




<b>Nội dung</b>	 THE BEAUTIFUL MIND CONSULTING
<ol style="list-style-type: none"><li>1. Tại sao DM?</li><li>2. Bức tranh tổng thể</li><li>3. Các công cụ Digital Marketing</li></ol>	



Nội dung	 THE BEAUTIFUL MIND CONSULTING
<ul style="list-style-type: none"> <li>I. DM Centre Website (SEO, SEM, Microsite, Forum seeding)</li> <li>II. Social Media:               <ul style="list-style-type: none"> <li>A. SM Core (Facebook, Twitter)</li> <li>B. SM Sharing (Youtube, Slideshare, Pinterest)</li> <li>C. SM Networking (LinkedIn)</li> <li>D. SM Publishing (Blogging)</li> <li>E. SM Discussing: Viber, Zalo, Line</li> </ul> </li> <li>III. Mobile Marketing (SMS. Content Marketing. BM)</li> <li>IV. Email Marketing</li> <li>V. Digital Playing (Game, Virtual World)</li> </ul>	



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# 1. Tạo sao DM?



we are social

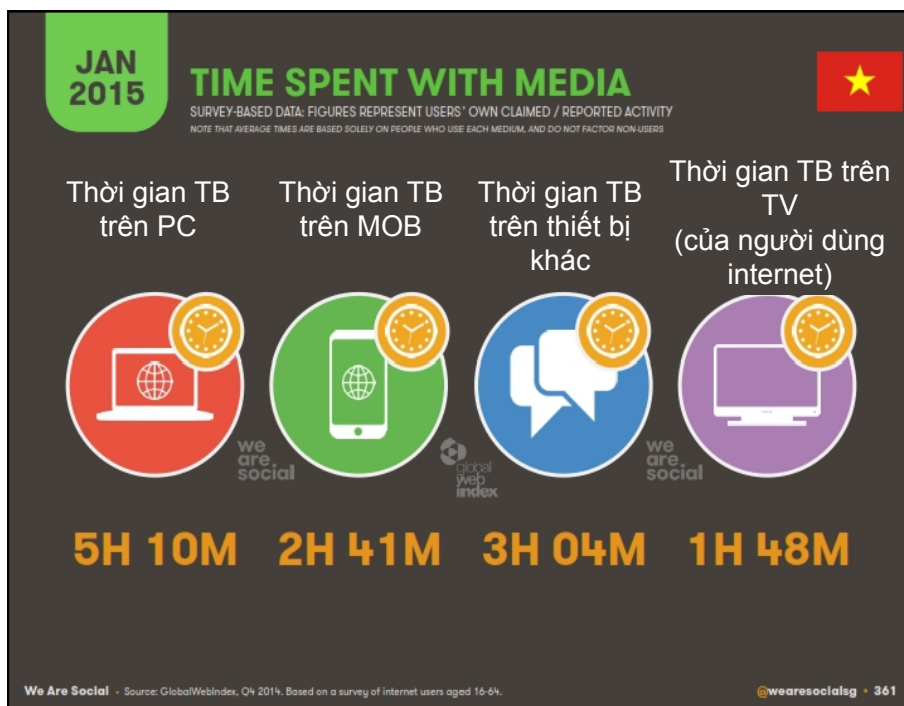
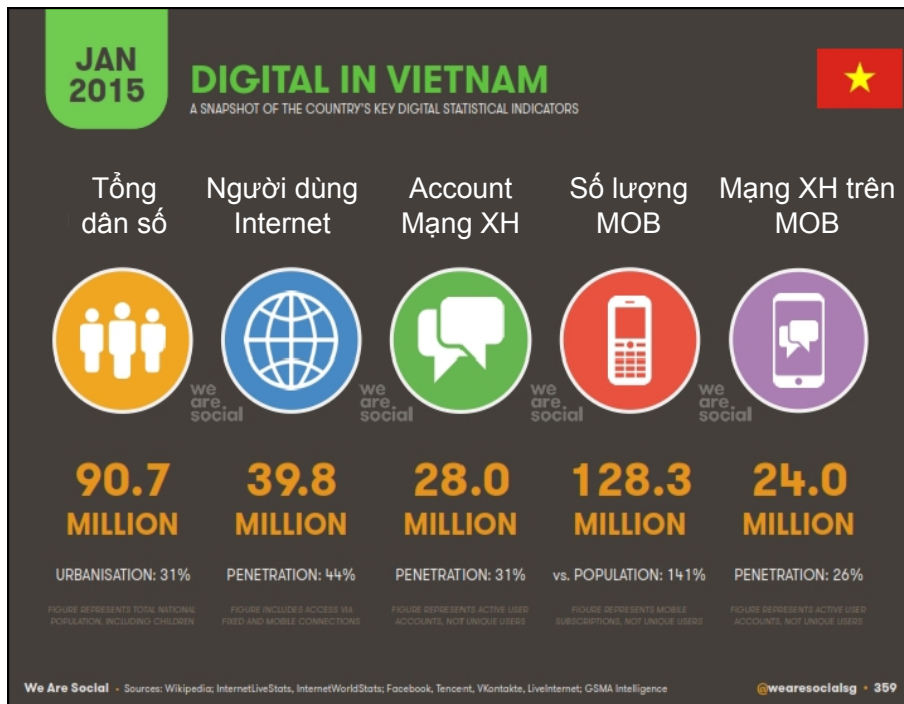
2015 EDITION

