

# [Vinfast] SOCIAL MEDIA STRATEGY

[13-4-2021]

[NOA]

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# Executive Summary

# Executive Summary

## Executive Summary

NOA has recently completed an audit of Marketing and Social Media for Vinfast Trading and Production LLC. The purpose of this review is to provide senior management with an assurance about the adequacy and effectiveness of internal control of all social media outlets suggested. The objectives and scope for this review are agreed with the NOA's marketing team of the audit. The Audit work performed was as follows:

- Establishing the system of controls.
- Evaluating the adequacy of the controls.
- Designing and completing the audit programmer to test the effectiveness of the controls.
- Reporting on the adequacy and effectiveness of the controls to achieve system objectives.

Facebook, Instagram, Twitter, YouTube and LinkedIn represents an opportunity for Vinfast Trading and Production LLC to grow their audience in a cost-effective and quick manner. At the same time, this opportunity comes with challenges and therefore needs to be framed and guided by effective policy to ensure best use and maximum effectiveness. Without clear guidelines and parameters AND a strategy, the scope of the possibilities associated with social media can become too large rendering this tool essentially ineffective (which detracts from organizational communications objectives).

For this reason it is essential that Vinfast has an effective strategy associated with its e-communications in the social media forum when entering into new Western Markets. Vinfast also needs a clear policy that outlines how the organization will use social media. The NOA team has created these needs systems and outlines in this Social media strategy.

# Social Media Goals

# Key performance indicators

If done effectively, Vinfast social media will be used to:

- 1 Promote organizational goals
- 2 Build and communicate the visibility of all customer engagement activities
- 3 Build the profile of the organization outside of Vietnam as a whole
- 4 Increase Brand's global range with first targeting the USA market using California as the pilot market and improve all over all engagement.

# Key performance indicators

If done effectively, Vinfast social media will be used to:

5 Increase membership and gain new followers every week on core social media outlets

6 Spread the message (in its own words and according to Vinfast schedule)

7 Highlight Vinfast Global and local events

8 Expand visibility when traditional media is not as effective

# Key performance indicators

If done effectively, Vinfast social media will be used to:

9 Support marketing and promotional efforts

10 Provide new added value opportunities for sponsors

11 Give Influencers and Vinfast EV partners opportunities to network amongst themselves

12 Develop Vinfast as a house hold name

# How goals align to business objectives

| Business objective            | Social media goal   | Metric(s)  |
|-------------------------------|---|--|
| Grow the brand                | Awareness<br><i>(these metrics illuminate your current and potential audience)</i>              | Followers, shares, etc.  |
| Turn customers into advocates | Engagement<br><i>(these metrics show how audiences are interacting with your content)</i>       | Comments, likes, @mentions, etc.   |
| Drive leads and sales         | Conversions<br><i>(these metrics demonstrate the effectiveness of your social engagement)</i>   | Website clicks, email signups, etc.  |
| Improve customer retention    | Consumer<br><i>(these metrics reflect how active customers think and feel about your brand)</i> | Testimonials, social media sentiment, average response time (for social customer service/support) etc. |



# Customers Personas /Avatars

| Personas   | [Jeff]   | [Sarah]  | [Suzanne]   |
|--|--|--|---|
| <b>Job title(s), life stage, career path, family. Income</b> | IT management consultant, Early part of his career. \$75,000-\$100,000 a year.   | Accountant, In the middle stage of her career, has a husband no kids. \$64,000-\$75,000 a year                                 | HR Manager at her mid size company, Senior in her career, Married with three kids. \$110,000 – \$130,000 a year   |
| <b>Needs(s)</b>  | To buy a vehicle within their price range that is sustainable for the environment but also has advanced technology and features that will get them from point A to B | Looking for something that is safe and reliable that can get her and her husband to work everyday. Doesn't live far from work. | Loves style and luxury features as she has long drives to work everyday. Wants something big for a family to fit her and her children in on the weekend. Price is not an issue if she likes it. |
| <b>Pain Point(s)</b>   | Charging time, Charging infrastructure accessibility in public, cost   | Charging time, Charging infrastructure accessibility in public, cost   | Features, Brand of the car, and resell value,   |
| <b>Preferred social network(s)</b>                           | Facebook, Instagram Twitter  | Facebook, Instagram, LinkedIn  | LinkedIn, Facebook, YouTube   |
| <b>Unique Characteristic</b>                                 | Environmentally friendly, willingness to pay for convenience, cares about sustainability.  | Cares about the environment, looks for best deals and financing,   | Not worried about the environment, wants something new that has a great look and drives great. Willing to pay for the more expensive model.   |
| <b>Budget</b>  | \$30,000-\$35,000  | \$28,000-\$33,000  | \$65,000 -\$80,000  |
| <b>Preferred content type</b>                                | Videos, product videos, stories.   | Social media post, Articles, visits websites.  | Reading Articles, Watching videos, New outlets. (CNN)   |
| <b>Other Interest</b>  | Sierra Club, REI, Patagonia, Apple   | Animal rescuer, hiking, modest living  | Children weekend activities, Business conferences, High end restaurants.  |

# Competitive Analysis

# Toyota social media competitive analysis

Select All

 Actions

Facebook  
Engagement

Twitter  
Shares

Pinterest  
Shares

Reddit  
Engagements

Number  
of Links

Evergreen  
Score

Total  
Engagement

**Toyota** CEO Agrees With Elon Musk: We Don't Have Enough Electricity to Electrify All the Cars

By [Bryan Preston](#) Dec 21, 2020

[pjmedia.com](#)

