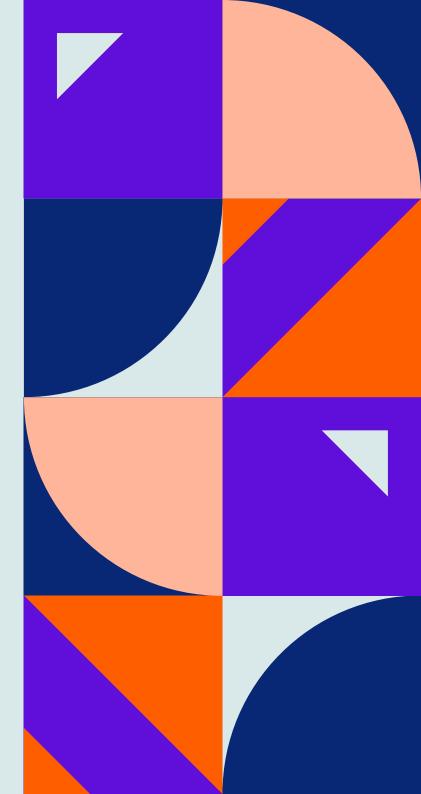


CAPACITY PROFILE

gonetwork.vn (+84) 083.333.6851

FPT urban area, Ngu Hanh Son, Da Nang, Vietnam



1

ABOUT US

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FEATURED PROJECTS

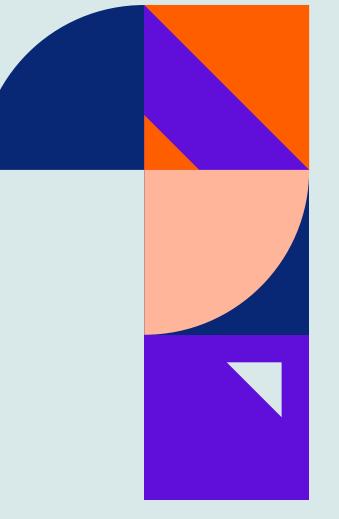
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PARTNERS AND CLIENTS

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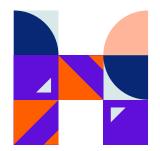




ABOUT US

1.1 ABOUT US







- GO MEDIA - Established on November 11, 2021 amidst the complex COVID-19 pandemic.

- Recognizing both the opportunities and potential challenges, with the experience and bravery of our young and specialized team who had previously worked remotely, we decided to establish a business to serve enterprises in the fields of Digital Marketing and Al Automation.

International Name: GO MEDIA COMMUNICATION AND TECHNOLOGY COMPANY LIMITED Abbreviated Name: GO MEDIA COMPANY LIMITED Tax Code: 0402219056 Address: Lot 2, Block B1, FPT City, Hoa Hai, Ngu Hanh Son, Da Nang, Vietnam Legal Representative: DOAN VAN HIEN

Date of Operation: 2024-01-02

Email: info@gonetwork.vn

Website: gonetwork.vn

1.1 ABOUT US

FOUNDER - CEO



DOAN VAN HIEN





1.1 ABOUT US



1.2 ABOUT US

VISION

GO MEDIA is committed to becoming a widely recognized agency for providing Digital Marketing and AI Automation solutions to SMEs in Vietnam and neighboring regions.

Go Media is determined to provide fast - accurate, comprehensive essential marketing services in the context of an economy shifting towards digital transformation.



1.3 ABOUT US

MISSION

Vietnam is becoming an attractive destination for foreign investment, which leads to increasing market competition. To survive, businesses need to have a well-structured Digital Marketing and Business strategy that brings high efficiency at a reasonable cost. Go Media recognizes its mission as supporting SME businesses to master their position in a highly competitive market through Digital Marketing and how they apply AI technology to Marketing and Business for the most effective results.



1.4 ABOUT US

CORE VALUES



UNDERSTANDING

Go Media acknowledges that communication is a long journey with many obstacles and challenges. Therefore, communication campaigns need to have stages and appropriate methods, not just short-term victories.



COMMITMENT

At Go Media, we believe that no request is unrealistic, and nothing is impossible. As long as it is the right path and a good idea, we will strive to fulfill all of our clients' expectations to the best of our ability.