# VIETNAM

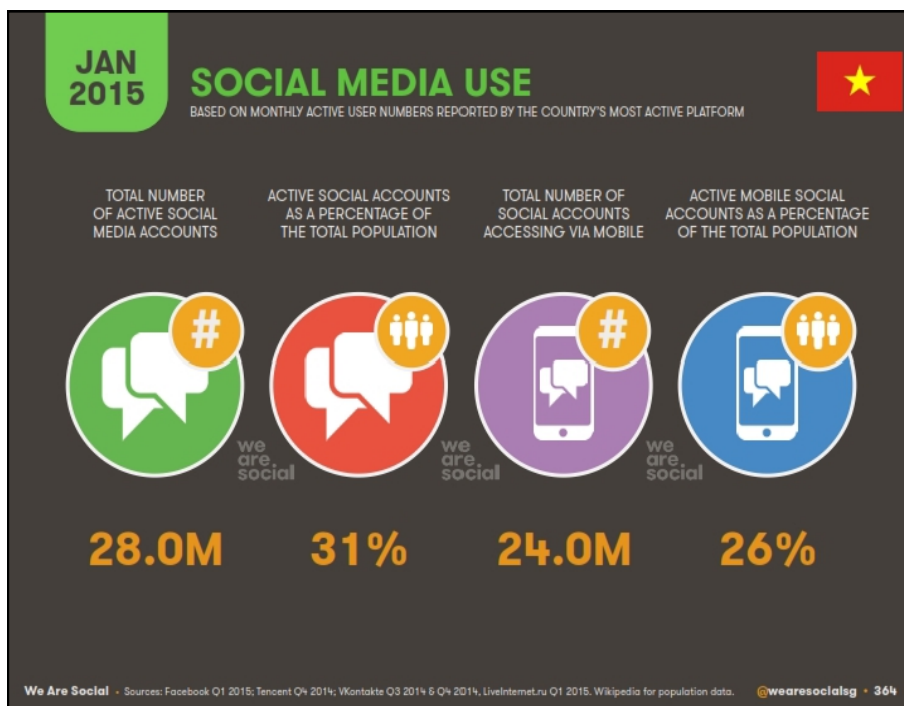
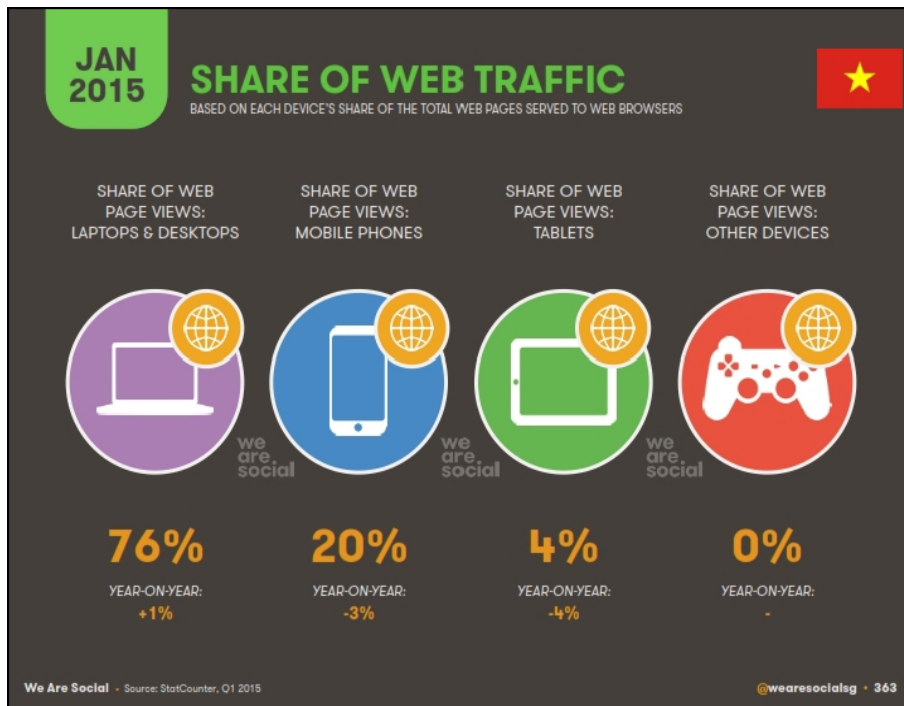
## DIGITAL, SOCIAL & MOBILE IN 2015

