paid, owned, earned platforms, there are 7 main digital platforms that are popular in digital marketing. These platforms are website - the core of owned platform, digital media - the core of paid platform, social - the core of earned platform, and search, email, mobile, game (ATPMedia, 2020).

2.1.3. The importance of Digital Marketing

In the era of digital transformation, Digital marketing is of paramount importance to any business. To be more specific, Digital marketing is critical to business growth for some main reasons (Storm, 2020). First, digital marketing helps the company reach people where they spend most of their time. Second, many companies have embraced the strength of digital marketing, which means that the competitors are already doing it. Third, digital marketing encourages the company to target its ideal customers. Fourth, the company can monitor digital marketing campaigns and constantly optimize to achieve better results. Fifth, digital marketing helps companies to achieve impressive return on investment (ROI). Digital marketing operates in a constantly changing and dynamic environment. As a result, it becomes critical to consider the

elements that have an influence on it. There are some main factors which can affect digital marketing activities that the company should consider (Goel, 2016). Some main factors are target market, channels, technology, talent, budget, content.

2.2. Inbound Marketing Automation

Inbound marketing automation is the connection between inbound marketing and marketing automation. It is the implementation of marketing automation that is applied with the inbound marketing methodology. Inbound is a fundamental shift in the way companies do business and is a philosophy based around helping people. The inbound approach to doing business is more human and customer-centered (Hubspot, 2019). Inbound marketing is a customer-centric solution that pays attention to the needs, demands and buying experience of customers (Hall, 2020). Inbound marketing is a cycle of attracting, engaging and delighting people. Marketing automation is the process of leveraging software to automate repetitive marketing tasks (Nicastro, 2021). Any marketing automation tool that is used in conjunction with the inbound marketing methodology is referred to as inbound marketing automation (Mackenzie, 2019). Inbound marketing relies heavily on automated marketing since it allows a company to effortlessly contact and interact with potential customers.

In recent years, digital marketing has witnessed a rapid growth and development. Therefore, when it comes to digital marketing, there is a variety of methodologies and marketing tools to help marketers implement effective digital marketing activities (Mackenzie, 2019). As a result, there have been a number of research focusing on analyzing the important role of digital marketing for businesses. In recent years, with the strong growth of digital marketing, inbound marketing and marketing automation have become more popular and effective. However, the connection between them and the application of inbound marketing automation in the company's digital marketing activities have not been truly focused and implemented effectively. Several companies have started to apply inbound marketing automation. However, they do not apply it with long-term planning and effective strategy, not constantly review the results and make necessary changes. Therefore, the results are not good and the application of inbound marketing automation in these companies is not optimal. On the other hand, the number of research on digital marketing with the focus on inbound marketing automation is also limited. Therefore, this research aims to help fill the gap by analyzing and reviewing the effectiveness of digital marketing activities of a company, with the focus on inbound marketing automation. However, they have not focused on constantly reviewing and optimizing the results. This practice has somehow significantly reduced the effectiveness of digital marketing application in these companies.

Therefore, in this research, the authors focus on analyzing Repu Digital's digital marketing activities to analyze the effectiveness of digital marketing activities for Repu Martech and Automation solutions. Besides, the authors analyze Repu's inbound marketing automation as the company has initially applied it in digital marketing activities and is focusing on enhancing the performance of inbound marketing automation application.

3. Methodology

The research methodology for this research is qualitative research. First, by observations and desk research, information about digital marketing activities of the company was collected. Then, in qualitative research, the authors conducted in-depth interviews with interviewees who meet

some requirements. They are current customers of Repu Martech and Automation solutions, and they have been aware of Repu's digital marketing activities during their process of searching information and considering different alternatives. Before, there have been a variety of authors deciding to use qualitative method and in-depth interview in their research. For example, in the research "A qualitative research regarding the marketing communication tools used in the online environment" (Pop, 2011), the author had used qualitative research among the managers of tourism companies from Romania in order to validate the ideas. In addition, in the research "The influence of digital marketing on recruitment effectiveness: a qualitative study" (Rodrigues and Martinez, 2020), the qualitative method was used because of its capabilities to collect and analyze and open-ended answers which describe respondents' viewpoint.