252.6K

361

0

158

13

12

253.1K



**WATCH: Toyota** Super Bowl Ad's Strong Pro-Life Message

By [Amanda Prestigiacomo](#)  Journalist **NEW** Feb 9, 2021

[dailywire.com](#)

214K

28

4

0

3

7

214K



2021 **Toyota** Big Game Commercial: Jessica Long's Story | Upstream

Feb 3, 2021

[youtube.com](#)

193.1K

1.2K

18

59

67

2

194.3K



# Nissan social media competitive analysis

Select All

 Actions

Facebook  
Engagement

Twitter  
Shares

Pinterest  
Shares

Reddit  
Engagements

Number  
of Links

Evergreen  
Score ⓘ

Total  
Engagement

Maestra que daba clases en una pick-up es sorprendida con un “salón de clases móvil”

By [El Universal](#)  Journalist NEW Feb 16, 2021  
[eluniversal.com.mx](#)

163.9K

838

5


77

6

14

164.8K

**Nissan** announces huge boost for Sunderland - protests in Barcelona after UK favoured

By [Bill McLoughlin](#)  Journalist NEW May 28, 2020  
[express.co.uk](#)

118.2K

1.1K

0

6

2

10

119.4K

**Nissan** Barcelona: cierra su fábrica dejando 3000 empleados en paro, en directo

By [Albert Guasch](#) May 28, 2020  
[lavanguardia.com](#)

103.9K

4K

1

0

18

10

108K

# Kia social media competitive analysis

Select All

 Actions

Facebook  
Engagement

Twitter  
Shares

Pinterest  
Shares

Reddit  
Engagements

Number  
of Links

Evergreen  
Score ⓘ

Total  
Engagement

Cerita Indonesia Berbagi Pengalaman Tentang Buku KIA  
- Sehat Negeriku

By [Rokom](#) Nov 18, 2020  
[kemkes.go.id](#)

181K

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9

181K

डिलीवरी के दौरान नई Kia Carnival शोरूम पर ही हुई दुर्घटनाग्रस्त -  
देखें वीडियो

By [Deepak Pandey](#) Jun 22, 2020  
[gaadiwaadi.com](#)

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148.3K

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Mar 11, 2021  
[irrawaddy.com](#)

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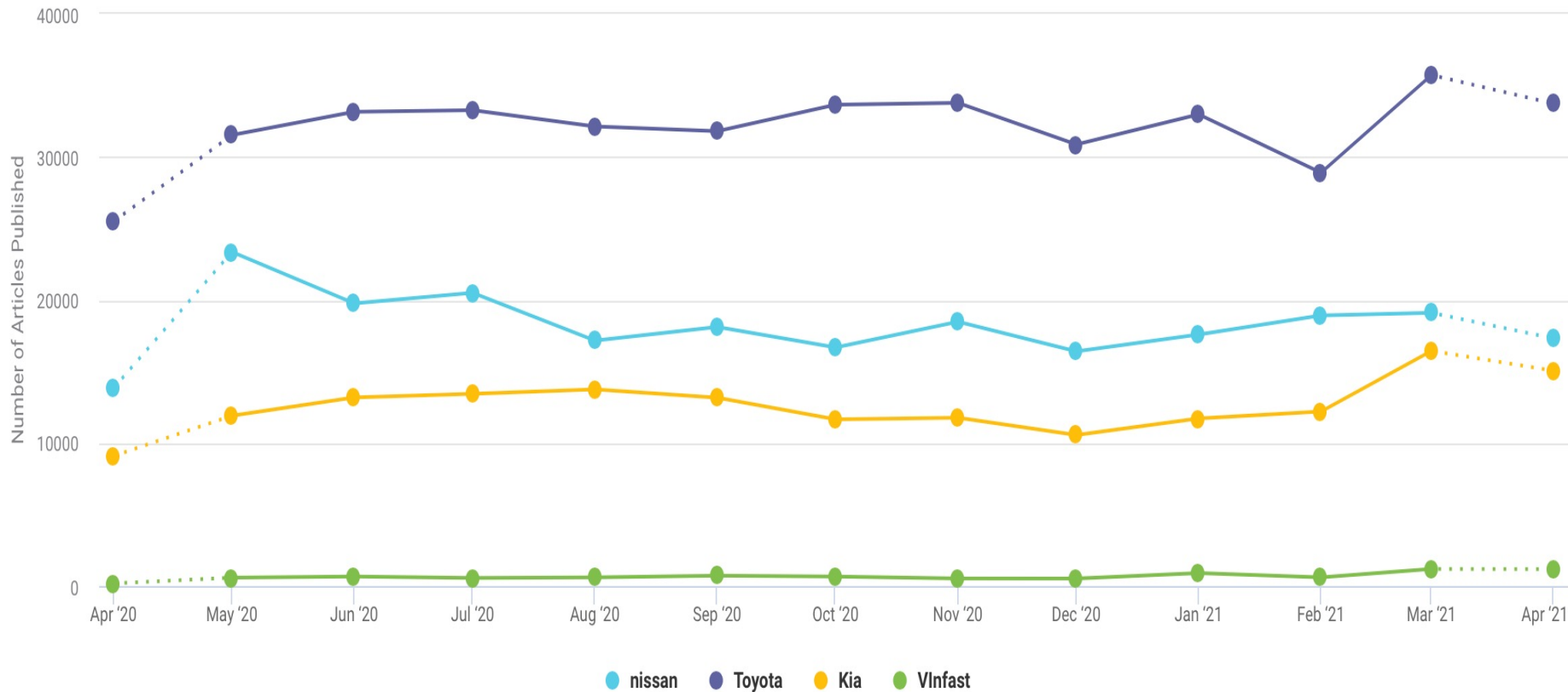
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138.1K