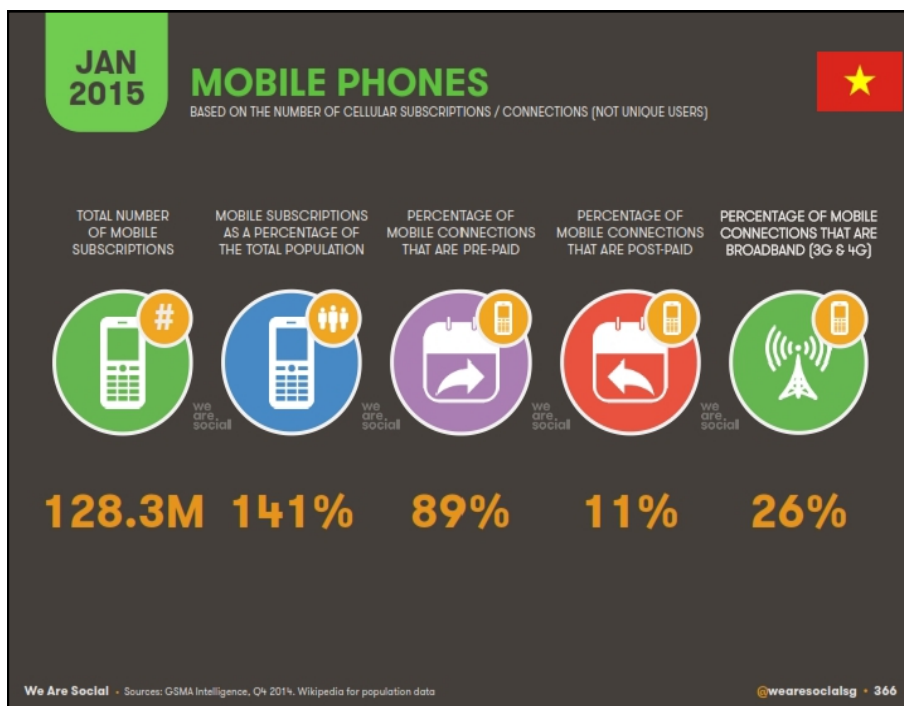
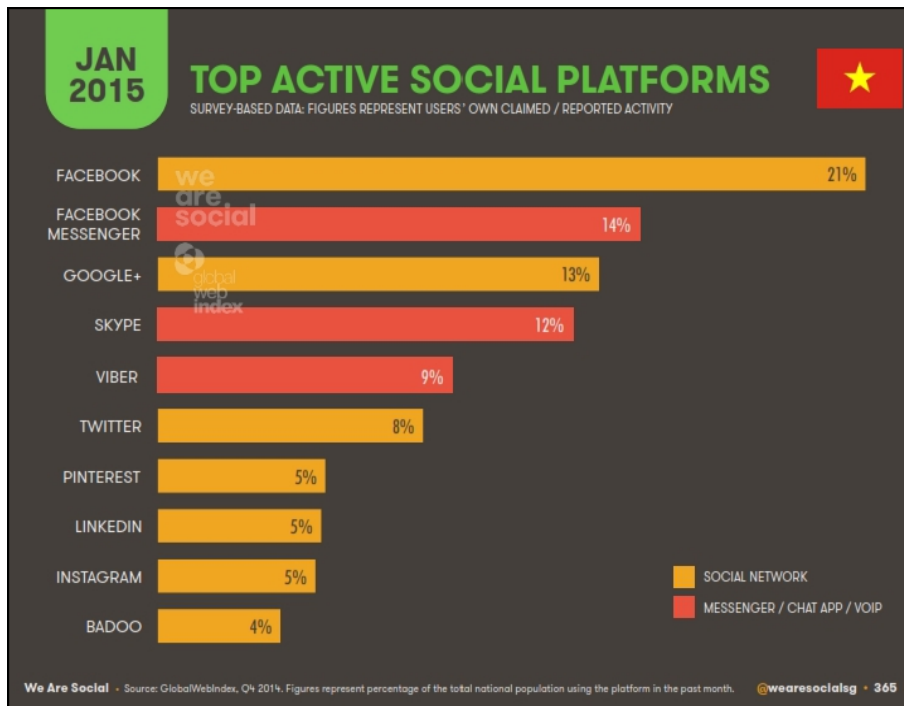
WE ARE SOCIAL'S COMPENDIUM OF GLOBAL DIGITAL STATISTICS

