

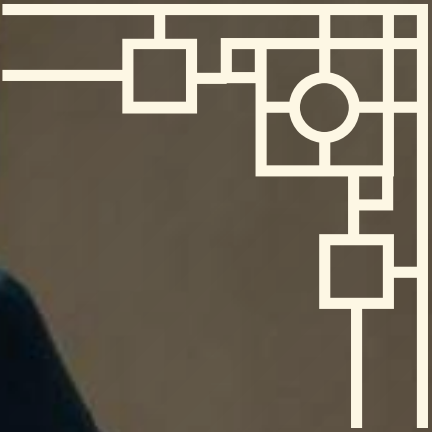


MKTG 1416

# DIGITAL MARKETING STRATEGIC PLAN

**Lecturer: Ms. Phuong Phung**

By Group 3



# V. IMPLEMENTATION PLAN

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**5.1. MIDTERM TO LONG-TERM PLAN**  
(3-5 years)



# BUSINESS STRATEGY & MARKETING STRATEGY

## Porter's Generic Strategies



## STPD FRAMEWORK

SEGMENTATION

TARGETING

Primary target customers

Males (25-35)

Core offerings should remain the same

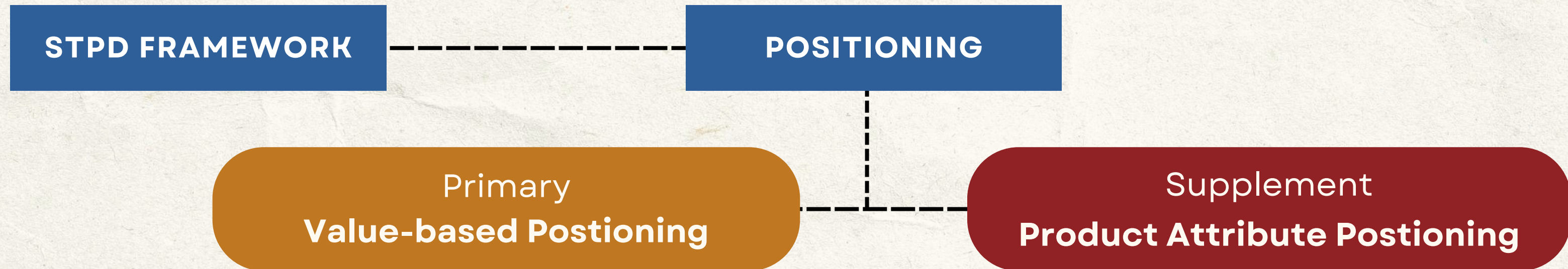
Differentiated (Segmented Marketing)

Develop **different marketing mixes** for sub-segments within this cohort to meet their needs & demands

- Various competitors in the tailoring sector
- **Broad competitive scope**
- Being the early adopter for **AI digital tailoring** in Vietnam, **technology resources** can help Faifo to differentiate for a unique position in the market

⇒ Suitable **competitive strategy** for Faifo is **differentiation**

# MARKETING STRATEGY



**(1) Cultural values:** Specialised heritage in Hoi An craftsmanship, showcasing Vietnamese artisanal tailoring traditions

**(2) Digital tailoring:** AI-integrated app for digital measuring and personalisation  
→ Unique value proposition

**(3) Sustainability-focused:** Application of eco-friendly practices into Faifo's suits production

Faifo dedicates a collection named "**Go-Green Chemise**" to exemplify the brand's **commitment to sustainability** via usage of natural materials.



*Faifo's natural materials*

# LONG-TERM PLAN (5 YEARS)

- B2B with hotels, resorts
- Extend the collection(s) of **Faifo accessories**
- **E-Commerce** (Shopee, Tik Tok Shop) Launch in the first 2026
- Establish market research about Vietnamese communities in overseas markets

2026

2027

- **0.5% market share & 33.42% CAGR** in domestic suits market
- **10** kiosks & showrooms (Vietnam)
- International expansion (by scaling franchise kiosk operations)
- Faifo Academy
- Raise 50% Business scale from (Investment, Revenue stream)

- **15** kiosks & showrooms (Vietnam)
- **3** kiosks & showrooms (**international**, focusing on North America market - Florida, Texas, California)
- Implement a **global e-commerce** platform for custom suit orders and home delivery
- Faifo Laundry

2028

2029

- **24** kiosks & showrooms (Vietnam)
- **8** kiosks & showrooms (international, expand number of kiosks on focused states in North America market - Florida, Texas, California )
- **0.85% market share**

- **30** kiosks & showrooms (Vietnam)
- **10** kiosks & showrooms (international, expand to other states in North America market)
- Faifo Investment
- **1% market share**

2030

# PRODUCT

## CORE BENEFITS

Ensure to provide high-quality craftsmanship, precise measurements, and prompt delivery.

## ACTUAL PRODUCTS

### Product Line Expansion

Introduce polos, shirts, pants, and outerwear to diversify offerings, align with customer preferences.

**Fabric and Color Variety:** support personalization and cater to individual tastes.

### Launching wide collections:

Launch seasonal, annual, and limited editions (e.g., Vietnamese heritage) to differentiate products and reinforce brand storytelling.

### Localized Collections

Adapt styles to regional preferences for stronger market relevance.

For e.g:

- Japan: Minimalist styles, neutral colors.
- Europe: Sustainable fashion, classic cuts, high-quality to align with eco-conscious values.

### • Sustainable Collection:

Launch "Go Green Collection", highlight sustainable materials internationally meet eco-conscious consumers (PwC 2024).

**Eco-Friendly Packaging:** Appeal and meet to customers's needs, enhance brand image

## AUGEMENTED PRODUCTS

### After-sale service enhancement:

ensures a seamless post-purchase experience, increasing satisfaction, trust (Steve 2024)

### Digital loyalty programme: rewards mobile app:

earn points, track rewards, and redeem them directly through the app.

### Real-Time Order Tracking:

Provide customers with production's updates production and delivery stages through app or website.

### Quality guarantee:

Ensure high standards to build trust and credibility (Sam 2024) repair or replace if not met standards.

# PRICE

## KVI Module

### Shaping Perception & Driving Traffic

Focuses on high-impact products to attract customers and reinforce the "affordable luxury" identity (Fisher et al, 2018)

Faifo promotes tailored shirts at an attractive price of \$240, highlighting them as "Affordable Luxury"

## Elasticity Module

### Optimizing Demand & Profitability

Adjusts prices dynamically based on customer sensitivity (Tsai et al. 2010)

The adjusted price of \$228 drives a surge in sales for the tailored shirts while maintaining revenue growth

## Omnichannel Module

### Ensuring Seamless Experiences

Delivers consistent pricing and messaging across all channels (Gerea et al. 2021)

Customers see the same \$228 price online and in-store, fostering trust and simplifying purchases

## HOW THEY WORK TOGETHER?

Highlight tailored shirts as high-visibility items

-> Attracts customers to explore and buy complementary items

Adjust prices to boost sales volume without sacrificing profitability

-> Balances revenue growth and customer demand.

Apply promotions uniformly across all touchpoints

-> Builds trust and delivers a seamless brand experience

## COMBINED BENEFITS

- **Customer-centric strategy:** Resonates with customer preferences through impactful products and dynamic pricing
- **Operational Efficiency:** Streamlines pricing and promotions across channels.
- **Revenue Growth:** Drives sales with competitive pricing and strategically marketed KVIs