HONESTY

We always research and analyze our clients to provide realistic feedback in a constructive spirit, helping them identify challenges and opportunities to build their brand most successfully.



TRUSTWORTHINESS

Guided by the motto "Customer is king", for each project we always work and take full responsibility. We are committed to meeting deadlines, delivering high quality, achieving results, and minimizing risks for our clients.

1.5 ABOUT US

marketing proposal.

WORKING PROCESS





PARTNERS & CLIENTS

PARTNERS & CLIENTS

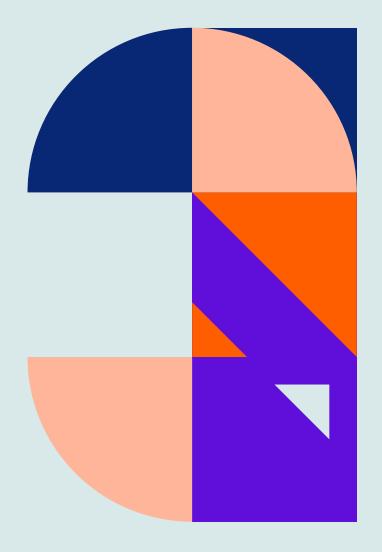
- TIKTOK PARTNER
- FACEBOOK PARTNER
- ZALO PARTNER
- GOOGLE PARTNER
- KOL/KOC TIKTOK



2.2 PARTNERS & CLIENTS

GO MEDIA'S CLIENTS

	F&B/ HOT	EL/ RESOR	т	OTHER SERVICES
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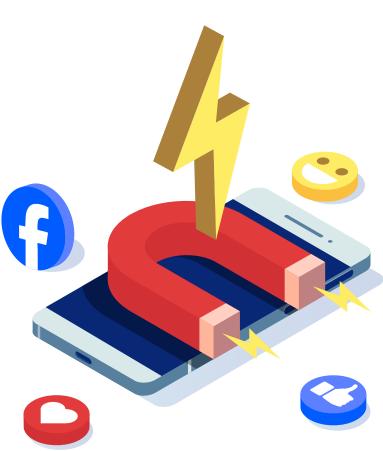


SOLUTIONS & SERVICES

3.1 SOLUTIONS & SERVICES

SOCIAL MEDIA CHANNEL MANAGEMENT

- Consult on the needs and direction of the concept for social media channels (Facebook, Tiktok, Instagram,...)
- Study the products/services of the business Analyze: keywords, hashtags, health indicators, interaction metrics,... of social media channels.
- Construct messages and plan and implement content plans.
- Unify the information of the business on the social system.
- Monitor and report results on a weekly/project basis.



3.2 SOLUTIONS & SERVICES

SEEDING SOCIAL MEDIA

- Seeding follows, likes, comments, shares,...
 for Facebook Tiktok Twitter Instagram Youtube -Threads - Shopee - Lazada - Telegram - Google.
- Build seeding scenarios with diverse contexts and roles.
- Standard seeding process
- Fully automatic to meet all individual needs businesses.
- Long-term warranty support.
- Providing extremely large quantities up to tens of millions of accounts.



3.3 SOLUTIONS & SERVICES

MEDIA (FILMING/TOG, TVC,...)

- Filming, reporting for medium and small events.
- Taking advertising product photos.
- Taking outdoor photos.
- Taking model photos, team photos, couple photos,...
- Animation.



3.4 SOLUTIONS & SERVICES

SEO MAPS

- Initialize the Google Maps location page.
- Verify green tick on Google Maps page.
- Analyze keyword sets (primary, secondary, related).
- Optimize GMB information, image layout,
 Geotag, menu/products, and service offerings.
- Seeding rated 5 stars.
- Build reputable backlinks to maps.
- Optimize advertising for Google Maps traffic.



SEO WEBSITE

- Keyword research.
- Install Google Search Console, Google Analytics.
- Create Social, write SEO standard content.
- Off-page SEO, Local SEO.
- Optimize robots.txt file, sitemap, HTML, images,
 URL, structure, HTTP request, On-page.
- Analyze the data structure on the page.
- Commitment to 70% Top 10, refund for keywords that do not rank.