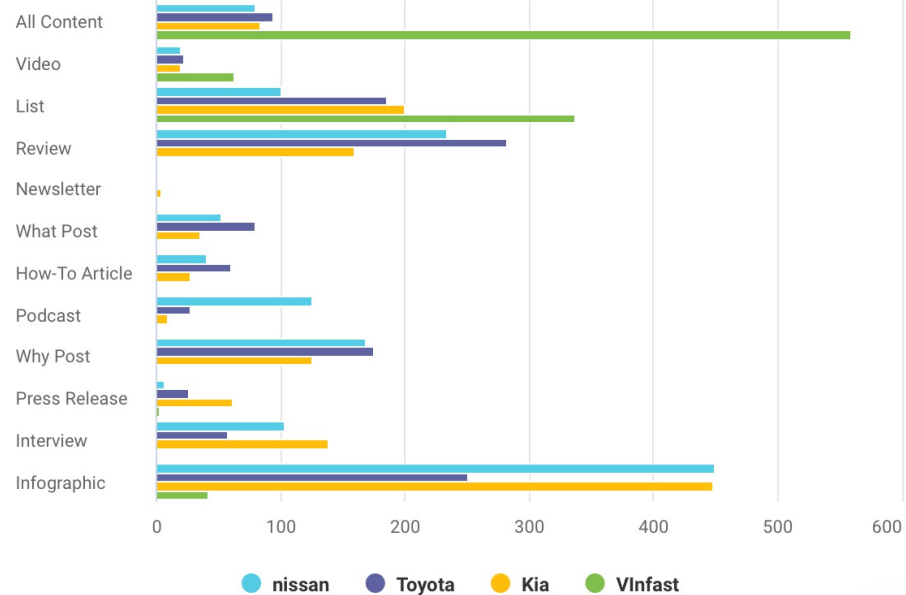
# Kia vs Toyota vs Nissan vs Vinfast Past 12-month Audit