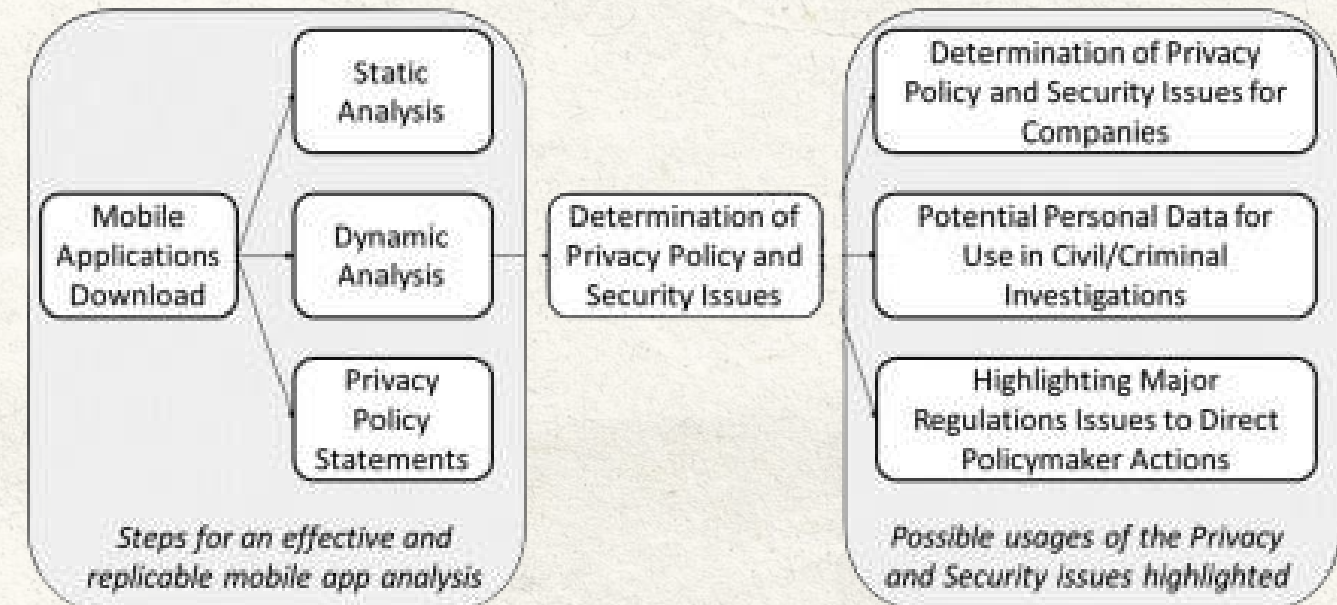


# PROCESS

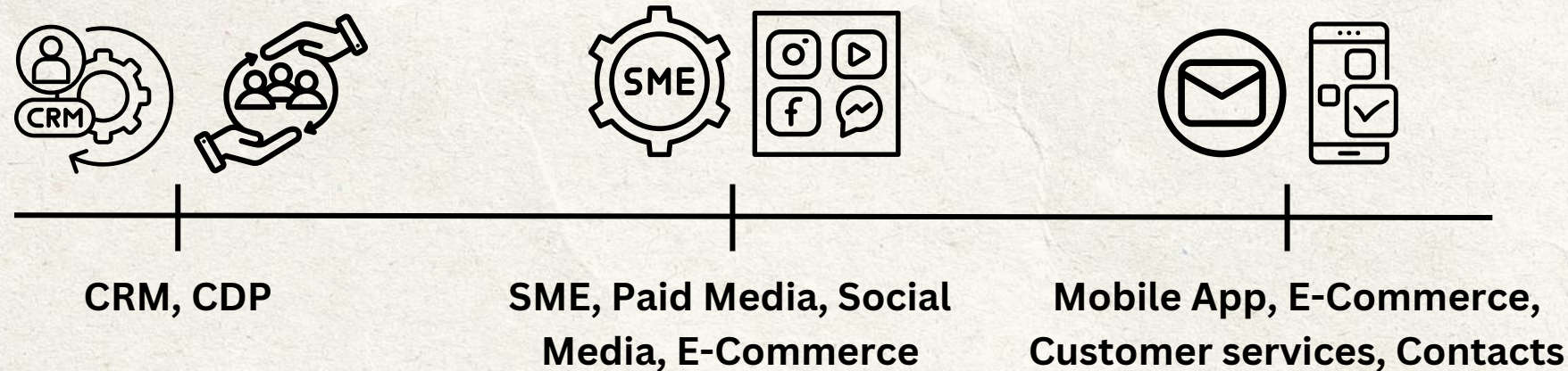
**Faifo's Mobile app, website and e-commerce will be the main channels in its customer engagement process.**

## WHY?

- 52% of adults worldwide have made purchases through a mobile app (Arielle 2024)
- Mobile apps also helps FT manage privacy concerns and ethical issues more effectively (Darren et.al 2020)



**Graphic chart of phone effective in Data protection**



- **AI and Big Data technologies** in the future will enable FT to personalize services for each customer (Nicolas 2024)
- Utilize **digital CRM and CDP systems** to streamline customer interactions, data collection, and personalized communication (Vass 2024).

**Updated feedback, and leveraging these insights to improve upcoming and future launches.**

# CUSTOMER JOURNEY TO FAIFO TAILOR

**AWARENESS**

**APPEAL**

**ASK**

**ACT**

**ADVOCACY**

## CUSTOMER'S ACTION

- Searching basic information
- Saw ad
- Ask about the relatives
- Interest in FT's ads, promotion or design
- Seek for FT social platform
- Considers FT
- Reads review and compares FT with other brands
- Choose Faifo
- Make. a purchase
- Satisfied customers
- Sharing their positive experiences

## TOUCHPOINT

- Physical channels
- Social Media, PR campaign
- Website, Blog, Paid Media
- Third Party, Franchise
- SEO-Optimized
- FT media channels
- Customer feedback
- **FT App, website**
- Offline Store, Social Media
- **Customer service**
- **E-Commerce, live chat**
- **Mobile Apps**
- Website, Phone Order
- Offline kiosks, showroom
- Social media review
- Google, Third Party review
- Website traffic, feedback form

## ACTIVITIES

- Social Media, Google Ads
- PR campaigns, Paid Media
- SEO-optimized
- SEO-ads
- Website, social media
- Marketing campaign
- Engaging online post
- Provides transparent policies and prices
- Advices about style, tips
- Online measurement
- Post-purchase survey
- Real-time tracking of order
- Customer Services
- Encourages user shares their thought
- Referral programs

## CUSTOMER'S FEELING

Curious, Confused



Unsure, Overwhelms



Considerate



Ensure, Decisive



Advocated



# PLACE

\*OFFLINE

## CURRENT DRAWBACKS

### Limited Physical Presence

→ This limits accessibility for customers who are not in the immediate area, especially as competitors might have multiple branches or pop-ups in prime tourist and shopping areas.

## STRATEGIC APPROACHES

### Expand Physical Reach:

- Partner with luxury hotels, high-end resorts, or boutique fashion stores to showcase offerings and provide on-site consultation and fitting services.
- Collaborate with travel agencies and tour operators to include Faifo Tailor as part of curated experiences for tourists.

### Kiosk Franchise Opportunities:

- Offer kiosks franchising to trusted partners in tier-2 and tier-3 cities, ensuring quality control while reaching smaller yet untapped markets.

# PLACE

\*ONLINE

## CURRENT DRAWBACKS

### Fragmented Channels:

- Online channels are abundant but lack interconnection and mutual support.
- Lack of synchronization in information across platforms.

## STRATEGIC APPROACHES

### Strengthening Omnichannel Integration

Choose website platform & app as the core headquarters and build other online platforms revolving around it with their own unique roles.

Develop and Optimize Online channels's Functions and Program Linked to Offline Stores

# PROMOTION - DOMESTICS

## CURRENT DRAWBACKS

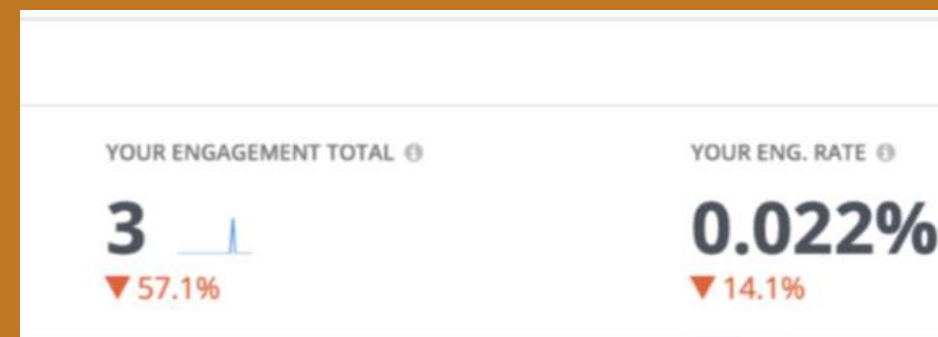
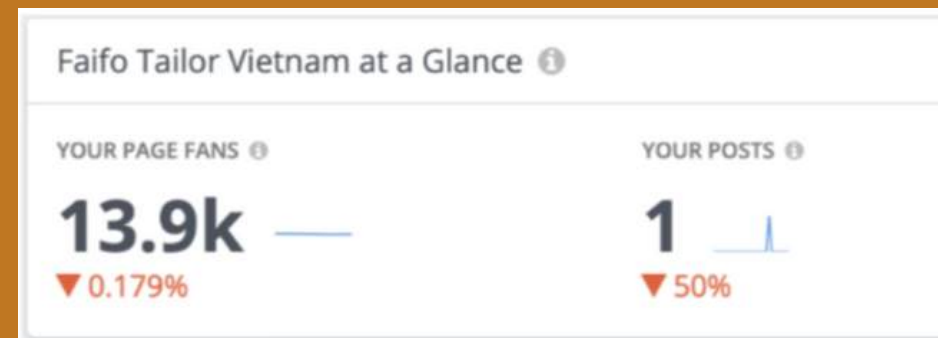
### Ineffective Facebook advertisement strategy