DESIGN SERVICES

- Brand identity design.
- Advertising Design.
- UX/UI design.
- Publication design.
- Packaging design
- Dynamic design.
- Stage design.



3.7 SOLUTIONS & SERVICES

TRIPADVISOR ADMIN AND ADS

- Create a comparative analysis table of competitors' indicators.
- Update business information.
- Select images of products and services at that location and create a series of geotag photos.
- Update images on Tripadvisor.
- Respond to new reviews daily from customers.
- Build backlinks (forum profiles, blogs, websites, forums,...).
- Booking PR articles for products and services on toplist or news websites.
- Make effective reports.



3.8 SOLUTIONS & SERVICES

KOL/KOC BOOKING, ONLINE NEWSPAPER

- Go Media manages more than 10+ KOL/KOC in the fields of food review/travel review/entertainment,... and links with hundreds of
- KOL/KOC/electronic newspapers that have influence in all fields.
- Receive requests from customers: business industry, goals, forms, media channels, budget, KPI, implementation time.
- Implement booking plans according to timeline and KPI.
- Propose potential KOL/KOC based on customer requests.



AI AUTOMATION

- Implement AI telesale.
- Deploy AI chatbot on the website.
- Deploy AI chatbot on social media (Facebook/Zalo).
- Consult on implementing AI into the Marketing process.



PERFORMANCE ADS

- Run Facebook, Google, Tiktok,... ads with preferential discounts (5-10% off) with a large budget.
- Consult on advertising packages suitable for the scale of the business and business model.
- Report campaign results weekly, monthly. Make suggestions for campaign improvement.

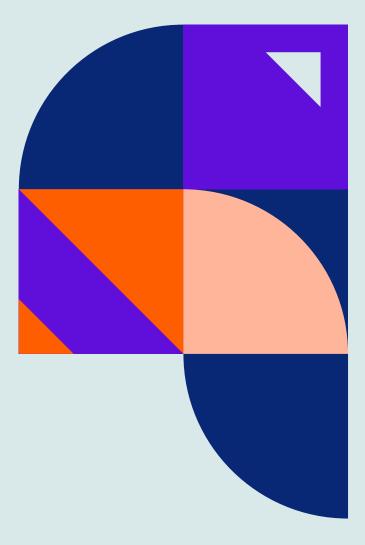


3.10 SOLUTIONS & SERVICES

E-COMMERCE PLATFORM SETUP AND OPERATION SERVICES

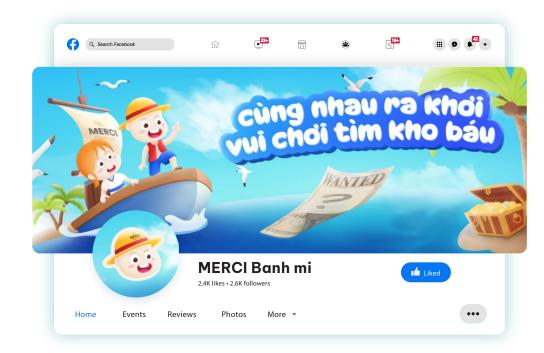
- General research.
- Consulting and orientation building.
- Marketing activities and Grand Opening campaign.
- Set up an intuitive and lively store interface including the design of: banners, product templates, frames, vouchers, thank you notes,...
- Support in filming/photographing products for listing on the platform.
- Support with legal issues, policies, and document preparation.
- Consult on e-commerce platform operation strategies.
- Transfer, training and post-contract support.





FEATURED PROJECTS

CAMPAIGN "LET'S GO OUT TO SEA, HAVE FUN FINDING TREASURE"



https://www.facebook.com/mercibanhmi A Implementation time: 3 Months

Solution provided:

Build brand communication campaigns on Facebook and Tiktok platforms using IMC Plan and Performance Ads, Influencer Marketing to maximize results in both branding and sales.

Deployment:

+ Building visual in the pirate era. Catch the trend of the live action premiere event of the famous cartoon "One Piece" and the trend of "going to sea to find the treasure of Mrs. Truong My Lan".

+ Prepare ideas => create content calendar => approve ideas and brief => proceed and fix problems.



