



## Digital marketing strategy of GUMAC and HNOSS in Vietnam fashion market

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### Abstract

This article will analyze and compare the online marketing strategy of two formidable competitors in the fashion industry in big cities of Vietnam such as Hanoi and Ho Chi Minh City. It is the dynamism that has made these two companies leading the market in online marketing and business campaigns to boost sales and promote the brand. The results of the analysis will be a guideline for domestic fashion businesses to develop and follow this model.

**Keywords:** digital marketing, marketing strategy, GUMAC, HNOSS, fashion market, Vietnam

### 1. Introduction

Digital marketing is a vital activity of the business, it decides directly on the development of the business, so every year businesses have to spend not small costs to perform marketing activities, but How to make marketing the most effective way is still a problem for every business. With the rapid development of technology, the opening of markets, the world economy has changed drastically, increasing competition pressure. Requires businesses to choose for themselves the right direction and the best to bring efficiency and satisfactory with effort, money. With the emergence of technology, especially information technology, the orientation for the development of businesses to gradually shift to digital marketing activities is necessary, because it can reduce costs but bring about countless benefits. same great. To be able to run an online fashion business effectively, marketing plays a very important role in reaching customers to your brand. The fashion business market is easy to change and highly competitive, an effective marketing campaign can help the brand build a large number of loyal customers. When conducting a marketing campaign, make sure it is a combination of online and offline (stores) to attract the largest number of potential customers. To meet the needs of the market, the beauty and psychological needs of women, and to reduce the time to choose items, we can refer to the fanpage of the shop and link to the page [1, 2, 3, 4, 5]. The two successful GUMAC and HNOSS fashion companies are, also thanks in part to the Digital Plan, the two famous fashion brands with many diverse items, so the e-marketing strategy paly an important role [6, 7, 8, 9, 10]. To better understand the success of GUMAC and HNOSS, the analysis of their Digital Marketing Strategies is essential, through which lessons can be learned and ways to the future to be further developed. From there, people can know the brand and product more, trust the brand product more.

### 2. Theoretical framework

#### 2.1. Digital marketing concept

Digital marketing is the marketing of products or services based on digital technology, mainly on the internet, in addition to mobile phones, display advertising or any other digital media [11, 12, 13]. A digital marketing strategy is a series of actions that help manager achieve their company's goals through carefully selected online marketing channels. These channels include paid, earned and owned media and all of them can support marketing plans around a specific business line [11, 12, 13].

#### 2.2. Digital marketing instruments

Digital Marketing is a combination of Marketing Online and Digital Advertising. Distinguishing Marketing Online and Digital Advertising we present the following table [3, 14, 15, 16, 18].

**Table 1:** Online Marketing and Digital Advertising

	Online Marketing	Digital Advertising
Measure	Easier measurement through analytical tools	Difficult to measure correctly
Method	Internet based (required)	Based on electronic facilities
Purpose	Looking forward to increasing sales	Towards building brand identity

#### Marketing Online

Online marketing includes the following tools and forms:

- SEO (Search Engine Optimization)

SEO is a set of methods to get company website well positioned on the search engine results pages with keywords related to your company's products / services. Most Vietnamese consumers have a habit of using search engines (typically Google) to learn about products and services before buying. It is for this reason that SEO is considered to be the most important tool in Digital Marketing.

### ▪ **Google Advertising (Google Adwords)**

Google advertising is a way to pay for your ads to show (CPM) or click (CPC) in the preferred position on the Google search results page or Google network through the selection of words. The key is related to the products / services your company offers. One of the advantages of Google advertising is: show ads in certain time periods; display advertising messages according to selected keywords; display ads by region, country or even worldwide; advertising budget norms by day and by period.

### ▪ **Banner Advertising (display advertising)**

Display Advertising can be understood as an advertising type in which advertisers convey their message to the target audience through display billboards. Display Advertising can appear as a banner on the Website, billboards in supermarkets.

In the past, the Vietnamese online advertising market was familiar with the cost-per-time method (CPD), a form of pricing where advertisers will pay for their banner ads according to the time they are placed. on the website (day, week, month, year). However, at the present time businesses can charge banner ads by CPM (Cost per Milles) or CPC (Cost Per Click).