-> Fails to engage with customers as the average engagement rate of Facebook advertisements is around 1-2% (Mialki n.d)



Faifo's Facebook ads with low interaction  
(screenshot on Faifo's facebook)

- **Low Facebook posting frequency:** one post in the past 30 days
- **Minimal engagement rate:** resulted in a low engagement rate of 0.022%.  
-> Reduces visibility and diminished interaction with potential customers



Faifo Tailor's Facebook performance  
by Rival IQ (2024)

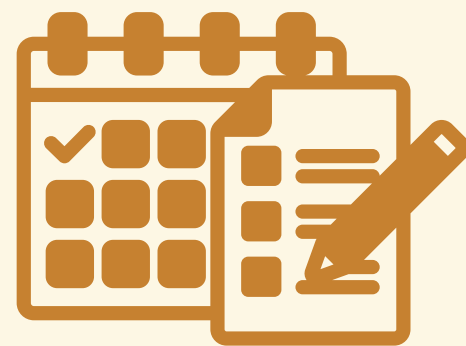
**Underwhelming website's performance** compared to domestic competitors  
-> Hinders the brand's visibility to their potential customers.

Metric	faifotailor.vn	augusttailor.com
Monthly visits	1,481	3,330
Monthly unique visitors	397	1,683
Visits / Unique visitors	3.73	1.98
Visit duration	00:04:13	00:00:54
Pages per visit	2.89	3.28
Bounce rate	46.92%	38.11%
Page Views	4,279	10,928

Faifo website's performance in comparison  
with competitor by SimilarWeb (2024)

# PROMOTION - DOMESTICS

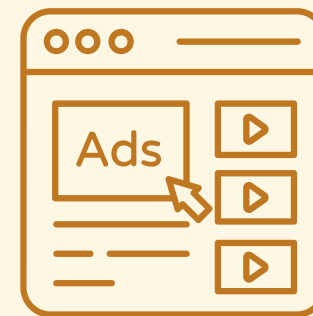
## STRATEGIC APPROACH



### Develop a social media content calendar

Aim for 3-4 posts per week (UCG, educational posts, etc.)

=> Able to improve engagement rates by up to 200% (Hubspot 2024; Hootsuite 2024)



### Leverage Facebook Ads Manager's

Segment customers by demographics, behavior, and interests to create targeted ad sets (Morgan 2024).

Using placement (stories, reels, etc.) to boost visibility (Rijitha 2021).

=> Enhance brand's awareness on social media and approach at the appropriate customer segments



### Reform website's overall SEO and SEM practices

Tailoring relevant keywords and creating long-form, high-quality content

Incorporate link-building strategies to improve website domain authority (Chang et al. 2023)

=> Improve website search engine ranking, and easier to reach customers at their searching stage.

# PROMOTION - INTERNATIONAL



## Potential Brand Vulnerabilities

- **Unsolidified domestic success**

→ Limited brand awareness & unclear brand equity

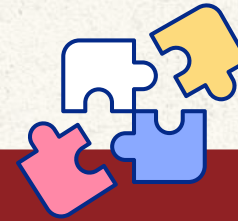
*Evidence:* Powa - a UK startup unicorn went bankrupt due to poor execution while attempting global expansion (Cellan-Jones 2016)

- **Cultural misunderstandings**

→ Different nuances & interpretations

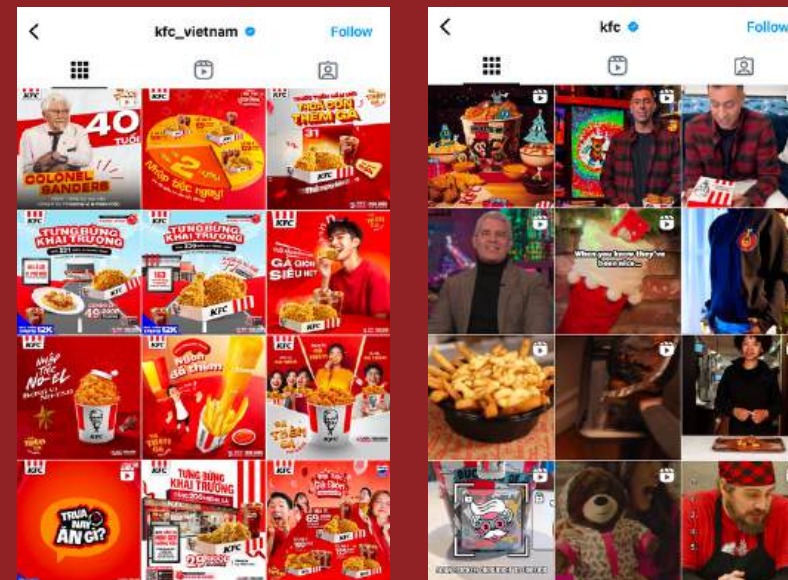
*Evidence:* KFC's initial struggles in China (Petrovic 2024)

Faifo must **consolidate its positioning within Vietnam** before expanding to differentiate & compete globally

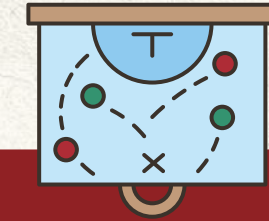


## Strategic Approaches

- **Localisation for promotions:** Geo-targeted advertising based on host countries' preferences



- **Standardisation for core values:** position Faifo as an ambassador embodying Vietnamese craftsmanship values



## Tactics

- **Collaborate with Vietnamese-American organizations and cultural festivals** to introduce Faifo to diaspora communities.
- **Partner with wedding planners, stylists, or local boutiques** to refer Faifo as a trusted tailoring option.



- Identify and utilize **preferred platforms** in host markets to develop & upload content

Effectively **locate suitable target customers** for communication outreach



## 5.2. SHORT-TERM MARCOM PLAN

(6 months)





# STRATEGIC FOUNDATION

## CURRENT PERFORMANCE



### Owned Media

- **Website:** Underwhelming website's performance (Appendix 1)
- **Mobile App:** incomplete and lacks marketing functionality
- **Social Media Profiles:** Ineffective Social Media advertisements strategy and low frequency post (Appendix 2)
- **Showrooms:** direct touchpoints, strengthening the brand's authenticity

### Paid Media

- **Search Engine Marketing (SEM):** weakness in SEO performance, No keywords and organic-traffic, Low page speed (Appendix 1)
- **Social Media Advertising:** Inconsistent content posting (infrequent updates), lack of targeted content tailor to target customers
- **Partnerships and Collaborations:** collaborate with influencers, events (ATVNTG) bloggers, or travel platforms (e.g., Tripadvisor) to tap into niche markets and increase awareness.

**Evaluation:** Most of Faifo's current content operates as one-way communication, and its marketing performance lacks effectiveness across multiple platforms.