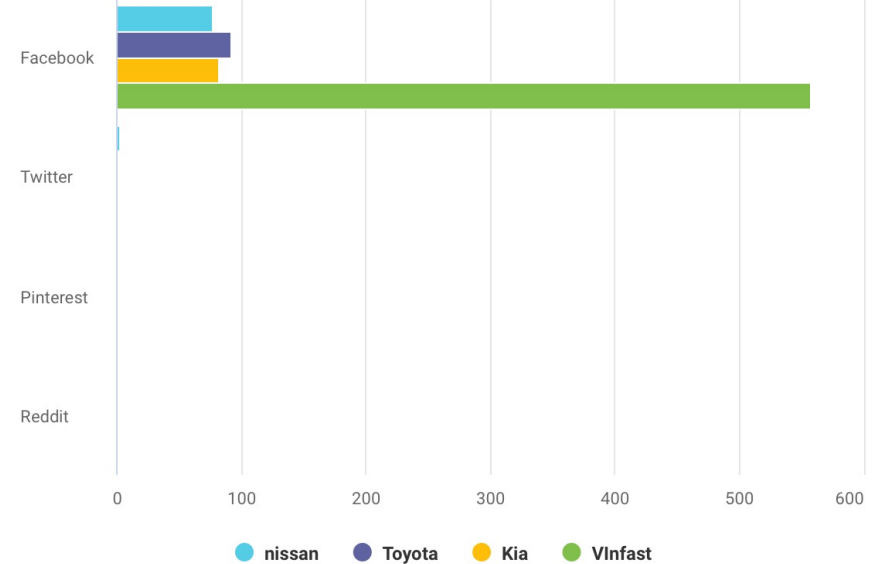


# Kia vs Toyota vs Nissan vs Vinfast Past 12-month Audit

Average engagement by content types ⓘ

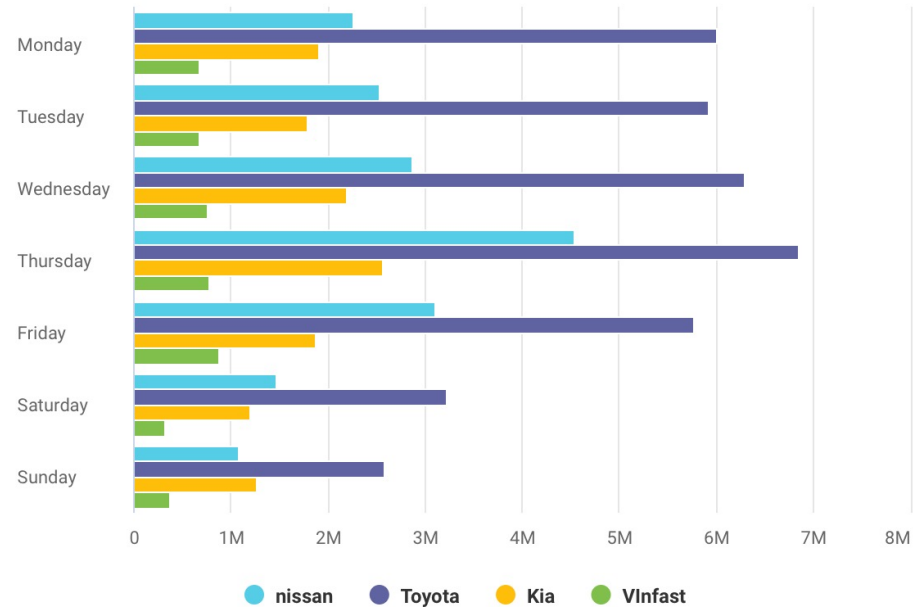


Average engagement by network ⓘ

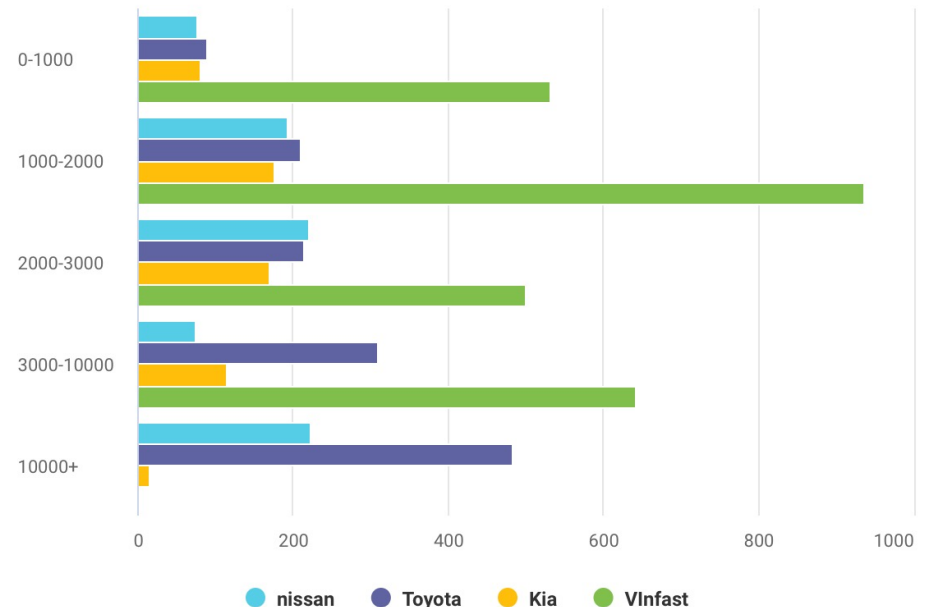


# Kia vs Toyota vs Nissan vs Vinfast Past 12-month Audit

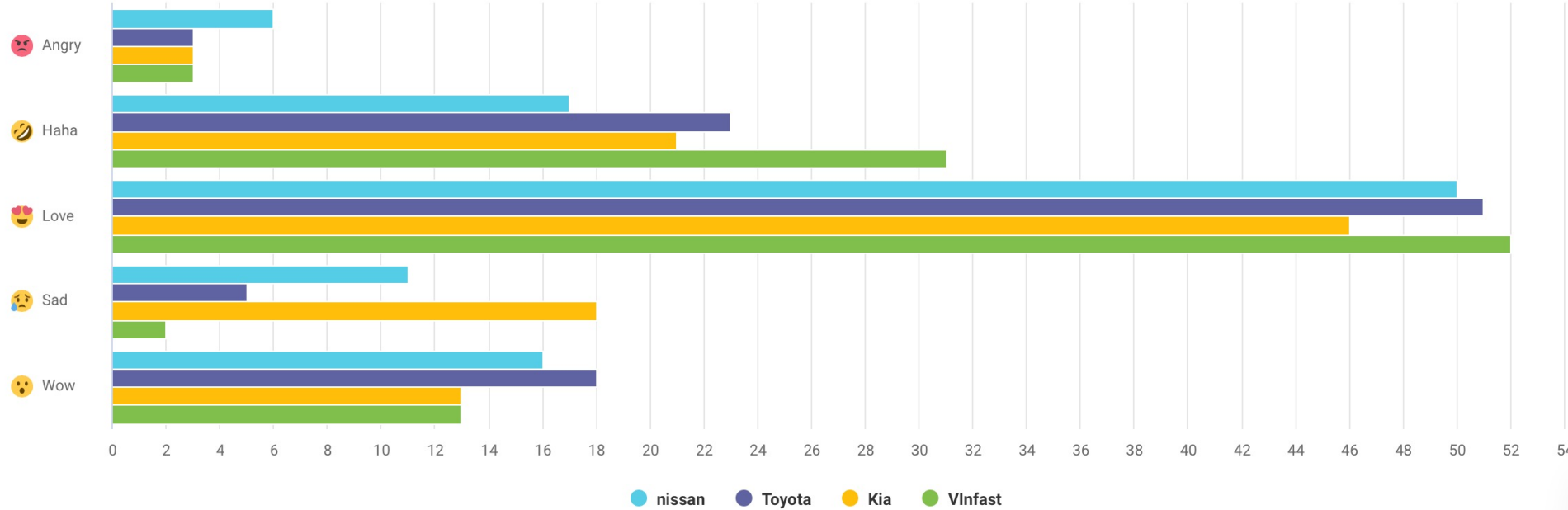
Total engagement by day published ⓘ



⋮ Average engagement by content length ⓘ ⋮



# Kia vs Toyota vs Nissan vs Vinfast Past 12-month Audit Facebook Engagements by clicks



|                 | Networks active | Number of followers                      | Strengths   | Weaknesses   | Content that resonates  |
|-----------------|-----------------|--|---|--|---|
| <b>[Toyota]</b> |                 | 18,000,000                               | They have all of their country pages linked to one page.  | Pictures of vehicles get high engagement but there isn't any marketing attached to most pictures | Real pictures of their cars gets the most engagement. Videos get less engagement than pictures. |
| <b>[Kia]</b>    |                 | No company official page<br>PH-1,200,000 | Most Meme post have the same template but different colors. Diverse group of colors on each post. | They do not have all of their country pages linked to one page                                   | Post with their cars and a person or model standing next to the car gets the most engagement.   |
| <b>[Nissan]</b> |                 | 21,000,000                               | They have all of their country pages linked to one page   | NA   | Video content gets the most engagements   |