SCAN NOW View your campaign's ad performance metrics



VIDEO ANIMATION **& BOOKING REVIEW** 180% STORE REVENUE

WITHIN THE FIRST 2 WEEKS

MESSAGE CONVERSION



SOCOS COSMETIC



https://www.facebook.com/congtycophansocos
Implementation time: 6 Months

Solution provided:

Develop content strategy and manage Facebook fanpage channel, electronic newspaper PR.

Deployment:

+ Optimize the homepage interface and optimize SEO for Socos Cosmetic's Facebook fanpage.

- + Collect information, make a list of reputable newspapers.
- => Conduct traffic analysis, audience, CTA rate, costs,...

=> select electronic newspapers and contact to negotiate costs write articles, advertising banners, backlinks,...



SCAN NOW View your campaign's ad performance metrics

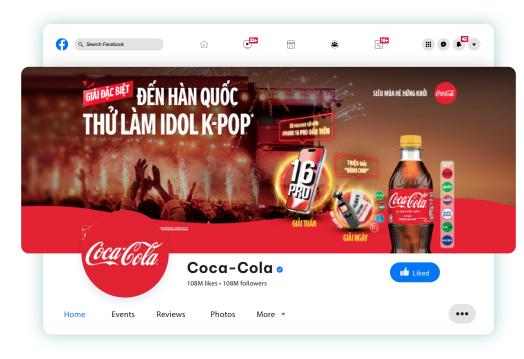
social posts





355K+ TRAFFIC FROM LARGE AND SMALL NEWSPAPERS

COCA COLA



https://www.facebook.com/TCCCVN
Implementation time: 1.5 Months

Solution provided:

Building a process to organize and deploy Coca Cola's KOL/KOC booking campaign in Da Nang.

Deployment:

+ Receive requests from Coca-Cola clients about the campaign to be deployed and specific time

+ Conduct selection from appropriate KOL/KOC data based on the performance of recent videos and channel topics

+ Deliver briefs and important regulations and requirements so that KOLs/KOCs can grasp the information

+ Prepare the script => approve the script => shoot video => approve demo video and air video.



SCAN NOW View your campaign's ad performance metrics

#FOODMARKS #COCACOLAVN HASHTAG REACHED **85M** VIEWS

30





TAI KY RESTAURANT



https://www.facebook.com/haisantaikyDNImplementation time: 3 Months

Solution provided:

Brand rebranding solution and Omnichannel multi-channel marketing strategy.

Deployment:

+ Come up with ideas and remake a new brand identity from an old idea after 10 years (logo, pattern, menu,...).
+ Run Facebook Ads, Google, Tripadvisor,... Including: keyword research, market analysis, tracking, optimization, multiplying/removing camps,...

+ Manage social media channels.



SCAN NOW View your campaign's ad performance metrics

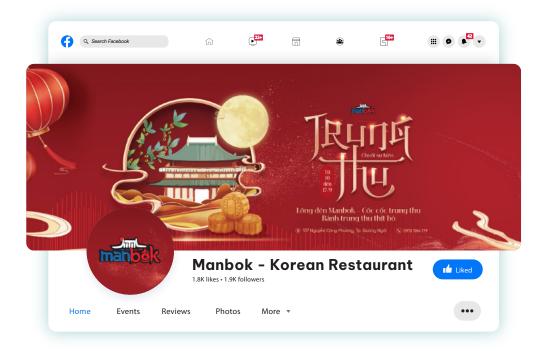


TOP KEYWORD

DIRECTIONS ON GOOGLE MAPS 27K



MANBOK RESTAURANT (KICOCHI)



- https://www.facebook.com/manbokkoreanbbq.qn
- Implementation time: 1 Months

Solution provided:

Manage content on social media. Propose ideas and run campaigns to "revive" Manbok Restaurant.