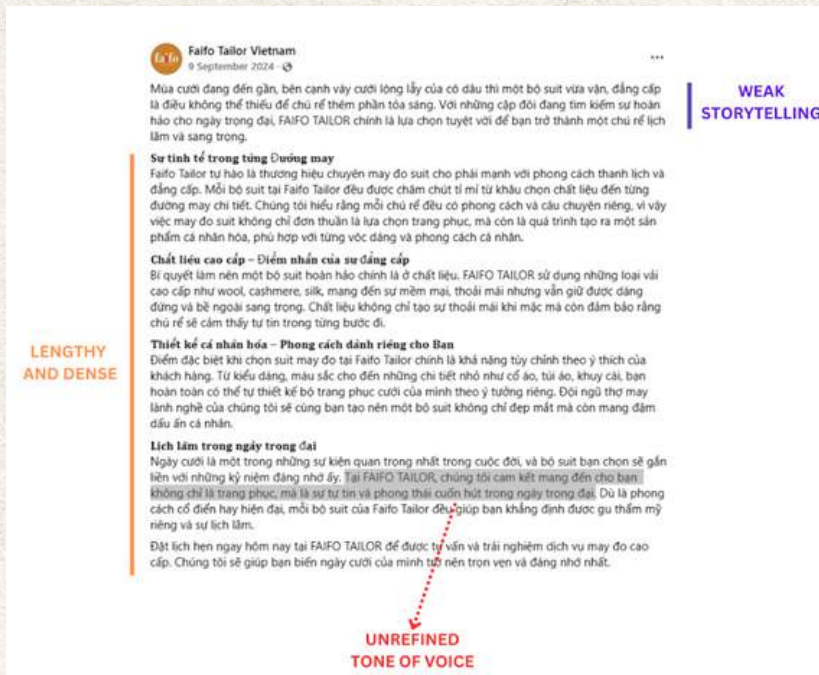
- **Improving UX/UI** for smoother navigation and adding features could enhance customer satisfaction (Ana 2024).
- Run digital **tailored ads across media channels** in engaging formats, focus on **Hyper-personalized content** (Vass 2023)
- Build SEM by use **high-intent search phrases, long-tail keywords** and **both informational/transactional keywords** (Rachel 2024)
- Enhance **Content Marketing on social media**, consistent across **tone of voice, brand guidelines** and **content** (Neil 2024)

# STRATEGIC FOUNDATION

## COMMUNICATION GAP

Current Faifo brand identity are **INCONSISTENT** and **UNREFINED**

### IMPACT



**Erodes luxury credibility:** Weakens exclusivity, raises doubts, poor first impression

**Confuses luxury perception:** Blurs luxury vs. mid-tier, undermines trust

**Dilutes premium appeal:** Reduces sophistication, weakens competitive edge

**Limits ability to deliver a seamless luxury experience:** Breaks seamless luxury flow, feels unworthy

**Fails to evoke the aspiration of luxury living:** Loses immersive luxury narrative, drives to competitors

**Hinders long-term brand equity:** Blocks timeless reputation, limits partnerships



**NEED TO REFINE AND COHERENT BRAND IDENTITY**

# CUSTOMER PERSONA



## Customer Profile

### Dong Thanh Trung Real Estate Professional

- Age: 23
- Location: HaNoi
- Education: Fresh college graduates
- Income: Middle income (~15 million VND)
- Social status: Urban professional working in multinational real estate company.

## Psychographic and Behavioral

### Lifestyle

- Tech-savvy and uses digital tools to simplify, enhance convenience.

### Interests:

- Prefers eco-friendly and sustainable fashion options.
- Actively supports local brands reflecting personal values.
- Enjoys sharing experiences on social media as self-expression.
- Attracted to personalized, interactive brand experiences.

### Values

- Self-expression, individuality, and authenticity, views tailored clothing as reflection of unique style and personality.
- Prioritizes convenience, saving time streamlining processes.

**Spending habit: Mix value seekers & experiential:** Balances value-for-money options emphasize on memorable life experiences.

**Occasions:** Daily workwear for client meeting, interview, business meetings, presentations and conferences

## Webographics

- **Devices used:** mobile and desktop
- Interacts with brands on digital channels (websites, Facebook, LinkedIn etc.)
- Engages in hashtag challenges, UGC campaigns.
- Active in **online groups** for career advice, professional attire tips, and fashion inspiration.
- Uses **social media and search engines** to research products, read authentic reviews, testimonials, influencer opinions, and follow trends
- **Preferred Content:** rational, emotional, and genuine and authentic, avoiding transactional approaches.

## Pain points

- **Struggle** choosing style to balance professionalism and individuality.
- **Lack of trustworthy guidance:** Existing style advice often feels generic or sales-driven, leading to mistrust in brands.
- **Limited time** to visit physical stores frequently
- Poorly fitting suits **reduce confidence** and require costly adjustments

## Motivation

- Aims to project confidence and authenticity through professional attire.
- Seeks clothing expressing individuality and style while adhering to workplace norms.
- Desires comfortable, durable, high quality, value for money as a suit is a mandatory daily uniform.

# CUSTOMER INSIGHTS

## Truth

**Recent graduates** feel overwhelmed transitioning into corporate life. They often turn to **online sources** for advice and consultations on building a professional wardrobe that meets **workplace suit requirements**.

## Tension

Available resources are **impersonal** and **sales-driven**, making them feel **unsupported** and adding to their stress.  
⇒ **Lack of trustworthy advice**

## Motivation

They want guidance that is **relatable and realistic**, offering not just **functional benefits** but a **sense of confidence** as they adapt to this new professional environment.



“Stepping into the **corporate world**, I understand that wearing suits is **mandatory**, but I don’t want to lose my **individuality**. I need **guidance** beyond generic advice that helps drive **confidence** within professional norms”

# BRAND POSITIONING

## Strategic Approach

- **Get:** Male college graduates entering the corporate workforce
- **To:** Perceive Faifo as a trusted bespoke tailoring brand for purchase
- **By:** Positioning Faifo as a mentor-like companion that addresses both **practical** (*suits*) & **emotional** (*reassurance*) needs

## Creative Strategy

**Product role:** Reimagine suits as a tool to express authenticity

**Brand personality:** A supportive brother guiding you through the transition into adulthood

**Positioning Statement:** For young professionals transitioning into the corporate world, Faifo Tailor offers artisanal bespoke suits with trustworthy guidance, helping them confidently navigate their new professional journey without compromising on individuality and authenticity.

# BRAND IDENTITY

## CORE VALUES

- **Authenticity:** Delivering handcrafted, bespoke tailoring that reflects individuality.
- **Expertise:** Combining timeless craftsmanship with modern style to meet professional needs.
- **Supportive:** Acting as a mentor and companion, guiding customers to feel confident in every step of their journey.

## STONE OF VOICE

- Warm and encouraging, like a mentor sharing advice.
- Professional yet relatable, ensuring trust while resonating with young professionals.
- Inspirational, emphasizing personal growth and confidence.

## BRAND PERSONALITY



Mentor-like



Empowering



## VISUAL IDENTITY

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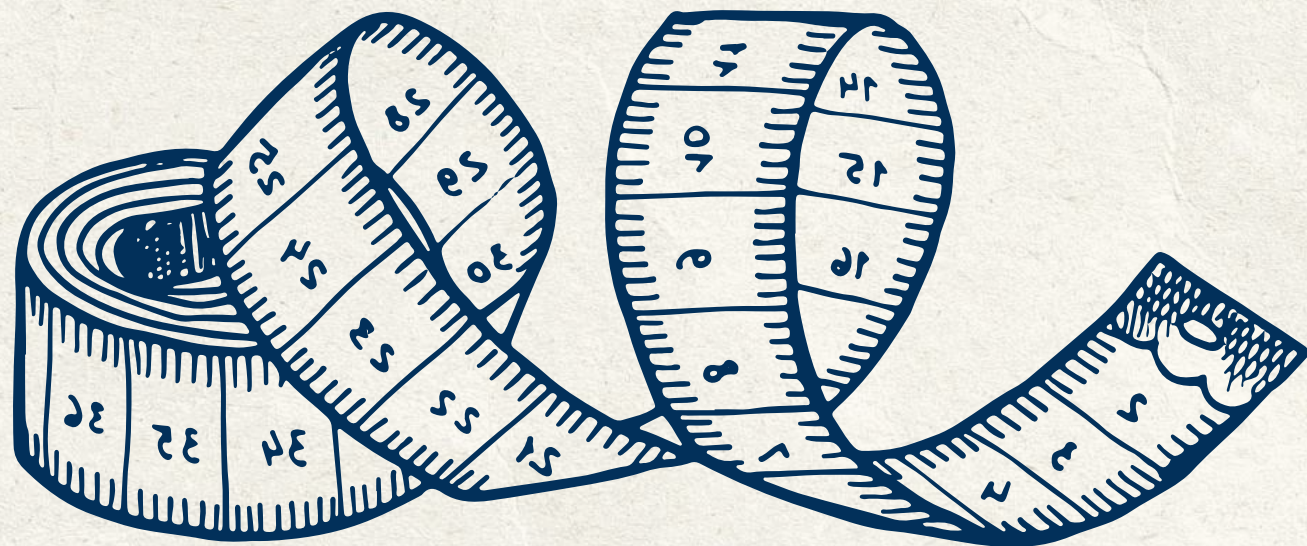
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# BIG IDEA: FROM THREADS TO THRIVE

## KEY MESSAGE

Faifo's bespoke tailoring celebrates individuality, guiding young professionals to confidently transition into adulthood and corporate world by blending timeless tradition with modern ambition.