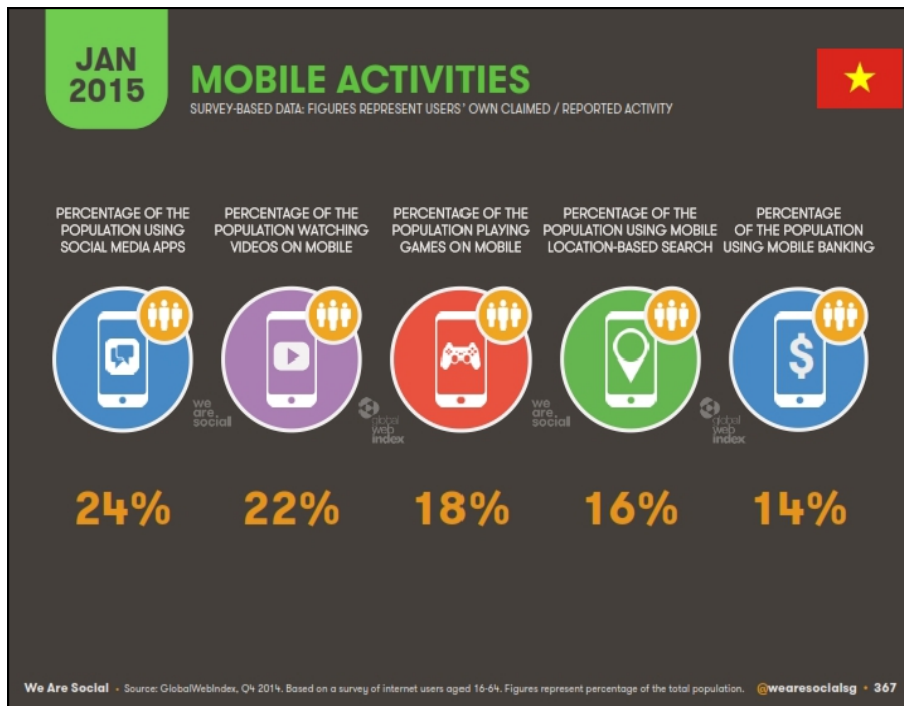
SIMON KEMP • WE ARE SOCIAL • JANUARY 2015