Table 1. In-depth interview discussion flow

No.	Content	Duration
I	Warm up • Understand briefly respondents' needs towards Digital Marketing solutions	5 minutes
II	The Martech and Automation solutions selection process • the decision-making process + triggers and barriers towards each software and solution + trigger and barriers towards the services of different companies in the market	15 minutes
III	Martech and Automation solution landscape in Vietnam • Which companies are the leaders? • Their awareness of different Martech and Automation solutions • Their perception of the digital marketing activities of these companies	15 minutes
IV	Perception of Repu Martech and Automation solutions' digital marketing activities • The digital marketing activities of Repu Martech and Automation solutions that respondents are aware of • The perception of these digital marketing activities • Recommendations for improvements (if any)	15 minutes
V	Sum up • Additional questions or comments about the topic (if any) • Thank the participants and close the discussion	10 minutes

Source: Conducted by authors, 2021

The sampling strategy states who are the suitable interviewees for the research. The interviewees know and interact with Repu through some different channels: organic traffic, referral from Repu's customers. They are Repu Martech and Automation solutions' current customers. The interviewer will carry out the interviews with the respondents, according to the interview guide. During the interview process, the interviewer can be flexible in leaving or asking other questions, based on the answers of each respondent. The development of the interview questions was based on the author's research on in-depth interview in some research which have been conducted by previous authors. The research which is based on is "The influence of digital

marketing on recruitment effectiveness: a qualitative study" (Rodrigues and Martinez, 2020). In the interview process, the questions are organized in an order to explore the respondents' viewpoint about the market, competitors in the industry, and then the company specifically.

4. Results and discussion

4.1. Digital Marketing activities of Repu Martech and Automation solutions

Repu focuses on applying Inbound Marketing in its marketing activities from early stage. The CEO has researched different software solutions and decided to choose Hubspot. Hubspot offers CRM, sales, service, marketing that help Repu deliver its services more effectively to customers. As Repu Digital is the agency partner of Hubspot, the CEO and Board of Management team have constantly researched and updated their knowledge about best marketing practices from Hubspot, including Inbound Marketing strategy. Repu focuses its marketing activities on creating helpful content on the company's different websites, which is optimized for SEO, to attract potential customers. In addition, the content that Repu provides is diverse to better serve customers' needs, such as: blog posts, photos, ebooks, slides, email marketing, webinars. In order to creating helpful content for potential customers, Repu focuses on identifying the buyer personas. Buyer personas are fictional, generalized representations of your ideal customers. Of the many softwares that the company is offering, some softwares have the highest number of customers are Mailchimp, Hubspot, Zoom. Therefore, Repu strongly focuses on implementing marketing activities for these softwares.

4.1.1. The application of Inbound Marketing Automation in digital marketing activities of Mailchimp software

Repu Digital has a large number of potential customers who have the demand for Email Marketing and Mailchimp software, because Mailchimp is the most popular email marketing software. It is also easy to use, the price is suitable with different plans, and Mailchimp also offers free account for small and medium companies which have below 2000 contacts. Therefore, Mailchimp is popular in Vietnam market. The buyer persona of Mailchimp belongs to some common groups: the first group is Marketers, the second group is other positions such as Managers or Admin Executive who are in charge of digital marketing activities for the company. They want to utilize Email marketing as a channel to interact and engage with their potential customers. Their challenges are they have not used any email marketing softwares before, so they are quite unfamiliar with that or their marketing campaigns are not really effective.