Deployment:

 + There are less than 5 days to prepare all the conditions, analyze the factors for the campaign to take place. The campaign duration is about 20 days, including many small activities, including the campaign: Manbok Lantern
 - Mid-Autumn Knock Knock to boost sales, Choose Manbok Meat - Choose Love Vietnam by spreading the spirit of "My Vietnam" to arouse communication and patriotism



SCAN NOW

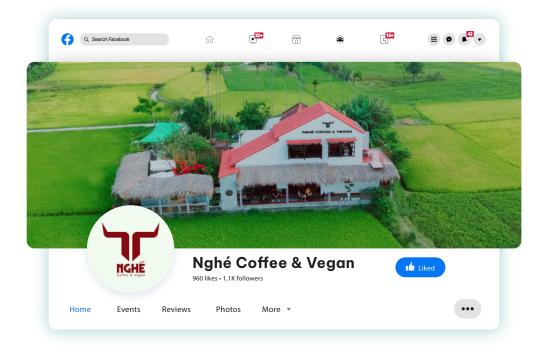
View your campaign's ad performance metrics







NGHE COFFEE & VEGAN



https://www.facebook.com/nghecoffeevegan
Implementation time: 3 Months

Solution provided:

Performance Marketing includes full SEO Google Maps package, Running Facebook, Google and Tripadvisor ads.

Deployment:

+ Build a system and deploy Google Maps SEO items and tasks including: keyword analysis, adding missing information, responding to customer reviews, adding Geotag tags, building a backlink system to Maps ,...
+ Analyze customer insight, combine advertising on.
Facebook platforms for Vietnamese customers and Google Maps and Tripadvisor for foreign customers.



SCAN NOW View your campaign's ad performance metrics

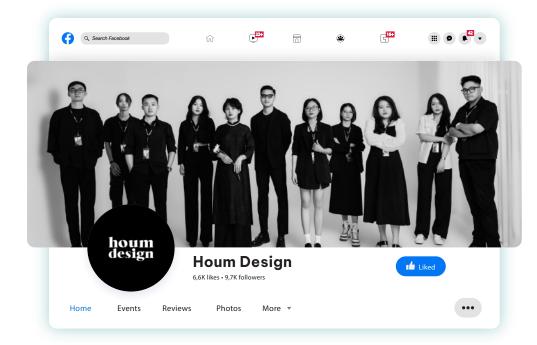








HOUM DESIGN



- https://www.facebook.com/HoumVN
- Implementation time: 3 Months



Solution provided:

Interface design, website functions (UI/UX) and website SEO optimization.

Deployment:

+ Receive customer requests, create demo interface and functions. Conduct design within 15 days and edit according to feedback within 5 days.

+ Perform basic keyword SEO tasks and index websites on search engines.









SCG FINANCE



- https://www.facebook.com/profile.php?id=61565462172273
- Implementation time: 3 Months

Solution provided:

Xây dựng chiến lược performance ads và quản trị sáng tạo nội dung trên social media.

Deployment:

- + Analyze target customer portraits and customer pain points. From there, gain insights to create engaging content that meets the real needs of that target group.
- + During the campaign, we continuously change the structure and A/B tests to find the most effective campaigns.







LOAN MARKET



https://www.facebook.com/profile.php?id=61565462172273
Implementation time: 1.5 Months

Solution provided:

Build an integrated communications - marketing strategy (IMC Plan) and Omnichannel.

Deployment:

- + With the expectation of reaching out to Vietnamese customers living in New Zealand, Go Media identified this as a niche customer base, with high bidding costs for Performance Marketing campaigns.
- + Therefore, during the implementation process, Go Media had to change the backup plan to improve campaign effectiveness by building a loyal community and strong brand.



SCAN NOW

View your campaign's ad performance metrics









CAMPAIGN PUBLICATION "SPIRIT OF WAR REVIEW"