# **Social Media Overview**

# Social Media Overview:

## [Facebook]

Monthly Active Users: 2.7 billion

Target audience: 25-34, 26.7% of all users  
Gender: 44% female, 56% male  
Average time spent per day: 38 minutes

Take Away: Facebook is most users people's home for all social media. Over the last 7 years there have been a major increase with Baby Boomers which is a higher net worth demographic.

## [LinkedIn]

# of total users: 738 million

Target audience: 25-34, 59.9% of all users  
Gender: 25.8% female, 34.1% male  
63% of LinkedIn users access the network monthly, and 22% weekly.

Take Away: A higher-educated, higher-earning B2B demographic makes LinkedIn a potential goldmine for engagement when targeting high net worth customers as buyers.

# Facebook Social Media Strategy Guide

## Engagement

40-character Facebook posts receive **86% more engagement** over others.

80-character Facebook posts receive **66% more engagement** over others.

Facebook posts asking questions between **100 to 119 characters** drive more engagement.

Link titles with more than 100 characters are cut off on Facebook Business Pages.

## Posting

Post at least twice a day. Best times 1 p.m.- 4 p.m when workers are at lunch.

Hashtag “Trendjacking.” Use trending topics to hashtag even if they are not in your industry.

Facebook posts with an image have an **87%** interaction rate over plain-text post.

Facebook posts with videos have the highest engagement.

## Communicating with customers

1 in 3 customers go to a competitor if they’re ignored on social media.

89% of social messages are ignored by brands.

34.5% of users choose social media as the top choice for customer service.

90% of social media users have gone to a Social Media to communicate directly with a brand.

# LinkedIn Social Media Strategy Guide

## Clickable links to articles

Best LinkedIn practices are for publishing content and click articles.

LinkedIn users are 11 times more likely to read or click your article when you include a photo.

Always add call to action on your content. Ex “click to find out more” or “start a free trial,”.

Clickable content is the key to winning with LinkedIn.

## Employees to Share Content

Only 3% of employees share content, they generate 30% of all content engagement for LinkedIn business pages.

Europe’s most influential luxury brands have 90% of its employees share content. 90% is the target for Vinfast.

Shared content is more likely to be reshared. Quick and inexpensive way to build a LinkedIn Global presence.

Example: if you have 10 staff that each have 300 connections they share content= 3,000 reach. If half of those reach share that is 453,000 reach.

## Engagement & Post

Post up to once a day and aim for a new post every weekday. Also aim to publish before and after work hours.

Engage: Reply to all comments on your post, comment, ask questions and join LinkedIn groups regularly.

34.5% of users choose social media as the top choice for customer service.

Posting Career Opportunities always drives more traffic to your site.



# Social Media Overview:

## [Instagram]

# of monthly active users: 1 billion

Target audience: Largest age group: 25-34, 33.1% of total users  
Gender: 57% female, 43% male  
Average time spent per day: 29 minutes

Takeaways:  
Facebook and Instagram share the same ad platform which presents many cross-promotional opportunities for brands. This allows for big opportunity in advertising

## [Twitter]

# of daily active users: 187 million

Target audience: 35- 45, 34% of total users  
Gender: 32% female, 68% male  
Time spent per day/week: 3.53 minutes per session

Takeaways:  
Twitter is shorter-term interactions making it a place to gather quick news or conduct customer service. Twitter is also a place to discuss events and gather breaking news to share content and drive discussions.

# Instagram Social Media Strategy Guide

## Engagement

Give followers challenges or recurring challenges.

Add product teasers with survey questions.

Do Interviews of key figures on IG stories.

Give followers mind breakers with a puzzle or fun quiz.

## Posting

Keep a consistent content calendar. In the beginning post at the same times everyday.

Use Live Stream for events and Promote your live stream in advance. Make live events 15 minutes or more.

Short artistic video and picture carousel posts. Get really high engagement.

Support small businesses & nonprofits in the local areas of target markets.

## Communicating with customers

Take a fun Tweet that you've posted or a fan has posted and use that screenshot in a post.

Run your top-performing posts as ads.

Include a call-to-action in your captions. Ex. Asking questions  
Encourage sharing via hashtags and regrams. Publish "tag-a-friend" posts that encourage conversations between users

Keep answers simple and remain direct. If you need to have a conversation with a client use DM.