## CREATIVE IDEA

The name "From Thread to Thrive" symbolizes the **transformative journey of growth and self-discovery**. It parallels the art of bespoke tailoring, where tradition and craftsmanship are woven into modern designs, with the journey of fresh graduates navigating the corporate world.

-> Both emphasize **preserving authenticity while adapting to modern challenges**, highlighting how foundational threads, whether in fabric or character, can lead to thriving success.

# CAMPAIGN FRAMEWORK

		July	August	September	October	November	December
Phase		Trigger + Empathize		Engage			Elevate
Big Idea		From Thread to Thrive					
Key Message		Faifo's bespoke tailoring celebrates individuality, guiding young professionals to confidently transition into adulthood and corporate world by blending timeless tradition with modern ambition.					
Pillar Message		Faifo understands the challenges of stepping into the corporate world and shares the journey of finding your unique place.		Faifo engages young professionals by offering tailored suits that are more than clothing, they are tools for self-expression and confidence.			Faifo and its customers thrive together
Objectives		Build emotional connection by addressing young professionals' challenges.		Showcase Faifo's role in redefining individuality and professional style.			Elevate Faifo's brand and its community
Key activity		Viral Video: Your Story, Our Craft		Microsite Launching			Referral Program: The Bespoke Club
Supporting tactics	Offline			Unitour- Career Fair/ Pop-up Exhibition/ Mini-game			
	Social Media	Page booking/ Content series/ Community Seeding		Influencer Booking			Wrapped Feature launching
		Time-based Ads & SEO		Time-based Ads & SEO			Time-based Ads & SEO
	Articles	Advertorials					



# PHASE 1: TRIGGER

## Viral Clip: "Your Story, Our Craft"

### OBJECTIVES

- Gaining **awareness** on Faifo's social media
- Expressing and demonstrating **Faifo's empathy and concern** for young professional's issues.

### DESCRIPTION

**Concept:** An emotional video showcasing parallel journeys: a young professional whose ill-fitting suit shakes their confidence and a tailor who faces self-doubt and pressure to compromise quality. Both characters share the struggle of staying authentic while navigating expectations. From that, the video shows their journey of self-discovery and authenticity.

-> **Triggering target customer's pain points** and **showing empathy** as Faifo having the same journey

**Visual Approach** (Click [here](#) to view the viral clip's storyboard)

- Split screens emphasize the shared struggles and growth of the two characters.
- Contrasting emotions and environments highlight the transformation from uncertainty to confidence.

## MAIN ACTIVITY

### RATIONALE

- Videos inherently captivate audiences through their **engaging and emotional nature**, making them particularly effective for creating highly shareable, viral content (Baker n.d.)
- Emotional appeal can resonate strongly with the youth, fostering perceptions of the brand as **empowering and inspiring**, thereby enhancing brand trust and love, and ultimately influencing customer purchase intentions (Aghadjanian N 2021).



Viral Clip: "Your Story, Our Craft" 's thumbnail mockup, generated by Tong (2025)

# PHASE 1: TRIGGER

# SUPPORTING ACTIVITIES

**Content Series: The parallels between bespoke crafting a tailored suit and building one's personal branding**

## OBJECTIVES

Build a deeper emotional connection through a series of posts that speak directly to the target audience's challenges and aspirations.

## HOW IT WORKS?

- **Content Series Launch:** A series exploring parallels between bespoke suit crafting and personal branding, featuring experts and Mr. Ho The Son.
- **Episodes:** Each episode links elements of suit crafting (design, fabric, fit) to building a personal brand (identity, uniqueness, consistency).
- **Visuals & Storytelling:** High-quality visuals and storytelling shared on Instagram, TikTok, and blogs.

## RATIONALE

- **Aligning with Gen Z Values:** The series connects personal branding with bespoke tailoring, appealing to Gen Z's love for authenticity and self-expression.
- **Building Owned Media:** The content strengthens Faifo's direct communication with its audience, fostering long-term loyalty and engagement.



**Mockup of content series posts on TikTok and Facebook, generated by Tong (2025)**

# PHASE 1: TRIGGER

## Booking PR Articles on job search platforms

### OBJECTIVES

Increase brand awareness among job seekers and position Faifo as a trusted mentor for personal and professional growth.

### HOW IT WORKS?

- Faifo collaborates with leading job search platforms to publish articles offering actionable tips, stories, and insights on personal branding and professional presence during the transition to corporate life.
- **Main content theme:** The article emphasizes personal branding for fresh graduates transitioning into corporate life, highlighting core principles of personal branding like define unique value, leveraging strengths, and building a consistent professional presence .
- **Tone of voice:** Encouraging, mentoring, authentic, practical => link directly to challenges and aspirations of recent graduates.
- **Content type:** step-by step guidance, case studies/ successful stories.

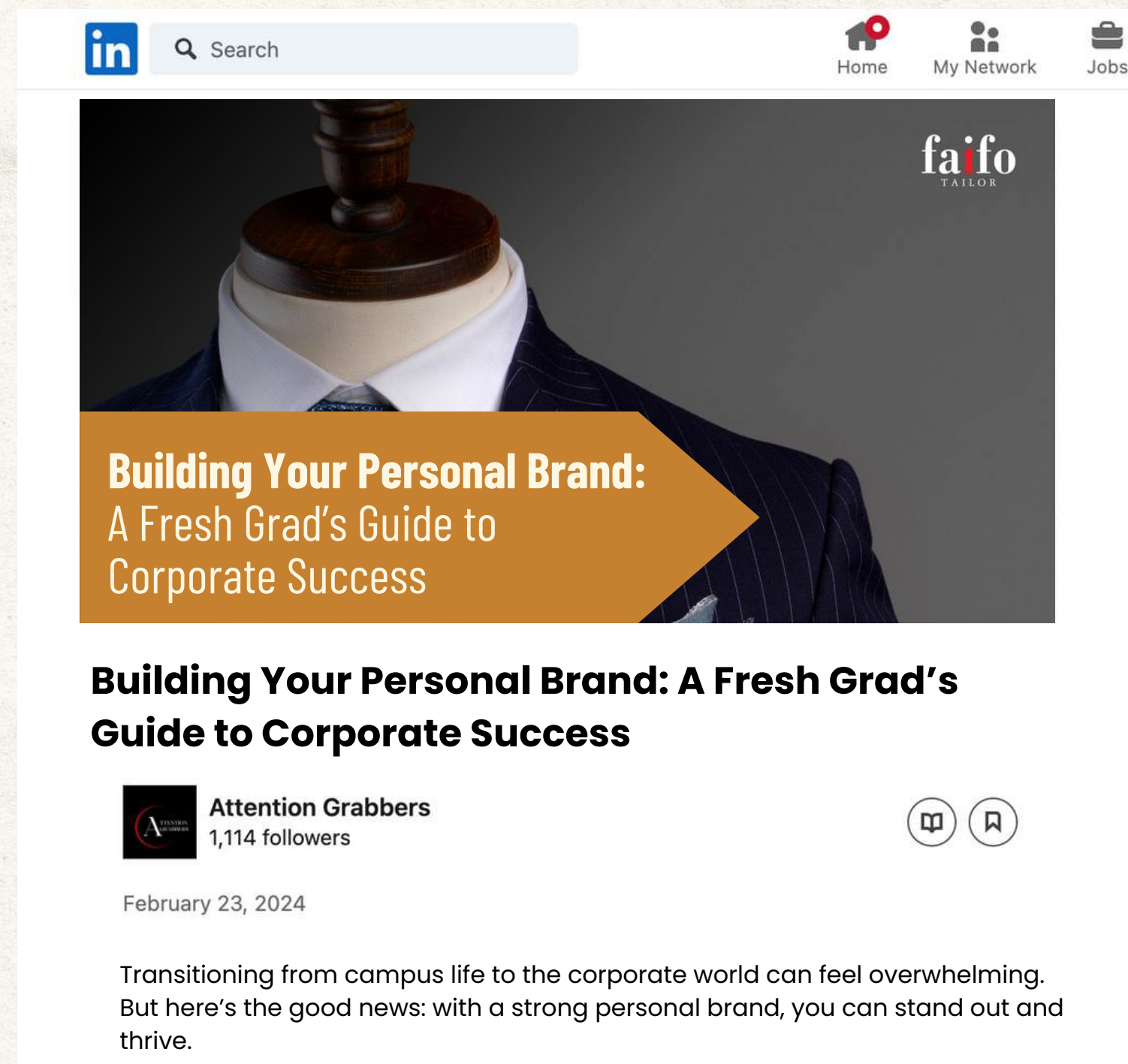
### RATIONALE

- **Relevance to TA:** Collaborating with top job platforms targets Gen Z job seekers, with 78% using online networks (Taylor 2023).
- **Personal Branding Alignment:** 67% of Gen Z value personal branding, and 61% expect employer support (Franklin 2023).
- **Enhanced Visibility:** Leveraging top job websites ensures exposure to a rapidly growing professional audience, including an 86% surge on LinkedIn in Vietnam (Tuoi Tre 2024).
- **Trust Building:** Positions Faifo as a trusted career mentor during professional transitions.