### ▪ **Social Media Marketing**

One of the most effective forms of social media marketing in Vietnam at the moment is Facebook Marketing. In addition to setting up Fan Page to promote the products and services, Enterprises can use the form of Facebook display advertising. For Facebook users in Vietnam who are mainly 18 to 28 years old, Facebook is considered an advertising paradise for entertainment and consumer services.

In addition, businesses can use other tools such as: Blog marketing, Forum Seeding.

### ▪ **Email Marketing**

Email Marketing is how companies approach and promote their products and services via email to bring them back to customers. If applied correctly, Email Marketing is still considered to have the highest ROI rate of most Digital Marketing tools because of its very low cost.

### ▪ **Content Marketing**

Advertise by creating or posting content that has good interaction with users to increase traffic, pageviews or profit [3, 4, 17, 19, 20].

### **Digital Advertising**

Digital Advertising includes the following tools and forms:

- **SMS:** Advertising in the form of sending SMS to each customer object.
- **TV / Radio:** Advertise on TV channels and FM radio.
- **LCD / Banner:** Advertise through display screens such as LCD, electronic signs in public places.

### **2.3. Positive and negative sides of digital marketing**

Advantages:

- Understanding the general development trends and customer habits
- The growth rate of Internet and Mobile is getting higher and higher.
- More and more customers use mobile and internet
- Access to customers 24/7

- Reaching the right customers exactly.

- Is the only tool to help interact with customers

- Data and information can be easily stored

- Measurable efficiency

- Information and content can be customized

- The cost is much lower compared to other communication methods [1, 2, 21, 22, 23]

Disadvantages:

-It is more difficult to acquire because it covers both business knowledge and technology [13, 14, 15]

## **3. Research Results and Discussion**

### **3.1. GUMAC**

Realizing that the online market is increasingly fiercely competitive, customer confidence is increasingly declining with the status of "illustrations only" that make customers terrified when they hear the phrase "online shopping". Understanding that, Mr. Le Thanh Van is very serious about product selection as well as careful investment in customer care. In the midst of the chaos of the online market, when people and houses sell the same products, dumping continuously, Le Thanh Van wants to create a fashion brand for himself and that's why GUMAC officially launched. lifetime. Le Thanh Van is the CEO of GUMAC, building a business philosophy "only when people see fit and beautiful, people can be confident", with the ambition to make Gumac become the leading fashion brand for women with the largest market share in Vietnam. Male in the future. The fashion brand for women hits the mid-range segment from 10 USD to 25 USD [7]. It took only 4 years to build the GUMAC fashion brand, with a chain of 70 stores across the country. The rate of returning customers is up to 60% / month. Gumac team has more than 50 consultants who handle customer feedback, from 8 am to 9 pm every day. And now Gumac has been the No. 1 online fashion retailer in Vietnam. Currently, in addition to having a large number of orders on Facebook and Gumac.vn, Gumac is currently the best fashion brand with the best revenue on e-commerce platforms such as Lazada, Shopee, Sendo, Lotte [8].

### **Digital Marketing strategy of Gumac**

\* **Online Marketing Strategy on GUMAC's Facebook Fanpage**

On Facebook there is a lot of interaction on the fanpage and many hunting sale activities for customers. The number of people who liked the page was higher than 766 thousand and the level of interest was good, a post with the number of likes from 100 to more than 1,000. The share of the post is good from 300 to 800. However, the daily posting density is too much, from 8:30 to 22:00, so customers may feel disturbed [9]. Because the target audience is office workers, they should post at noon or after 17:00. Can see the posts in the evening of interaction, interest, comment livestream will be more than other hours.

\* **Online Marketing Strategy on GUMAC's Website**

The website has its own toolbars including fashion, shoes, promotions, introduction. GUMAC invests in a very professional and eye-catching image, a beautiful, charismatic image. The campaign to run ads, sale off makes very attractive. GUMAC has made a red star in the promotion box for the attention of the viewer first. Clear product content, under the toolbar will be promotions, followed by new products. Each detailed product has

detailed sizes, colors and prices. In addition to clothing, GUMAC also sells shoes so that buyers can coordinate the whole map to harmonize without going to other places.