CAMPAIGN PUBLICATION JUNE 1



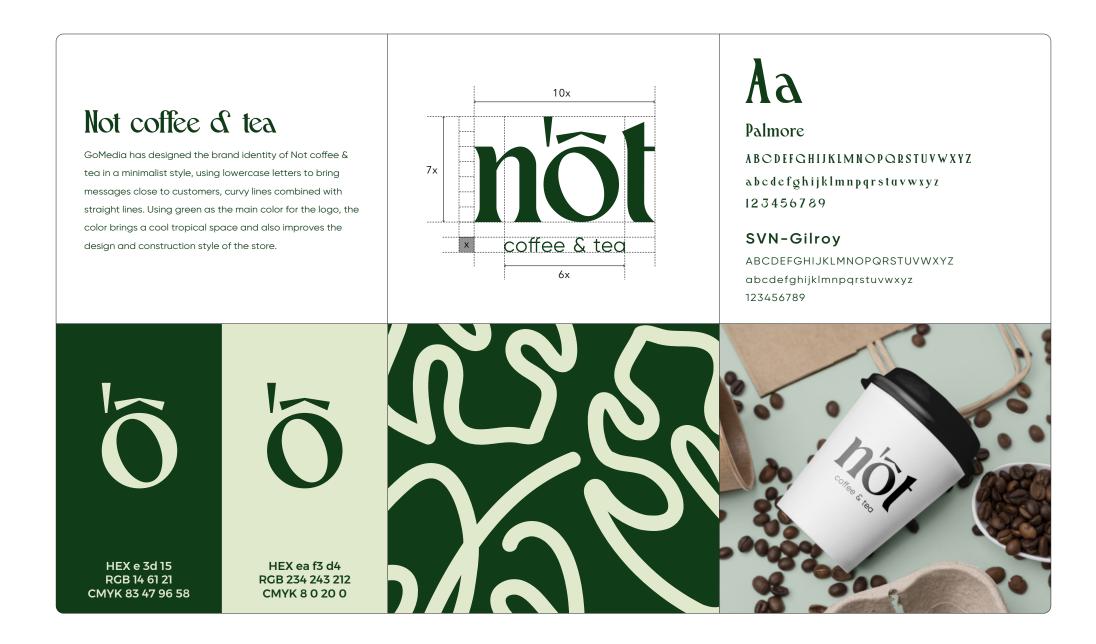
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VIDEO ANIMATION & VISUAL









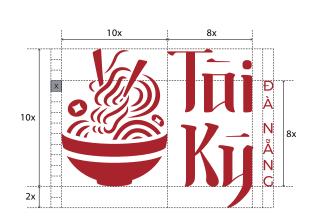


VIDEO FACEBOOK REELS



Tai Ky Restaurant

GoMedia designed the brand identity of Tai Ky restaurant based on the meaning of the noodle bowl symbol, the noodles forming a dragon shape - showing the strength and prosperity of the restaurant, surrounded by colleagues. Gold coins with the wish of good luck and fortune. The restaurant name uses ancient style fonts and slightly Chinese calligraphy to demonstrate the restaurant's strengths in Chinese dishes. The tagline uses a sans-serif font with a modern, liberal feel of Da Nang people.



Ħπ

NVN Morning Galm HEGDEFEHIJKLMNOPOKSTUVWXYZ abedefyhijklmnpyrstuvwxyz 183456789

Montserrat Family

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnpqrstuvwxyz 123456789

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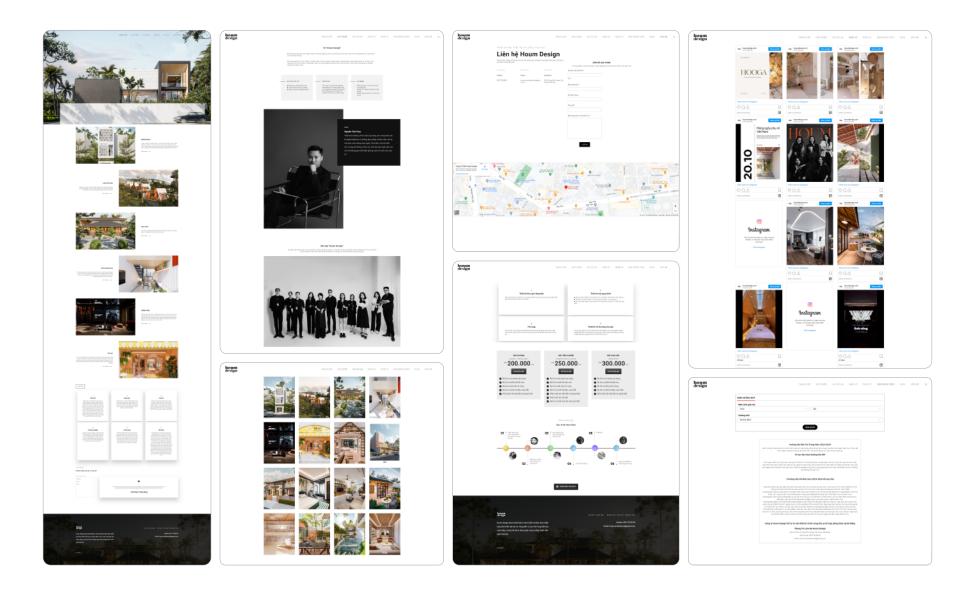