## SUPPORTING ACTIVITIES

### PLATFORMS

LinkedIn, Indeed, VietnamWorks, TopCV, vieclam24h: Top 5 most popular job and employment websites in Vietnam (Similarweb 2024)



The screenshot shows a LinkedIn post from the page 'Attention Grabbers', which has 1,114 followers. The post is dated February 23, 2024. The main image of the post features a mannequin torso in a dark pinstriped suit jacket, a white dress shirt, and a blue tie. The 'faifo TAILOR' logo is visible in the top right corner of the image. Overlaid on the bottom right of the image is a large orange arrow pointing to the right, containing the text 'Building Your Personal Brand: A Fresh Grad's Guide to Corporate Success'. Below the image, the post title is repeated: 'Building Your Personal Brand: A Fresh Grad's Guide to Corporate Success'. At the bottom of the post, there is a short paragraph of text: 'Transitioning from campus life to the corporate world can feel overwhelming. But here's the good news: with a strong personal brand, you can stand out and thrive.'

# PHASE 1: TRIGGER

## SUPPORTING ACTIVITIES

### Feature on Vietcetera: Vietnam Innovators Podcast

#### OBJECTIVES

Strengthen Ho The Son's personal brand as a visionary leader while engaging Gen Z by showcasing Faifo Tailor's commitment to sustainability, innovation, and self-expression.

#### HOW IT WORKS?

- **Podcast Feature:** Ho The Son discusses his journey and Faifo's innovation on Vietcetera Podcast, focusing on sustainability and authenticity.
- **Social Media Promotion:** Key podcast moments will be shared on Instagram and TikTok to engage Gen Z with hashtags and interactive content.
- **Brand Building:** Highlight Ho The Son's personal brand and Faifo's values through collaborations and exclusive insights.

#### RATIONALE

- **Gen Z Alignment:** Appeals to Gen Z's love for purpose-driven, authentic brands that support personal and professional growth (Forbes 2024).
- **Broader Reach:** Vietcetera Podcast's massive audience boosts visibility beyond the immediate target group.
- **Credibility:** Leverages the podcast's reputation for innovation to enhance Faifo's trustworthiness.
- **Emotional Connection:** Addresses Gen Z struggles with confidence and self-expression, offering tailored solutions to overcome barriers.

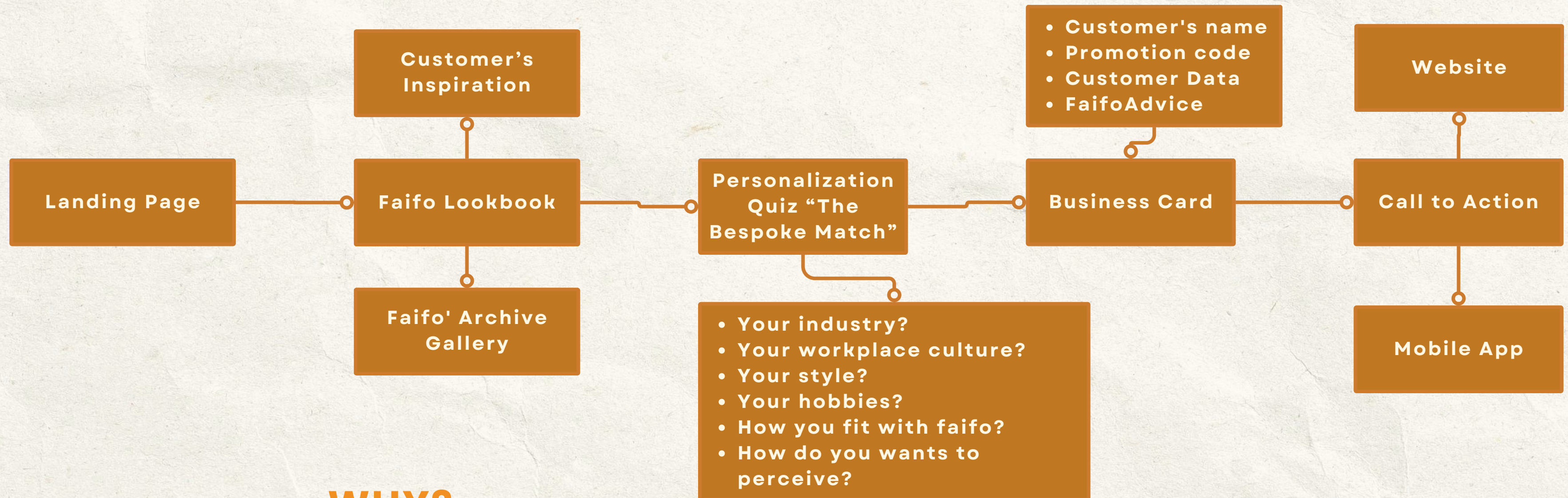


Mockup of Podcast episode on Vietcetera Innovator's Youtube channel, generated by Nguyen (2025)

# PHASE 2: ENGAGE

## MAIN ACTIVITY

### Landing page – UX Flow



## WHY?

- Increase **brand awareness** and **engagement rate** of Faifo Tailor
- Convert **purchase rates** and enhance **sales revenue**.
- Collect **user data** and apply Machine Learning and Big Data to help Faifo analyze behavior, personalize experiences, and **enhance customer journeys** in the future.