After researching about customers' needs, Repu team focuses on developing a content plan, which will provide helpful, positive user experience that solves both for the searcher and the search engine. Repu creates a pillar page which provides useful content for Mailchimp users: How to use Mailchimp from A to Z. In that pillar page, there will be internal links to cluster content which deep dives into each subtopic of the whole topic. There are some cluster content that are related to the topic cluster such as: how to import contacts to Mailchimp, how to create an Audience, how to delete contacts. In each cluster content posts, there will be internal links pointing to the pillar page. In addition to blog posts, Repu also creates pop-up form for website visitors to fill in their information and register to receive updated news about Email Marketing, Mailchimp best practices. By utilizing pop-up form, Repu can collect potential leads' information, nurture them with email marketing to constantly provide useful information and engage with them. It is a great

way to engage with potential customers and bring more value to them through useful knowledge and tips that they care about.
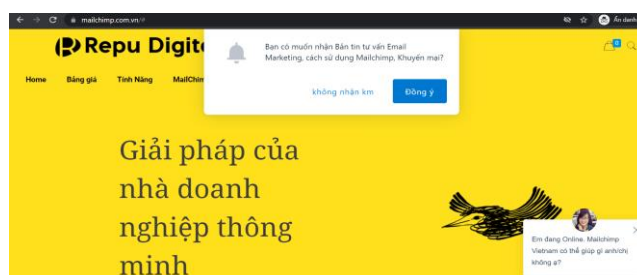

Image 1. Mailchimp Vietnam website

Source: mailchimp.com.vn, 2021

Moreover, Repu also has a livechat for website visitors to chat immediately at that time. The chatbot will automatically run based on the content which has been built in advance. It helps collect information about customers who care about Mailchimp such as: name, email, phone number, company name, Mailchimp usage status, Mailchimp features that they care about, etc. By having the chatbot automatically collecting basic information about potential customers, sales executives do not have to ask all of these questions again. Website visitors can interact immediately with the chatbot everytime in the day and do not have to wait much time. After customers have interacted with the full chatflow, sales executives will come and interact directly with the potential customers.
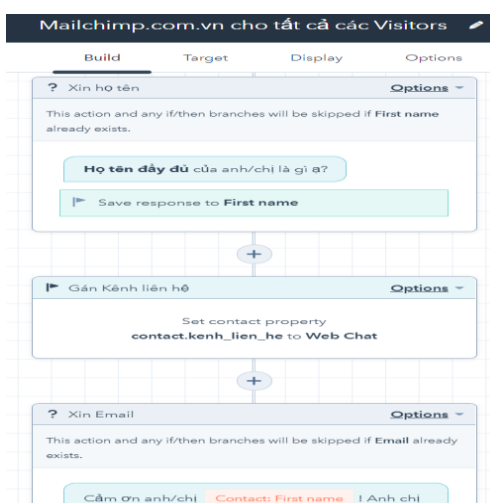

Image 2. Chatflow builder for Mailchimp Vietnam website visitors

Source: Repu Digital, 2021

4.1.2. The application of Inbound Marketing Automation in digital marketing activities of Hubspot software

Repu Digital pays attention to promoting the company as Hubspot Agency Partner in Vietnam. Repu focuses on selling Hubspot and providing Hubspot CRM, Sales, Marketing, Service software for businesses of all sizes in Vietnam. Hubspot is the world's most popular CRM software. Therefore, it is well-known with users in Vietnam. The buyer personas of Hubspot softwares belong to some groups: Sales Manager, Marketing Manager, Customer Service Manager. HubSpot's CRM platform has all the tools and integrations that businesses need for marketing, sales, content management, and customer service. Potential customers of Hubspot want to have