FOOD PHOTOS

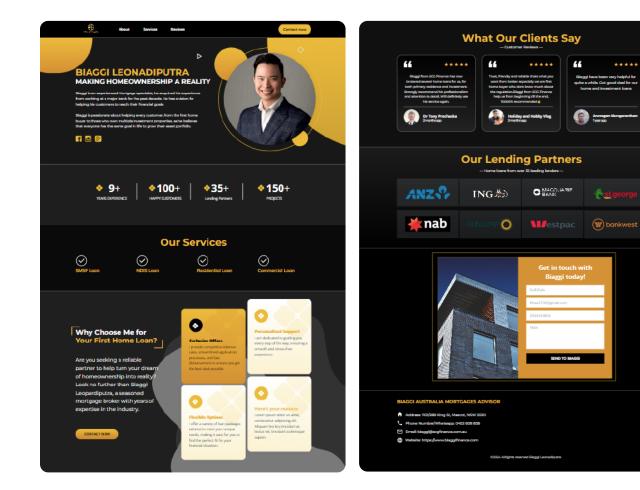


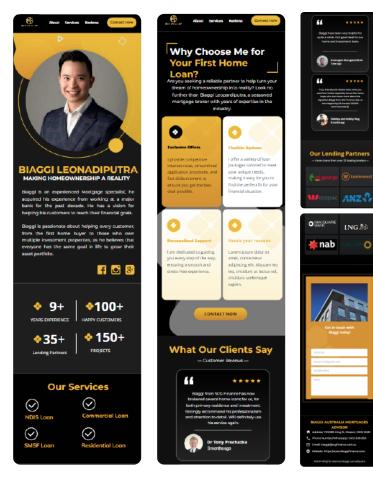
houm design WEBSITE DESIGN





WEBSITE DESIGN









🚔 Oani Spa



🚔 Oani Spa

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Melt in the sea of

THERMOTHERAPY







W: oanispa.com P: 091 702 04 68 A: 46 Phan Liem, Ngu Hanh Son, Da Nang, Vietnam



YOURSELF in a peaceful space

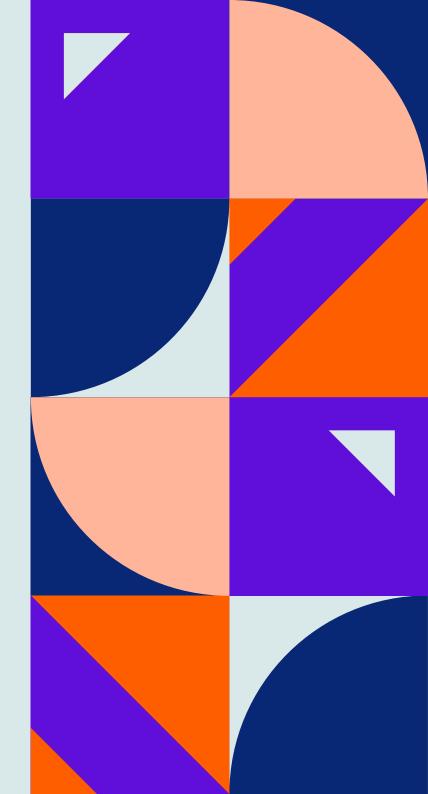


ACKNOWLEDGEMENT

On behalf of Go Media Communication and Technology Co., Ltd., I would like to express my deepest gratitude for the trust, companionship, and support from our esteemed partners and clients. With a team of young, passionate, creative, and responsible individuals, we aspire to create a unique media and marketing ecosystem that no other agency can achieve. Because Go Media is not the best, we always strive to be the best to improve every day. Once again, we would like to extend our sincerest thanks to the businesses who have taken the time to review this capability profile of Go Media. We look forward to the potential future collaboration between Go Media and your business.

Sincerely,

Doan Van Hien - FOUNDER & CEO GO MEDIA





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