# Faifo Tailor

Start you journey

# Faifo Archive Collection



# Faifo Lookbook



Your Quiz



## Your Industry or your future career

Banking & Finance

Real Estate

Insurance

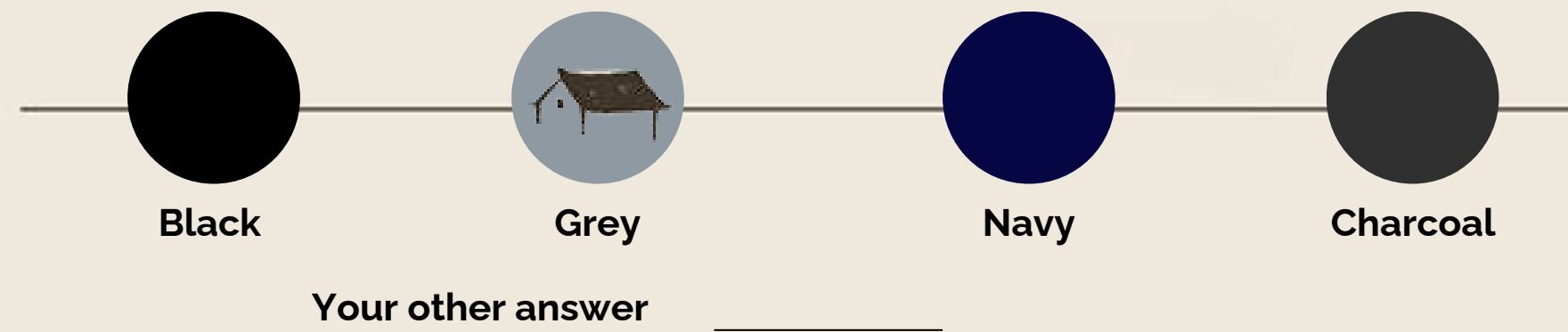
Accounting / Auditing

Other Marketer

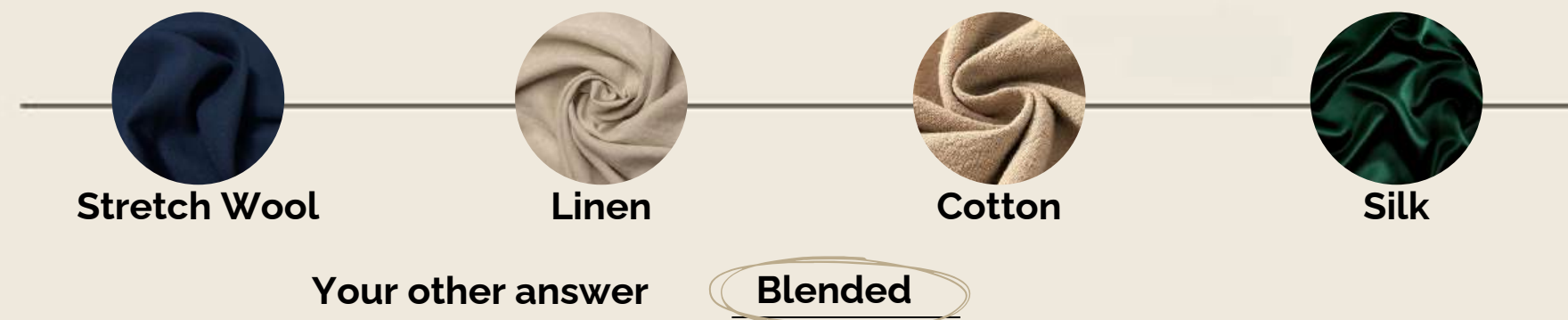
How would you rate your tailoring style? From 'Humorous' to 'Mature'—choose one of our 4 levels!



What's your preferred suit color?



Which fabric do you prefer for your suit?





Your Code: 007

# Nguyen Linh

*Digital Marketer*



@FaifoTailor

*“A medium-grey tailored suit in a wool-blend fabric would be perfect for you. Pair it with a white or light grey shirt and a subtle textured tie for a timeless, sophisticated look”*

# PHASE 2: ENGAGE

## SUPPORTING ACTIVITIES

### Booth at University tour & Career fair

#### OBJECTIVES

- Increase brand engagement, boost social sharing and WOM to drive conversions.

#### EVENT LOCATIONS

7 universities in both Hanoi & Saigon ( 2-3 schools/month)

#### BOOTH ACTIVITIES & RULES

- Includes 3 main activities, attendees must complete all activities to receive rewards.

##### Detail description:

##### Activity 1: Brand introduction with Q&A:

- Introduce Faifo Tailor's story, products, and USP etc
- Interactive Q&A: Complete answer brand-related questions to move to next stage.

##### Activity 2: Complete microsite quiz:

- Scan a QR code to access and complete Faifo's microsite quiz.

##### Activity 3: Hands-On Exploration

- Explore premium fabric samples and accessories.
- Take and share photo with #faifotailor using templates on social media stories.

##### Incentives

- **Merchandise: Nametag, notebook.**
- **Discounts: 5 % off first purchase.**



#### RATIONALE

- Engage customers with hands-on experiences in familiar settings.
- Use interactive elements, discounts rewards to boost participation and purchases (Helen 2024)
- Leverage UGC for social sharing and word-of-mouth promotion.



# PHASE 2: ENGAGE

## SUPPORTING ACTIVITIES

### Faifo Tailor pop-up exhibition

#### OBJECTIVES

- **Time:** 3 months (From 9/2025 - 11/2025)
- **Location:** Vincom Nguyen Chi Thanh, Dong Da, Hanoi
- **Description:** A pop-up exhibition at a shopping mall showcasing Faifo's collections while also offering tailoring services and accepting orders during this period.



#### RATIONALE

##### Why is Offline Exhibition/Showroom?

- Faifo wants to focus on building its offline presence.
- Lack of brand recognition in Hanoi

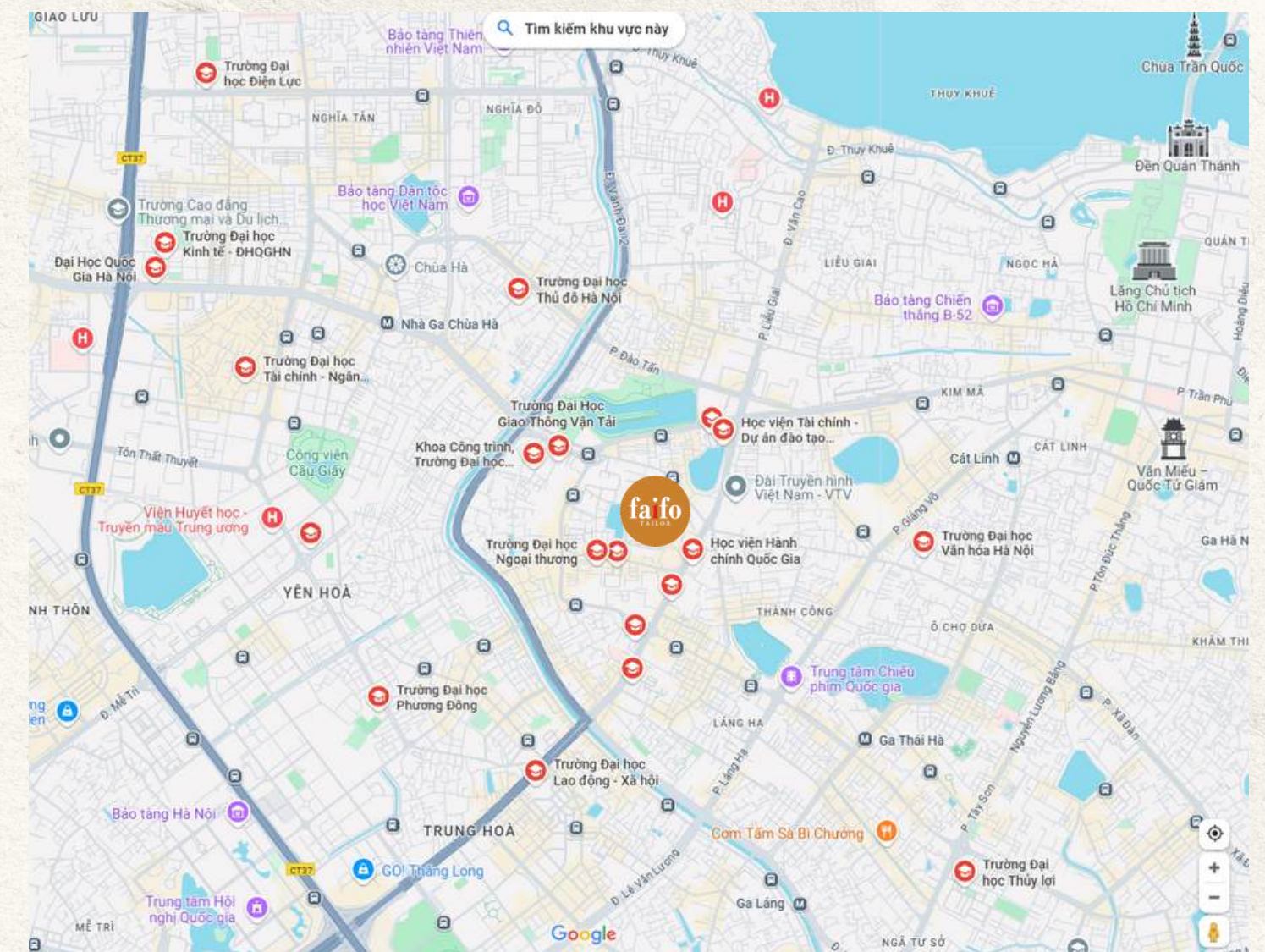
Enhance brand awareness in Hanoi

##### Why is Vincom Nguyen Chi Thanh?

- A shopping mall with numerous office spaces
- Within a 5km radius, there are over 30 university campuses



Reaching the right target audience, especially those near primary target groups such as RMIT, FTU, and Law universities.



# PHASE 2: ENGAGE

## SUPPORTING ACTIVITIES

### Booth at University tour & Career fair Exhibition

#### Always-on-content

- Ensure consistent updates across owned social media to introduce, promote from pre to post activity.
- > To maintain brand visibility and engagement
- > Promoting its value to keep audience informed and involved.

Platform: Facebook, LinkedIn

#### Digital ads

- Targeted ads on Facebook, Zalo, LinkedIn to raise awareness about event among Gen Z in Hanoi and HCM.
- Teasers and sneak peeks recap help create excitement, generating buzz and motivating potential attendees to mark calendars and look forward to event.