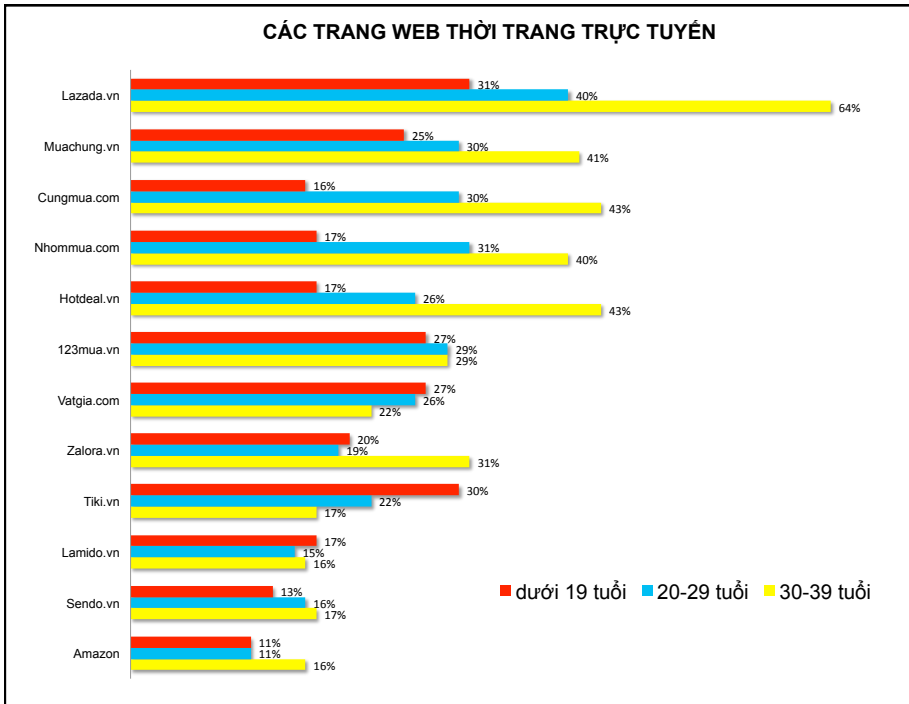
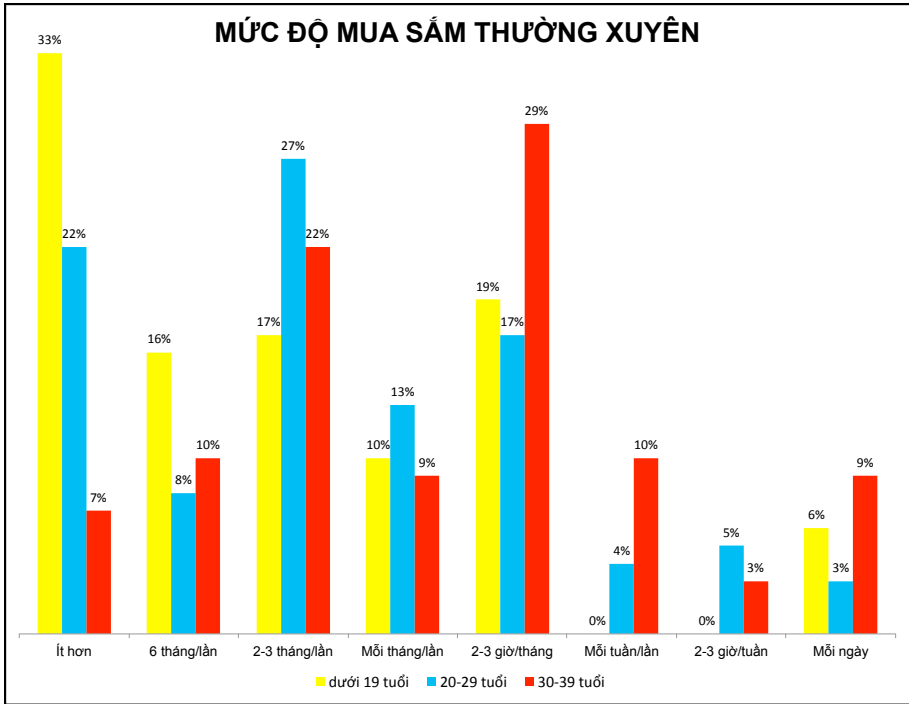