**\* GUMAC Youtube Online Marketing Strategy**

Youtube channel hasn't had too many registrations yet, but GUMAC is also actively posting videos to promote the product. Long video customers can follow slowly. GUMAC also has many clips that invite celebrities to advertise their products or participate in fashion weeks, resulting in a high level of product quality reliability. Besides, there are clips over 1-3 minutes, making customers do not have a careful look at the product, contributing to the shortfall while there is a need to watch more than that.

**3.2. HNOSS**

HNOSS brand is a modern and feminine fashion brand for people aged 22 - 28, for those with B+ income (urban with good income), founded by Co Hue Anh. After 9 years of development with 35 stores nationwide, Hnoss decided to transform stronger this year with a completely new, youthful and modern image. Focusing on investing in diverse materials & designs, HNOSS has conquered many fashion followers nationwide through easy-to-coordinate gear.

*Digital Marketing strategy of HNOSS*

\* Marketing strategy on the Facebook Fanpage of HNOSS  
Marketing activities run effectively to the target audience: The target audience and the interested audience have compatibility. When clicking on the fanpage immediately appears a chat frame for customers to easily ask questions about the product or need an advice to choose the outfit you like. At the same time, it also helps GUMAC build trust from customers through working attitude and goodwill to serve. Dividing the posting time density, HNOSS mainly posts into time frames of 11 hours and 20 hours. This is a break time, people can surf the entertainment web and view the fanpage's posts. Besides, there are not good points, such as wasting a large number of people like the page (780 thousand likes but one post only has about 100 likes). There has not been much interaction on the page, when there is no gifted livestream activity, encouraging like share posts to make the page reach customers more. The number of people like the page is high (400 thousand likes) but the right target is only about 9 thousand interested, nearly 50 likes / posts. That is wasting more than 390 thousand potential customers. Solution: Must search for target customers (young people, in shopping groups, beautiful boys and girls, customers interact with other articles) convert them into files, run ads on their Facebook to they like the page. Consider what 390 thousand customers are looking for, whether or not they are in the advertising audience, if so, continue to approach them and do not waste what you spend <sup>[9]</sup>.

**\* Online Marketing Strategy on Website of HNOSS**

HNOSS invests in a very professional and eye-catching image, charismatic image model,. The campaign to run ads, sale off makes very attractive. Upon entering the website, the first toolbar will appear with main items, the main section will have more detailed products. For example, the main item is the shirt, the mouse will appear the detailed items are shirts, blouses, flats, etc. The content of the product is clear, divided by each product type. Each type of product will have colors, sizes and 4-sided photos of the sample, along with detailed price. However, many products

of this brand are considered to be highly priced compared to the market.

**\* HNOSS online marketing strategy on Youtube**

Although Youtube has not had many subscribers, HNOSS is also very active in posting videos to promote the product. Each video is invested with very good images and samples, showing the brand's class. Although members of the channel are very active in posting videos, each video is short from only 30 seconds to 40 seconds, while commercial customers need to watch carefully, watch slowly. Any video is just a sample of photos and music, monotonous and boring. Solution: Should be directed directly to describe the image carefully, to increase interactivity with viewers to avoid feeling drowsy and bland.

**3.3. Comparison of strategy for Marketing Online of GUMAC and HNOSS**

**Table 2:** Marketing online of GUMAC and HNOSS [6, 9]

	<b>GUMAC</b>	<b>HNOSS</b>
<i>Fanpage</i>	- 758,088 likes. - 5 items / day. - Reach rate is 4%. - Post time 8-22h.	- 469,716 likes. - 2 items / day. - Reach rate of 2%. - Posting time 11-21h.
<i>Website</i>	- There are about 70 stores - Sale off on holidays - There are specific prices in the picture - Image of investment - Attractive, eye-catching content	- There are about 35 stores - Sale off on holidays - Investment in images, content
<i>Youtube</i>	1,520 subscribers 130 videos Each video lasts 8-12 minutes There are video entries by month	- 520 subscribers - 62 videos - Each video takes 10-15 minutes

GUMAC's online marketing strategy is more effective than HNOSS.

On Fanpage, it can be said that GUMAC implements a strategy to interact with customers more, want to let customers know more of their brand's products by one day more posts and in specific time frames, segment spread over different time frames but still ensure the number of people accessing the posts. And GUMAC regularly organizes live broadcasts, so that customers can approach and ask questions directly, and all customers' questions will be answered right at that time.