# Twitter Social Media Strategy Guide

| Engagement   | Posting  | Communicating with customers  |
|--|--|---|
| Post at least three to seven tweets per day to maximize engagement. Some brands tweet as often as 15 or 20 times per day | Brands typically see the most engagement during weekdays from 2pm to 6pm         | Set Up a Customer Service Dashboard   |
| Hashtags are SEO for twitter. Use high ranking hashtags and use Trendjacking for major events happening in target area.  | Always tweet with GIFs or memes.   | 21% of consumers prefer Twitter to traditional customer service channels.                       |
| 60% of users expect a response within an hour of reaching out to a business.   | Tweets with infographics are shared three times more often than any other image. | 34.5% of users choose social media as the top choice for customer service.                      |
| Selectively pin content to your Twitter profile.   | Videos no more than 1 ½ minutes are six times more likely to be shared           | Keep answers simple and remain direct. If you need to have a conversation with a client use DM. |

# Social Media Overview:

## [YouTube]

# of monthly active users: 2 billion

Target audience: Largest age group: 15-25  
Gender: 72% of all female internet users and 72% of all male internet users  
Time spent per day: 41.9 minutes among viewers 18 and older.

Take Away: YouTube is owned by Google making Google a great way to build your SEO and drive organic traffic and Buzz around the Vinfast name and website.

## [Snapchat] (Suggest not using Snapchat)

# of total users: 265 million

Target audience: 60 percent of users are under 25, and nearly a quarter (23 percent) have not yet graduated from high school.

Take Away: Most Snapchat users do not fit in the the ideal EV target market avatar of 30 to 45 years old. Advertising on Snapchat will not be effective.

Alternative: Creating a Facebook Group connected to Vinfast EV would be more affective

# YouTube Social Media Strategy Guide

## Building Likes

YouTube videos show up in 70% of the top 100 Google search results. Make sure to use keywords in your title and descriptions.

Cross-promote your videos on YouTube with other social media outlets.

Run a contest or giveaway. (Also can cross-promote contest)

Use Live video

## Building a Network

Collaborate with other creators and brands that are on YouTube.

Use Live stream for events and promote your live stream in advance. Make Live events 15 minutes or more.

Engage with the YouTube community. Respond to comments on videos and respond to questions.

Have questions in the description of the video to promote engagement in the comment section.

## Communicating with customers

Increase in-video engagement by asking for call-to-actions in the video.

Always use eye-catching thumbnails

Have a consistent article published biweekly.

Invest in YouTube ads. YouTube ads connect with Google SEO. This is a great way to scale a brand and show up in more Google searches.

# Suggestion to start both at a later date.

## [Reddit]

Total active users: 430 million

Target audience: 20 -29

Takeaway: 72% of Reddit users only use it for entertainment purposes with only 17% of all users using Reddit to follow brands. At best, you will only have a max audience of 73,000,000 people.

Alternative: 73,000,000 is a good number but with Reddit focused on news updates and there isn't a lot of news content yet for Vinfast in the USA. Use those resources to focus more on Instagram would be more effective.

## [Quora]

Total active users: 300 Million

Target audience: 20-29

Takeaway: Similar to Reddit. Quora is great for discussing current topics in the news and with no current buzz yet on Vinfast in the global market, starting later would be more effective.

Alternative: Wait until there are more news and social media awareness that give people a reason to ask about Vinfast EVs more. In addition, Quora is great for customers services but using Facebook and Twitter for your social media customer services is more effective.

# Content Strategy

# Content Mix and Social Media focus strategy.

## Content Mix

- $\frac{1}{3}$  of content promotes business and converts audience.
- $\frac{1}{3}$  of content shares ideas and stories from thought leaders.
- $\frac{1}{3}$  is original brand content.

## Social Media Focus Target Strategy (Order of importance.)

1. Facebook (40%)
2. Instagram (20%)
3. Twitter (10%)
4. YouTube (10%)
5. LinkedIn (10%)
6. Quora (5%)
7. Reddit (4%)
8. Snapchat (1%)



# Facebook Social Media Strategy

## The type of original content that we will create and post is:

Short post with no more than 40 to 45 characters. If it is a question post it should have between 110 to 119 characters. Use high Engaging Hashtags connected to the industry and 1 trendjacking hashtag.

## The type of related content to share is:

- Content that are pictures of people / customers enjoying their Vinfast EV car.
- Videos of the Vinfast EV brand.
- Created graphics with the Vinfast EV Car.
- Do live videos at Vinfast Events, Plant, and Showrooms.

## Post to Facebook this frequently:

[ Best times to post / # times a day]

Post once in the morning and two posts after noon/ between 1-4 PM in that target market.

# Facebook examples of post pictures from competitors.

Sample of Customer Enjoying their brand car.



Customer using the Brand Car.