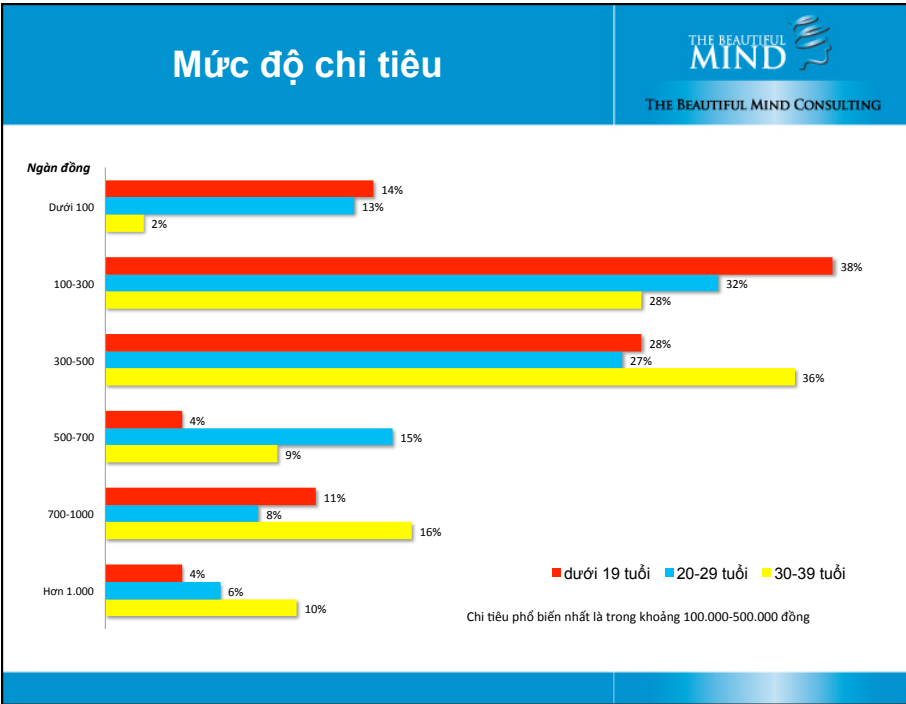








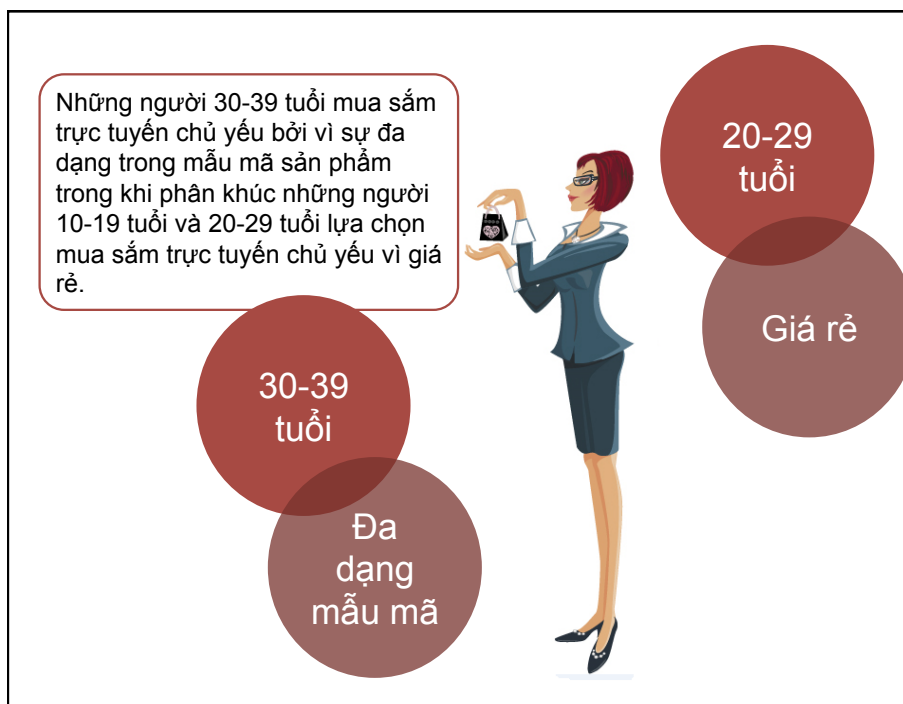


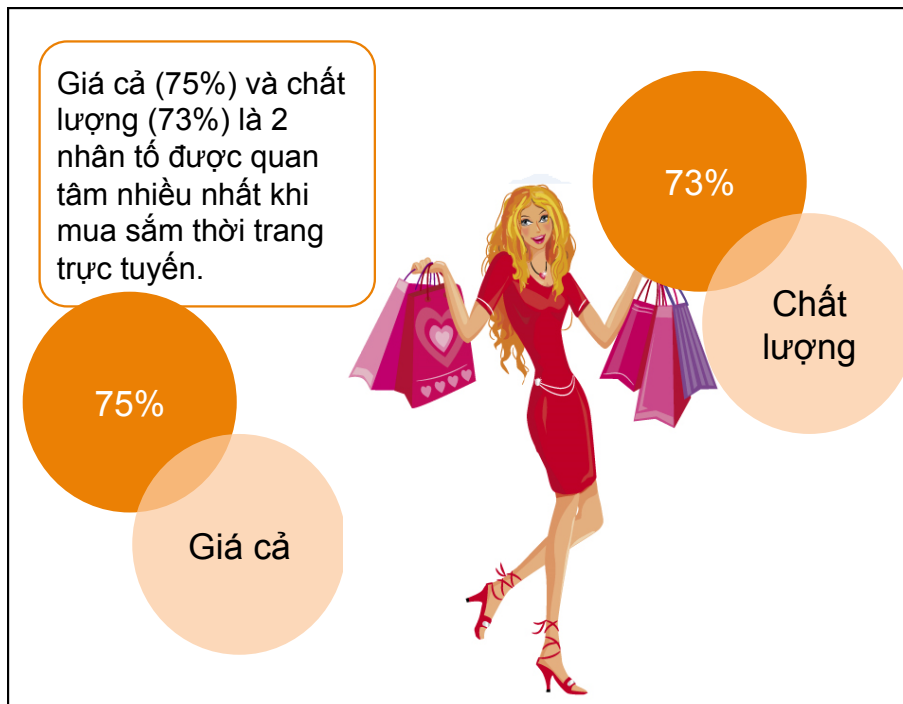


100.000-500.000 đồng là khoảng chi phí thông thường nhất dành cho mỗi lần mua sắm thời trang trực tuyến