CRM software that helps them store contact and company database in one place, track contact website activities, manage deals, tasks and activities. They often have the problem that their data gets siloed in different tools, making it difficult to get a complete picture of their customers and talk to them in a meaningful way. For Marketers, they are looking for marketing software to help grow traffic, convert more visitors, and run complete inbound marketing campaigns at scale. For Sales team, they want to have sales software to help them get deeper insights into prospects, automate the tasks, and close deals faster. Customer service team search for service software that helps them connect, provide support for customers, exceed expectations, and turn customers into promoters of the company's service. They also want to receive support and guidance documents when using the software because they are new users and not familiar with many features.
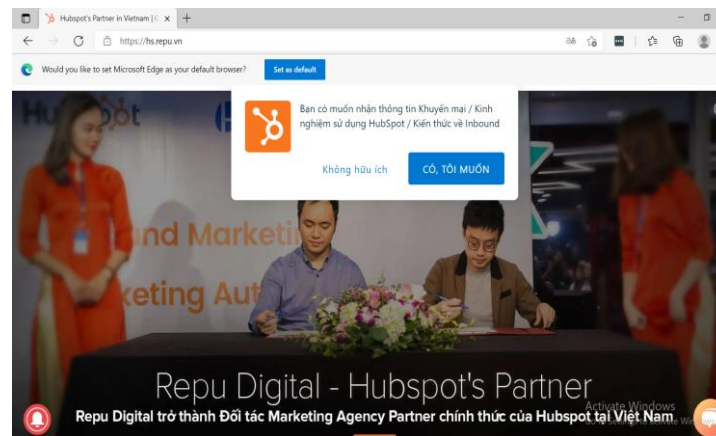

Image 3. Hubspot Vietnam website

Source: hs.repu.vn, 2021

After having an understanding of Hubspot's potential customers, Repu starts to build content plan related to customers' needs and challenges. Repu team research about the topics and keywords that users commonly search about Hubspot, and realize some common topics: What is Hubspot, How to use Hubspot, What is Inbound Marketing, etc. These are broad topic clusters that will provide useful information for Hubspot users when they are getting to know Hubspot software and during the time they try to use Hubspot. In that pillar page, there will be cluster content that are closely related to the topic cluster such as: What is the Inbound Methodology, Inbound Marketing strategies, The Inbound Methodology in Marketing, etc. These blog posts are an effective way to regularly publish and promote new content related to Hubspot software and address the problems that prospects and customers have. These posts help Repu attract new visitors to Hubspot Vietnam website, and help convert those visitors into leads. Besides, Repu also creates pop-up form and livechat for Hubspot website. Therefore, website visitors can easily leave their information to receive insightful updates about Hubspot and best practices.

4.1.3. The application of Inbound Marketing Automation in digital marketing activities of Zoom software

The digital conferencing tool has taken off due to physical distancing across the global, when the Covid-19 pandemic happened in 2020. When seeing the growing trend of Zoom, Repu's board of management team have quickly seized the chance and become Zoom's official partner in Vietnam. The demand for it is becoming really high, especially in the Covid-19 pandemic. Therefore, Zoom is the product that has the highest number of customers of Repu Digital since

Repu started selling Zoom in 2020. The potential customers of Zoom fall into some groups: companies, individuals, and schools/ universities. For companies, as they work from afar, they need to have video conferencing tool to communicate with their colleagues, customers, organize online meetings. For individuals, they want to have secure conferencing tool for common purposes such as: organizing an online event, communicating with customers, colleagues, etc. For schools or universities, they search for video conferencing service to help their teachers hold online classes for their students. On Zoom Vietnam website, Repu constantly updates posts that are related to potential customers' needs. The content is divided into some common topics: How to use Zoom Meeting, How to use Zoom webinar, Zoom's customers in Vietnam, etc. In the pillar page, there will be cluster content which is regularly updated about Zoom's basic features, best practices, such as: Schedule a Zoom meeting, Create an instant Zoom meeting, How to record Zoom meeting, Livestream Zoom to Facebook and Youtube, etc.
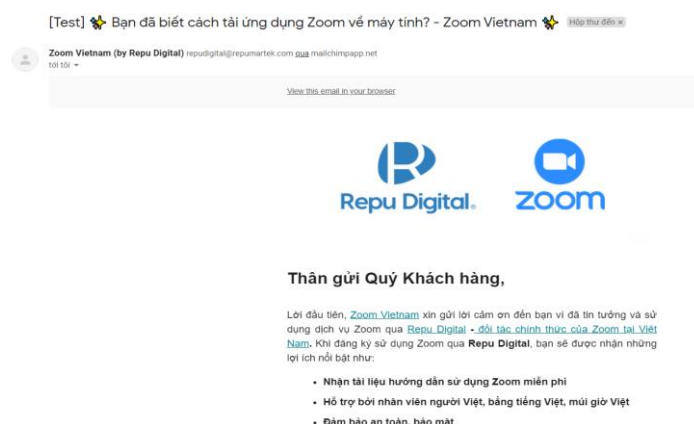

