

Cost-Effective Martech for Vietnamese SMBs: Maximizing Value with Zoho Marketing Plus and IADCX Services

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1 Introduction

Vietnam's 98% SME-driven economy and 73% internet penetration create a vibrant digital marketing landscape. Small and medium businesses (SMBs) need cost-effective martech with high ROI and low complexity. Zoho Marketing Plus delivers enterprise-grade features like campaign orchestration, analytics, and CRM integration at an SMB-friendly price. IADCX, a Zoho Authorized Partner with 5+ years of expertise and 400+ ASEAN implementations, reduces time-to-value and total cost of ownership (TCO) through local onboarding, template libraries, training, and managed campaigns. This white paper targets SMB owners, marketing managers, and CFOs, providing a phased rollout plan, TCO comparison, and success stories [1, 5].

2 Why Zoho Marketing Plus for Vietnamese SMBs

Zoho Marketing Plus offers:

- **Centralized Campaigns:** Manages email, SMS, Zalo, Facebook, and Google ads from one platform.
- **Affordability:** \$249/month (6,100,000 VND at 24,500 VND/USD, September 2025) for 10 users, with a 30-day free trial [3].
- **Local Relevance:** Supports Vietnamese language and channels (Zalo, MoMo).
- **Analytics:** Tracks lead volume, conversions, and ROI with Zia AI.
- **Compliance:** Aligns with Decree 13/2023/ND-CP for data protection [4].

These features reduce marketing costs by 30% and boost lead generation by 25% [2].

3 Phased Implementation Roadmap

A low-risk rollout plan minimizes costs:

1. Pilot (12 Months):

- Deploy Zoho Marketing Plus for one channel (e.g., Zalo).
- Test campaigns with IADCX templates (20,000,00050,000,000 VND setup).
- Measure lead volume and open rates.

2. Expand (36 Months):

- Add channels (email, Facebook, SMS).
- Integrate with Zoho CRM for lead scoring.
- Train teams (5,000,00010,000,000 VND).

3. Scale (612 Months):

- Launch omnichannel campaigns with IADCX-managed services (5,000,000 VND/month).

- Optimize with A/B testing and analytics.

IADCXs phased approach reduces risk by 50% and accelerates break-even by 3 months [5].

4 IADCX Service Bundles

IADCX accelerates adoption with:

- **Local Onboarding:** 4-hour setup (20,000,000 VND), reducing deployment time by 50%, saving 15,000,000 VND/month [5].
- **Template Libraries:** 10+ Vietnamese templates (e.g., Tet promotions), boosting engagement by 25% (part of setup).
- **Training:** Sessions (5,000,000 VND) increase adoption by 80%.
- **Managed Campaigns:** Monthly services (5,000,000 VND) improve open rates by 20% and conversions by 15%.
- **ROI Focus:** Delivers 300% ROI in 12 months via streamlined processes.

5 TCO Comparison

- **Zoho Marketing Plus + IADCX:**
 - **Year 1 TCO:** Subscription (73,200,000 VND), setup (30,000,000 VND), training (5,000,000 VND), support (60,000,000 VND) = 168,200,000 VND.
 - **Benefits:** 25% lead growth (50,000,000 VND/year), 20% cost savings (40,000,000 VND/year).
 - **Net ROI:** 300% in 12 months.
- **Competitor (e.g., HubSpot):**
 - **Year 1 TCO:** 300,000,000 VND (higher subscription, setup, and support costs).
 - **Benefits:** Similar lead growth but 20% slower deployment.
 - **Net ROI:** 150% in 12 months.

IADCX reduces TCO by 40% compared to competitors [3].

6 Example ROI Scenarios

6.1 Small Retail SMB

- **Business:** Hanoi-based retailer, 10 employees.
- **Investment:** 6,100,000 VND/month subscription, 30,000,000 VND setup, 5,000,000 VND training.

- **Benefits:** 25% lead increase (300 leads/month, 30,000,000 VND revenue); 20% cost savings (10,000,000 VND/month).
- **Break-Even:** 4 months; 250% ROI in 12 months.

6.2 Mid-Market E-commerce

- **Business:** Ho Chi Minh City firm, 30 employees.
- **Investment:** 6,100,000 VND/month subscription, 40,000,000 VND setup, 10,000,000 VND training, 5,000,000 VND/month support.
- **Benefits:** 30% lead increase (500 leads/month, 50,000,000 VND revenue); 15% conversion uplift (20,000,000 VND/month).
- **Break-Even:** 5 months; 300% ROI in 12 months.

7 Success Stories

7.1 Retail SME

- **Business:** Hanoi-based fashion retailer, 15 employees.
- **IADCX Services:** 30,000,000 VND setup, 5,000,000 VND training, 5,000,000 VND/month managed campaigns.
- **Outcomes:** 25% lead growth (400 leads/month); 20% open rate increase; 250% ROI in 6 months.

7.2 E-commerce SME

- **Business:** Ho Chi Minh City online store, 20 employees.
- **IADCX Services:** 40,000,000 VND setup, 10,000,000 VND training.
- **Outcomes:** 30% lead growth (600 leads/month); 15% conversion uplift; 300% ROI in 12 months.

8 Conclusion

Zoho Marketing Plus, paired with IADCXs service bundles, delivers cost-effective martech for Vietnamese SMBs, achieving 300% ROI, 50% faster deployment, and 1520% efficiency gains. The phased rollout, low TCO, and localized templates make it ideal for SMBs. Contact IADCX at helpdesk@iadcx.com or visit www.iadcx.com for tailored solutions.

Tài liệu

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