Platform: Facebook, LinkedIn, Zalo

#### Hot -Local Page/ Group

- Updates latest trends, events
- Share event details and live updates to build excitement, spark discussions
- encourage organic interactions, maintaining visibility to boost engagement (Saikia & Abhigyan, 2023).

Platform: Facebook



# PHASE 2: ENGAGE

## SUPPORTING ACTIVITIES

### Influencers through activities

#### Mid-tier Influencer for exhibition fair



**Tiktok: 814.4K FI**  
**Facebook: 11k FI**



**Tiktok: 1.3M FI**  
**Facebook: 226k**



**Tiktok: 420K FI**  
**Facebook: 29k**

#### Micro Influencer for Universities booth



**Tiktok: 109.9K FI**



**Tiktok: 152.1K FI**



**Tiktok: 129.6K FI**



**Tiktok: 203.3K FI**



**Tiktok: 184.1K FI**

#### INFLUENCER PARTNERSHIPS

Influencer reviews booth events effectively extend event reach, highlighting key moments and experiences to sustain buzz and increase customer engagement (Adam 2024)

# PHASE 2: ENGAGE

# SUPPORTING ACTIVITIES

## HR Content Mini-game: "The Look Test: What's Your Vibe?"

### OBJECTIVES

- Capture attention and drive higher social media engagement.
- Encourage interaction and influence purchase decisions.
- Drive conversions via the microsite quiz.

### BOOTH ACTIVITIES & RULES

- How It Works:**
1. Faifo posts a carousel of 4-5 tailored suit styles with different numbers.
  2. Then Customers will choose their favorite by commenting number given to each styles.
  3. Faifo Tailor, acting as HR team, will respond to comments by sending personalized feedback via inbox ( how each choice reflects professional traits and shapes first impressions) includes attaching to microsite link with CTA.
  4. Participants share results, tag friends, and generate content. Completing the quiz to get discount.
- Incentives**
- **Discounts: 5% off first purchase.**

### RATIONALE

- **Interactive Content:** Boosts engagement and strengthens connections (Helen 2024)
- **Peer Recommendations:** User testimonials and real stories enhance trust and visibility, aligning with GenZ values.
- **Two-Way Dialogue:** Responsive interactions demonstrate brand values audience opinions, fostering loyalty (Muhammad 2024)
- **Individuality Focus:** Highlights self-expression to deepen connections and resonate with Gen Z preferences.



- **@Platform: Facebook and Zalo Notifications**
- **Objective:** Increase awareness and remind customer of the program

# PHASE 3: ADVOCATE

## MAIN ACTIVITY

### The Bespoke Club

**Duration:** 01/12 - 31/12/2025

**Platform:** Faifo App

**Objectives:** Retain interest, drive repeat purchases, and solidify Faifo's brand for urban male professionals

### HOW IT WORKS?

- Referrers **invite colleagues from the same occupation** to buy bespoke suits.
- Discounts per referral:
  - 1 Referral: 5% discount
  - 2 Referrals: 10% discount
  - 5 Referrals: 15% discount
- Discounts **apply** to suits priced **at 5,000,000 VND**
- **Total budget:** 85,000,000 VND

### RULES

- Referrals valid for colleagues with the same occupation email domain (e.g., @rmit.edu.vn).
- Discounts remain valid for 6 months after referrer resigns but no new discounts can be earned.

### RATIONALE

- Encourages referrals via direct incentives, benefiting both parties.
- Tying to organizations ensures traceability and quantifiable WOM impact
- Professional identity boosts customer engagement

(Schmitt et al. 2011)

### SUPPORTING TACTICS

#### Social media ads & Community seeding

- **Objective:** Increase awareness and remind customer of the program
- **Platform:** Google, Facebook, Zalo, LinkedIn,



# PHASE 3: ADVOCATE

## SUPPORTING ACTIVITIES

### Faifo\_Tailored

**Duration:** 01/12 - 31/12/2025

**Platform:** Faifo App

**Objectives:** Increase app users, app retention and maintain brand loyalty

### Execution

*“Let’s celebrate your connection with Faifo this year”*

- An **year-end summary** of Faifo’s customers’ habits will pop up when customers open app
- **Wrap-up content:**
  - Product-related: Purchase history
  - Brand-related: engagement time, successful referrals
  - Store traffic: In-store visits

### How it works?

- Compile customer data through **CRM systems**
- Develop **personalization engine** to identify user patterns
- Visualise data in a sharable **Instagram-like story format**

### Rationale

- A **measurement tracking tool** for physical visits
- **Personalisation** fosters emotional connection
- **CTA** for Next Year 2026

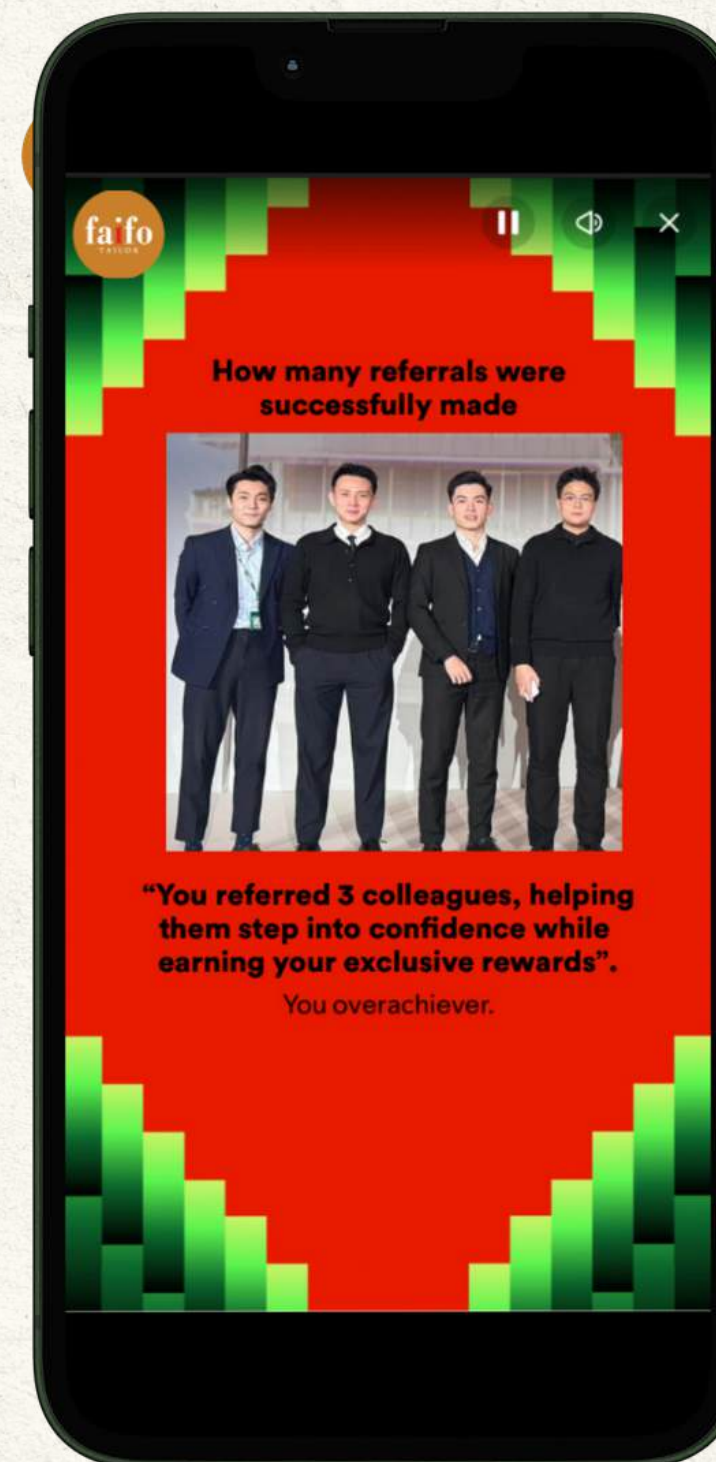
### SUPPORTING TACTICS

#### Push Notifications

- Objective: Awareness
- Function announcement
- 3-4 notifications/week

#### Social Sharing

- Objective: Engagement
  - CTA + Hashtags
- “Here’s how Faifo helped me suit up for success this year! #Faifo\_Tailored”*



### Adaptation:

Spotify  
Wrapped