Image 4. Email marketing content for Zoom Vietnam customers

Source: Repu Digital, 2021

Like Mailchimp and Hubspot website, Repu also creates livechat for Zoom Vietnam website. The livechat helps collect website visitors' information, their needs when using Zoom, the Zoom features they care about. After the website visitors interact with the chatbot, sales team will follow based on the provided information and suggest the suitable Zoom plan for customers' needs. Repu also fully embraces automation inbound marketing by creating email automation to support customers after they decide to buy Zoom. The automated emails provide guidance for customers on how to use Zoom effectively, such as: Download Zoom to computer, Livestream Zoom to Facebook, Youtube, etc. In the email, there will be clear Call-to-action to navigate customers to Zoom Vietnam website to read the useful content.

4.2. Results of the interviews

The in-depth interview was conducted with 3 respondents who are customers of Repu Martech and Automation solutions. They know about Repu Digital and its services from different sources, such as: organic traffic, referral.

The first interviewee is Ms. A. She is an accountant at B company. The source of this customer is from referral. She knows about Repu Digital because the company's director was referred to Repu Digital from her friend. Because her expertise is Finance, she has quite limited knowledge

about Marketing in general. The company purchased Facebook Workplace software from Repu, and they also registered the monthly support service. Before deciding to purchase, the company also tried the software to see if the product was suitable for their demand and could meet their expectation. About Repu's digital marketing activities, she comments that Repu is not quite active on social media channels. When she visits the fanpage, she realizes that the most recent posts are not updated regularly and the interaction is low. She suggests that it would be better if Repu constantly updates some user manuals about Facebook Workplace on the website so that she could send the materials for other staff.

The second interviewee is Ms. B - Marketing Leader at ABC Travel - travel agent company. The source of this customer is from organic traffic. She is the member of the Facebook group VMCC - Vietnam Marketing & Communication Club. She knows about Mr. Lai Tuan Cuong and Repu Digital from the Facebook group. At first, she has the demand for chatbot. The customer service team of the company felt overloaded, they did not have enough time to reply all the customers because there were many customers. Therefore, she searched for the solution to enhance the work performance and she found out that she could use chatbot to solve this problem. The motivation for her to choose the website is the effectiveness of the software. She will try to see if it is easy to use, suitable with the company's workflow, and consider if the pricing is suitable with the company's budget. When choosing the service provider, she will take into consideration the profile of the company, the experience and expertise of that partner. When mentioning Martech and Automation solutions, there are some names which are familiar to her, such as: Facebook Ads, Google Analytics. About her perception of Repu Digital's marketing activities, she thinks the company has been good at building the personal branding for Mr. Cuong - the CEO. She is satisfied with Repu's service, and she has already referred her friends to use Repu's services. She suggests that Repu should update the content and documents on the website to guide customers, because sometimes she has to ask the support team because she could not find the documents on the website.