# Great Vinfast Pictures

Bright eye-catching simple

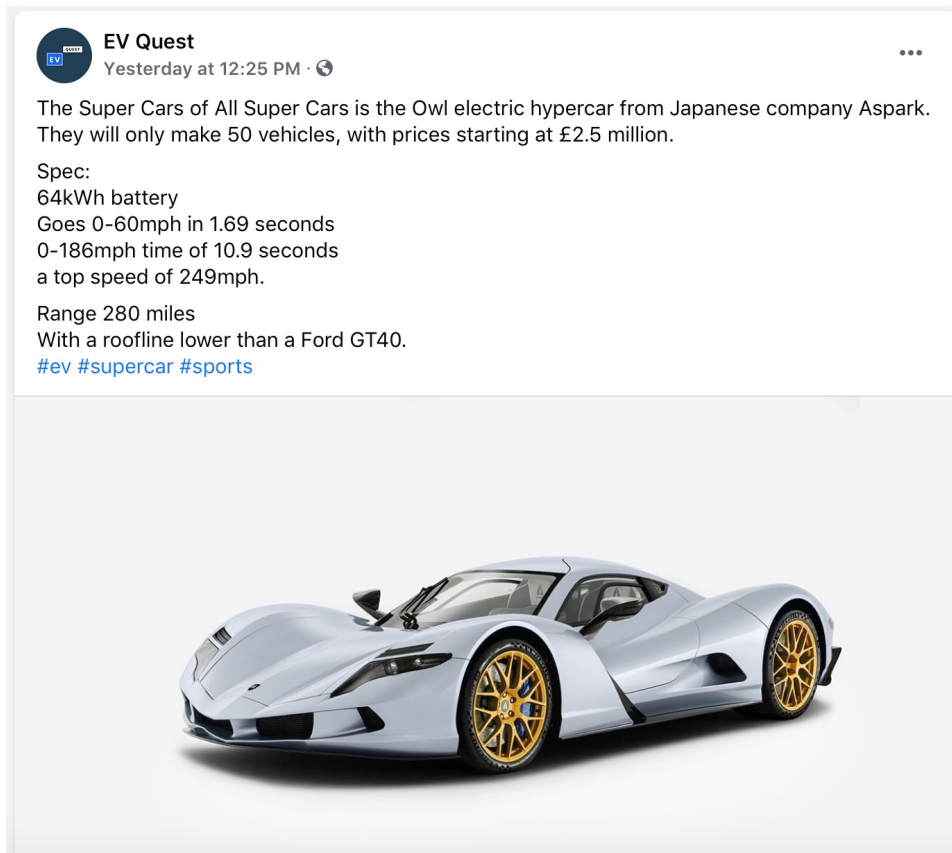


Connects with Target Market



# Great Facebook Post Example

- The length of the post is nice and short.
- Short and easy to read quickly.
- Numbers and specs of the car.
- The post isn't too formal. It is very human.
- It has a great hashtag with a trendjacking hashtag (sports).



# LinkedIn

## The type of original content that we will create and post is:

Create detailed post with a call-to-action and a link to an article. Have content published to LinkedIn. Reply to all comments on every post and have all employees reshare post.

## The type of related content to share is:

- Article links with pictures.
- Events with Vinfast.
- Content videos directly uploaded to LinkedIn. (only post article links not video links. Post the video directly to LinkedIn.

## Post to the LinkedIn this frequently:

[ Best times to post / # times a day]

9am-2pm/ 3-5 times a week.

# Great LinkedIn Post Example

- There is a great informational content.
- Longer and engages the audience to read.
- Has a link to an article.
- Has a call to action. (read more in the comment section.)
- Great hashtags
- Tagged coworkers so they can easily engage
- There is a picture with the company logo.

Vinfast, one of the newest & hottest auto makers in the world, are creating waves with their innovative one-of-a-kind EV models.

The VF32

Get 400 horse power

300 miles range

with an Italian design

Read more with this great article by Forbes.

<https://lnkd.in/ejg9p-b>

Three great reasons why EVs are the future:

1. Range of a Full Battery

2. Range of car options

3. low running cost.

To learn more click the link in the comment section. [#autos](#) [#automotive](#)

[#electricvehicles](#) [#future](#)

[Edward Davenport, MBA](#) [Lindsey Sullivan](#) [Kieu My \(Kimiko\) Doan](#) [Fern](#)

[Prabpetch](#) [Svetlana Pogorelova](#)



88 · 36 comments

# Instagram

## The type of original content that we will create and post is:

Cross Platform your content from Facebook to Instagram. Make live 15 minute videos once a month. Have short artistic carousel posts (video & pictures). Have weekly Quizzes or brain Teasers. Every two months have a Challenge.

## The type of related content to share is:

- Stories
- Carousel post with short videos and pictures.
- Content from Facebook.
- Do live videos at Vinfast Events, Plant, and Showrooms.

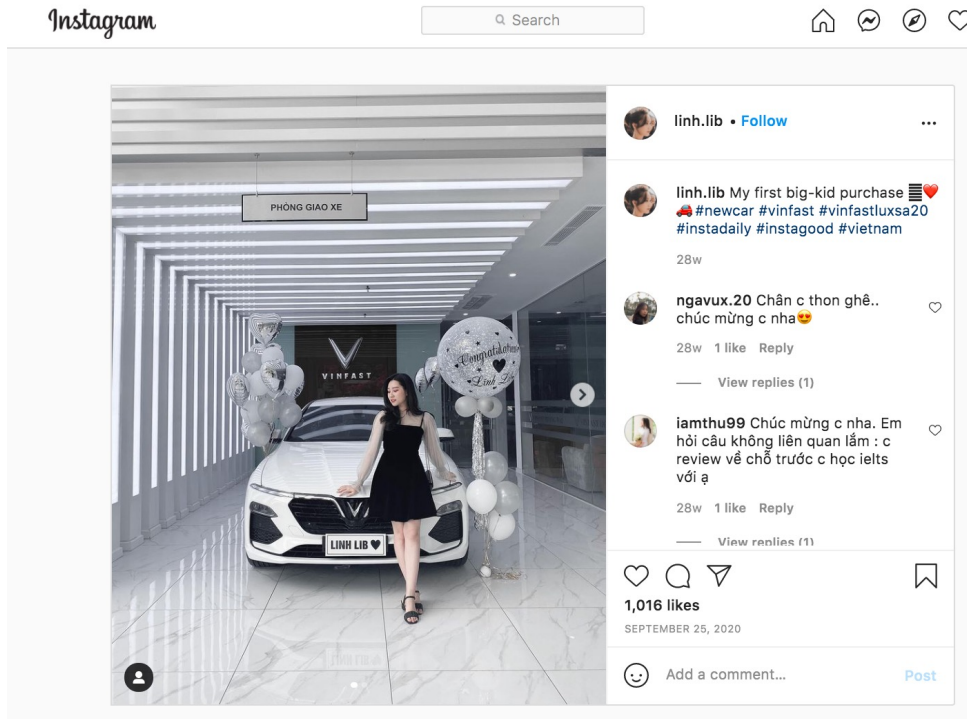
## Post to Instagram this frequently:

[ Best times to post / # times a day]

10am-3pm/ 1-3 times a day.