30-39 tuổi

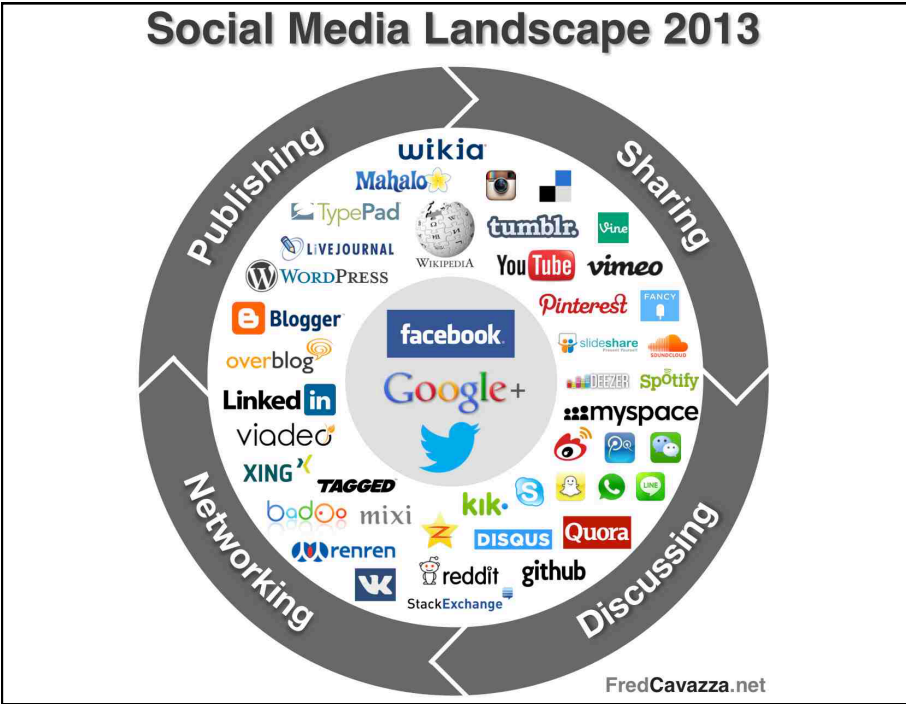
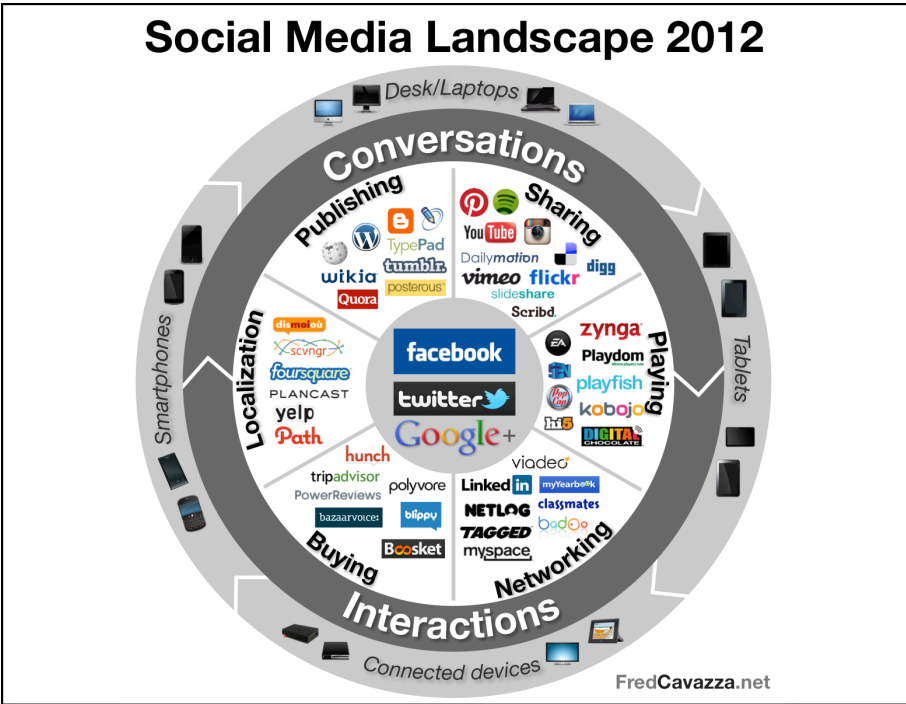
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## 2. Bức tranh tổng thể








## Social Media Explained

[www.theAdaptiveMarketer.com](http://www.theAdaptiveMarketer.com)

 I'm at the donut shop – again!	 Here is a vintage picture of a donut	 My donut recipe
 I like donuts	 Hey! I am eating a donut	 Listening to 'Donuts'
 This is how you eat a donut	 Click for the secret to stop overeating donuts	 I'm a Google employee and I like Donuts
 Funny donut eating videos	 I want to work at a donut shop	 Saw the donut? It's gone
 The sounds of eating a Donut	 Call me from the donut shop	 Who invented the donut?
 My donut photo collection	 Is it Donut or Doughnut?	 Join us for Donut Tuesdays!

	 <p>THE BEAUTIFUL MIND CONSULTING</p>
<h1>3.</h1> <h2>Các công cụ Digital Marketing</h2>	

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