The third interviewee is Ms. C who is the Business Manager at F Vietnam - an e-commerce solution company. She has extensive knowledge about Digital Marketing solutions, as she works in the field of E-commerce and is quite familiar with technology. Her department has the function of the Sales and Business Development team. Therefore, she has researched and found information about some popular CRM softwares in the market, such as Hubspot, Salesforce. As she is quite new to Hubspot, she is not familiar with its various features and does not know how to use it effectively. She expects that she could use the software most effectively to utilize its features. She also wants the software to help her with daily work with the features such as: database management (mostly B2B companies), sales pipelines, sales team activities' management. Finally, she decided to choose Repu to be the partner to provide Hubspot software and monthly support service. One weakness that Ms. C has raised is that she has participated in the Facebook group that Repu Digital has created for Hubspot users, however, she realizes that the group is not active with limited content and posts from members and admins.

4.3. An analysis of Digital Marketing activities of Repu Martech and Automation solutions

4.3.1. Strengths

The Digital marketing activities of Repu Martech and Automation solutions has some outstanding strengths, according to the feedback from current customers and when compared with other competitors in the market.

First, Repu Digital utilizes a multichannel marketing activities. This is the strong point which makes Ms. An Chinh - one of the current customer, feel convenient when she tries to for Repu Martech and Automation solutions on different channels. Thanks to the multichannel marketing approach, customers can learn more information on the website, Facebook fanpage, and PR posts on popular online newspapers because Repu Digital is available in different popular channels. The information is helpful and easy to find, which makes it easy for customers to search for information and find the relevant content they need about different products and services. In addition, when compared with other competitors, other companies mainly focus on one main channel to promote its products or services such as Facebook Ads, or Google Ads.

Second, Repu has utilized both inbound and outbound marketing to enhance the effectiveness of digital marketing activities, with the focus on inbound marketing. This is the strength that Repu Digital has advantage over its competitors because not all companies are familiar with inbound marketing, as well as the application of both inbound and outbound marketing.

Third, Repu pays attention to enhancing its marketing activities through sponsorship, branding and group activities. This is the unique strength that encourages a large number of customers to know about Repu Martech and Automation solutions through these channels.

4.3.2. Weaknesses

According to the feedback from interviews with current customers, and when compared with other competitors in the market, there are some weaknesses in the Digital marketing activities of Repu Martech and Automation solutions.

Table 2. Digital marketing activities highlights of Repu's competitors

No	Competitor	Digital marketing activities highlights
1	LadiPage	• Focus on promoting one main product at first: landing page design for Vietnamese advertisers and businesses • Organize Ladipage affiliate program, which encourages people to introduce Ladipage products to other users and receive commission from successful sales. • Utilize Facebook group and build active community with more than 63,000 members. The team frequently updates posts on the group to notify users about new features, useful information, tips
2	Haravan	• Update content regularly on important channels such as website, fanpage to provide useful information for prospects and customers • Update posts to share about Marketing knowledge on BrandsVietnam–one of the leading websites providing knowledge and insights for Marketers which attracts more than 400,000 monthly visits • Participate in popular events for marketers and business owners
3	GAPIT	• Constantly update useful content about digital marketing, inbound marketing on website, fanpage • Utilize email marketing to provide useful and relevant content for prospects, attract them to visit website to learn more about the products

Source: Conducted by author1

First, the company has weaknesses in employee recruitment and retention. Therefore, Repu Digital usually encounters the shortage of employees. This is partly due to the high workload and stressful working experience in marketing agency, which not all employees can get familiar with. The weakness in employee retention makes it difficult for the company to ensure the effectiveness of its digital marketing activities.

Second, the company has not paid attention to constantly reviewing and analyzing the effectiveness of its digital marketing activities. The content on the fanpage and website has been delayed for about 6 months, because of the shortage in the number of Marketing executives. This practice has negatively affected the company's digital marketing performance.

Third, the company has not focused on some potential marketing channels. Some of these channels can be mentioned such as Facebook group, Youtube channel. This is also the weakness that Ms. Nhung - the interviewee and Repu Digital's current customer, has mentioned. She has joined the Facebook group for Hubspot users which is created by Repu Digital, however, she notices that the group is not active with limited information and posts. On Youtube channel, the CEO often updates video when he wants to share something or creates guided videos related to some products. As a result, the videos are not regularly updated and the content is not organized in a systematic way.