On Website, having more stores is also a great advantage for GUMAC to be accessible to everyone, Regarding the price, GUMAC and HNOSS products always hit and psychologize women, always update the New trend and focus on product quality, GUMAC products are lower cost than HNOSS, so GUMAC always aims at customers with middle-class income. Both brands always have promotions on holidays to attract women wishing to shop, sometimes sales off up to 60%.

On Youtube: Another advantage for GUMAC, GUMAC always dominates the hearts of women over HNOSS that is reflected in channel subscriptions. That is why GUMAC regularly transmits new fashion trends for women to update. The difference is that on Youtube channel of GUMAC, there is a month-by-month list of items that is not available at HNOSS, the purpose is for customers to find and watch

videos as quickly as possible. Each video is broadcast within 10 minutes but it conveys all the messages that customers need, invests in image, sound, very good quality, always changes the content, refreshes the content so that customers do not feel bored watching videos

**3.4. Comparison of digital advertising of GUMAC and HNOSS**

GUMAC's advertising campaign is stronger than HNOSS. While GUMAC posted a lot of news about promotion and advertising of new products one day, HNOSS did not regularly update product samples and monotonous posts. GUMAC uses people to interact directly with customers via livestream, while HNOSS only uses the form of posting, making customers not feel the interaction. Most consumers often need to see the real picture of the product before making a choice, so through Facebook livestream, customers have more confidence in GUMAC's products. In general, GUMAC has a GUMAC digital advertising campaign with a smaller investment than HNOSS, so the GUMAC brand is more interested and more widely known.

**Table 3:** Digital advertising of GUMAC and HNOSS [6, 9]

	GUMAC	HNOSS
Advertise on Facebook	Few posts	Updated frequently
Advertising on the website	Monotonous website	Featured, attractive website
Advertising on Youtube	Product video is short	Invite celebrities to cooperate

**4. Conclusion and recommendation**

**4.1. Conclusion**

GUMAC and HNOSS fashion brands are both among the big and famous fashion brands in our country. To be famous as today, both brands have put a lot of effort in design and quality assurance, in addition to reaching more new customers as well as bringing information about new products or The services of their brands, GUMAC and HNOSS, have made digital advertising running extremely well and effectively. With the current 4.0 era, according to the Ministry of Information and Communications, with a population of approximately 95 million people in our country and an internet usage rate of over 60%, Vietnam is the 16th country in the world. in terms of the number of internet users. Average internet use time of Vietnamese people is nearly 7 hours a day. The number of regular users of the social network Facebook is 60 million people per month with an average time of 3.55 hours / day [11]. GUMAC and HNOSS relied on this number to develop promotions for their brands extremely well. They post ads about new products regularly and always get high interaction, so the implementation of digital on Facebook is very successful. The second is the YouTube network with the number of 45 million people / month with an average time of 2.65 hours / day. GUMAC and HNOSS always understand that customers want to see these products in more detail and clarity, so besides Facebook, both brands also promote on YouTube. They are also very successful on this channel with the number of views and subscribe to the channel always increasing over time. Third is online marketing on the Website, GUMAC and HNOSS always invest very carefully and strongly in this channel, very professional and eye-catching images, clear product image

content, detailed prices to help customers in convenience. the choice and buying decision.

**4.2. Recommendation**

Post to related forums: According to research and research, customers who want to buy high-value products often research and consult with friends, especially the online community, especially when the Internet trend is getting more and more dominant. Therefore, the forum is growing more and more to meet the increasing demands of those hours. This is a place for people from all over the region to exchange information and answer questions together and often set up in a certain field. This is also the place to gather target customer groups that I think product brands will be interested in. Therefore, we have proposed to post on forums related to the product because of all the benefits that it brings.

Google Adword Advertising: In recent years, there have been many new developments in the field of online marketing, including forms of marketing such as website development to increase the natural keyword search by optimizing the set. search engine optimization (Search Engine optimization) and pay (Google AdWords). Almost everyone needs to use google search engine and we can take advantage of that registration of Google ads AdWords can help reach new customers and grow their businesses with Google's online advertising program.

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