# Great Instagram Post Example

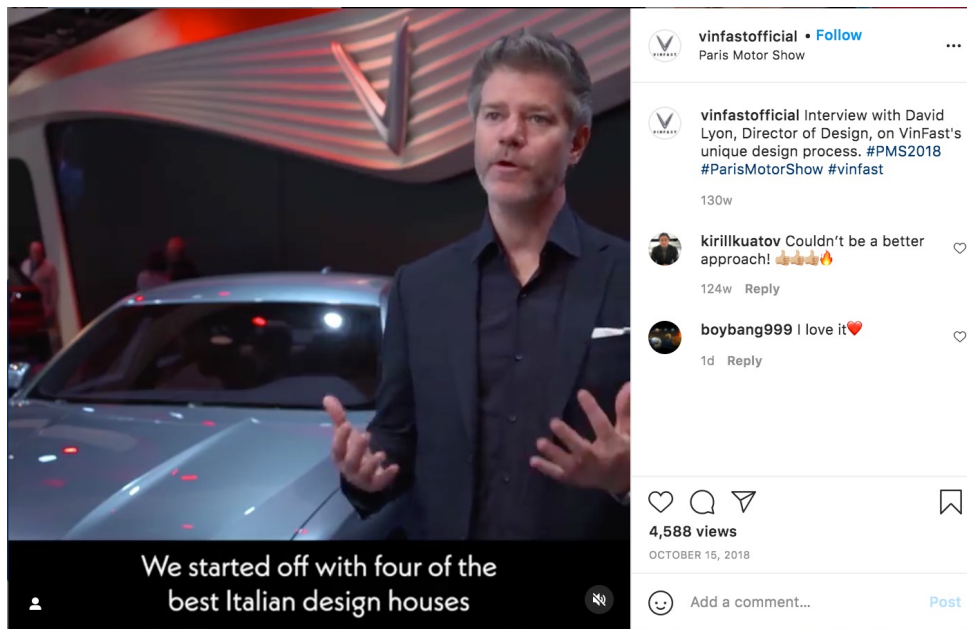
- Real picture of a real car. No photo shop.
- A customer that is connected to the brand.
- Elegant and classy.
- Clear high quality picture.





# Great Instagram Post Example

- Great video content.
- Interview with a key person.
- Real car in the background.
- Very engaging.
- Great use of hashtags.



# Twitter

## The type of original content that we will create and post is:

Always tweet with a picture or Gif. Pin a high viewed tweet. Use infographic tweets 3 times a week on different days. Post short videos that are no more than 1.5 minutes once a week. Always use 1-3 hashtags and trendjack hashtags.

## The type of related content to share is:

- Pictures and Gifs.
- Short videos.
- Infographics.


## Post to Twitter this frequently:

[ Best times to post / # times a day]


2pm-6pm/ 3-5 times a day at least.






# Great Twitter Post Example


- Short and direct
- Has information viewers would want to know.
- Uses a great link

**AN** **Automotive News**  @Automotive\_News · Apr 12 ⋮






Vietnam auto startup **VinFast** considering \$2 billion U.S. stock offering, report says [dlvr.it/RxVJcC](https://dlvr.it/RxVJcC)



 1   6  11 

 **Martin Loney** @xodarap51 · Apr 12 ⋮

I hope **VinFast** does really well.

 1    2 

# Great Twitter Post Example

- Great information.
- Great use of Hashtags
- Bullet points making it easy to read.

 **future mobility** 🇩🇪 🇻🇳 @\_mobility\_ · Feb 8

Loaded With Tesla-Like Features, Vietnam's Vingroup Plans Rollout Of [#Electric](#) SUVs

**VinFast** has three [#EV](#) prototypes ready for production

- 🚗 VF31—to begin selling in Vietnam in October
- 🚗 VF32 and VF33—will reach Europe and the United States in 2022



Loaded With Tesla-Like Features, Vietnam's Vingroup Plans Rollo...  
"We're setting our benchmark pretty high in terms of the smart features," says Kevin Yardley, deputy CEO of Vingroup's car-...  
[forbes.com](#)

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# YouTube

## The type of original content that we will create and post is:

Focus on videos that show the day and the life of Vinfast owners. Make content that shows the process of Vinfast and the culture of Vinfast. Work with Influencers to create and tag you in content to increase followers. Have a contest once a quarter. Always have a call-to-action in your videos.

## The type of related content to share is:

- Videos about Vinfast .
- Videos of each spec and model in the Vinfast EV fleet.
- Have a play list interviewing current owners on why they love their Vinfast Car (make this a YouTube Series).
- Have videos about Vietnam and the progress of the country. (This will build trust with the brand and its reliability)
- Do live videos at Vinfast Events, Plant, and Showrooms.

## Post to Instagram this frequently:

[ Best times to post / # times a day]

2pm-6pm/ 3-5 times a day at least.