

By: NGUYEN Thanh Hien  
June 2020

## RESEARCH OBJECTIVES



- Understand the current situation of franchisees' social media marketing.
- Figure out difficulties and solutions of franchisees' marketing activities on social media.
- Find out potential plans.

## RESEARCH METHODOLOGY



- Qualitative approach.
- Internet research.
- Interviews with 7 Vietnamese franchisees in 3 franchise sectors.

## FINDINGS

### Current situation of franchisees' social media marketing

- Important tool among franchise businesses.

"I highly appreciate the way local customers can hear about us and find us easily on Instagram or Facebook today."

- Popular tool among customers.

"Vietnamese people nowadays, even young or old, they love seeing us on social media, they also love commenting. We received both negative and positive feedbacks on our fan pages frequently."

### Difficulties and solutions of franchisees working on social media marketing

- The lack of budget for social media marketing labor force in franchisees could be solved by the help of the chain and some special innovative digital tools.
- Segmenting the market causes the incompatible social media strategy with franchisors. That can be tackled by the social - presence consistency and multiple tools.
- Customers' negative responds could be solved by specific good online manners of franchisees.

### Potential plans

Because of on-going changes in Vietnamese economics, local franchisees should prepare well plans.

- Franchisees should stick their own plans with franchisor' vision, other members of their chain' plans and local customers' changes.
- There are some features to plan: plan to attract tourists, invest in social media advertising, plan for SEO, optimize with geo-terms, plan for online corporate social responsibility (CSR), corporate with franchisors and other franchisees.