It can be seen that Repu has not focused on enhancing some important digital marketing activities which its competitors are utilizing and seeing positive results, such as: affiliate marketing, constantly updating content on website and fanpage, building community by utilizing Facebook group, etc.

5. Recommendations

5.1. Recommendations for the workflow

One of the weaknesses mentioned above is the company's employee recruitment and retention. Therefore, the workflow is sometimes not clear during the transition process to new employees. Repu staff used to assign tasks and communicate in the company internal platform: Repu Desk. The company does not have a project management software. Therefore, there are some difficulties in project management: employees have to use separate apps to manage all the tasks, the collaboration between departments is limited.

5.2. Recommendations for Human Resources strategy

Repu Digital has encountered a challenging problem, as the company is weak in employee recruitement and retention, which has been mentioned above. The situation of the employee constantly leaving the company also negatively affects the remaining employees' motivation in work. On the other hand, Repu should focus on its compensation and benefits strategy. These benefits will help increase productivity, increase loyalty and build a more loyal employee base, improve retention.

5.3. Recommendations for Digital Marketing strategy

At the present, Repu Digital is in its early stage of applying Inbound Marketing Automation. First, Repu Digital should focus on applying Inbound Marketing Automation for the websites because there are many prospects visiting Repu's websites everyday. Second, Repu Digital has proved its strength in the application of both inbound and outbound marketing.

One of the significant weaknesses is that the company has not focused on constantly reviewing and analyzing the effectiveness of its digital marketing activities. At the present, Repu has implemented marketing activities on different channels. There are some recommendations for the company to improve the current digital marketing channels.

Website: Repu should plan a long-term content strategy, in order to deliver useful and updated content for each website. In addition, Repu should put pop-up form and regular form on the website in suitable places, so that website visitors can fill the forms, provide their information.

Social media: Repu should constantly update interesting content on fanpage to attract customers and boost interaction such as like, share, comment on fanpage. Repu should consider investing in more diverse format of the posts such as: video, infographic, which will be more interesting for customers. In Facebook groups, Repu should focus on seeding activities to encourage new members to share their opinions, facilitate user-generated content.

Personal branding for the CEO: Repu should enhance personal branding of the CEO by having him constantly share knowledge about Digital marketing in his social media. Therefore, when he constantly creates useful posts for the community, his brandname will become more popular and trusted by the potential customers.

Online events/ webinars: There are a lot of online events or webinars which are usually organized by various companies to provide useful knowledge, skills to their potential customers. This is a great initiative because it helps Repu to organize interesting topics related to the company's services.

Referral marketing: Repu can consider to provide incentives for customers who successfully refer Repu Martech and Automation solutions to other people. The incentive can be the promotion when customers continue to use Repu's services, or provide useful materials, documents which are limited edition and valuable to the customers.

Utilize newly emerging social media channel: Besides the current social media channels that the company is available in, there are some emerging social media channels that Repu can take advantage of. For example, Repu Digital can create a Tiktok channel which shares knowledge about Digital Marketing.

6. Conclusion

The marketing agency market is changing at a fast pace and becoming more competitive with the appearance of many local and international agencies. It is of paramount importance for marketing agencies to constantly review and evaluate their digital marketing activities. Thanks to that, they can realize weaknesses and make improvements to deliver positive results and remain relevant and competitive in the market. Repu Digital has implemented a variety of digital marketing activities to promote Repu Martech and Automation solutions. However, in addition to the significant strengths, these activities have witnessed several weaknesses during implementation process. The Board of Directors and staff should consider reviewing these activities and develop both short-term and long-term plan to increase the effectiveness of digital marketing activities. Hopefully, this paper can encourage Repu Digital and other companies to recognize the importance and urgency of the review and improvement of digital marketing activities. Hopefully, this paper can help Repu Digital realize the weaknesses of current digital marketing activities and give recommendations to enhance the effectiveness of digital marketing activities.

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