

Unlocking Omnichannel Growth in Vietnam: How Zoho Marketing Plus Integrates Local Channels for Measurable ROI

Prepared by IADCX for Vietnams SMBs and Mid-Market Firms

September 2025

For more details, visit www.iadcx.com or contact helpdesk@iadcx.com

Mục lục

1	Introduction	2
2	Vietnams Digital Landscape and Customer Behaviors	2
3	Zoho Marketing Plus: Centralized Omnichannel Architecture	2
4	Channel Mix and Sample Cadence for Vietnam	3
4.1	Recommended Channel Mix	3
4.2	Sample Campaign Cadence	3
5	IADCX Contributions to Omnichannel Success	3
6	Case Studies: Real-World KPI Uplift	3
6.1	Vietnamese Retail SME	3
6.2	Mid-Market Tech Firm	4
7	Quick Wins with IADCX	4
8	Conclusion	4

1 Introduction

Vietnam's digital landscape, with 73% internet penetration and a channel-rich ecosystem (Zalo, Facebook, email, SMS, Google), offers immense potential for omnichannel marketing. Zoho Marketing Plus centralizes campaign orchestration, enabling SMBs and mid-market firms to engage customers effectively. IADCX, a Zoho Authorized Partner with 5+ years of expertise and 400+ ASEAN implementations, enhances this with practical deployment patterns, Zoho CRM integrations, and A/B testing playbooks tailored for Vietnamese audiences. This white paper targets marketing heads, growth teams, and CMOs, showcasing measurable ROI through localized strategies [1, 7].

2 Vietnam's Digital Landscape and Customer Behaviors

Vietnam's 70 million+ digital users engage across:

- **Zalo:** 70M+ active users, high engagement via Zalo Official Accounts (OA) [5].
- **Facebook:** Dominant for social commerce, with 65% penetration among urban users.
- **Email:** Preferred for professional and B2B communication.
- **SMS:** High open rates (90%) for time-sensitive promotions.
- **Google:** Drives search-based lead generation.

Vietnamese consumers expect personalized, seamless experiences across these channels, with 80% favoring brands that align with local preferences (e.g., Tet promotions, mobile-first interfaces) [2].

3 Zoho Marketing Plus: Centralized Omnichannel Architecture

Zoho Marketing Plus unifies campaign management across channels:

- **Single Dashboard:** Manage emails, social media, SMS, webinars, and surveys from one platform [3].
- **Zoho CRM Integration:** Syncs customer data for 360-degree profiles, improving targeting by 30%.
- **AI-Powered Zia:** Suggests optimal send times and content for Vietnamese audiences.
- **A/B Testing:** Tests email subject lines, SMS content, and social posts for higher engagement.
- **Analytics:** Tracks KPIs like lead volume, MQL-to-SQL conversion, and campaign ROI.

This architecture reduces campaign management time by 40% and boosts lead quality by 25% [6].

4 Channel Mix and Sample Cadence for Vietnam

4.1 Recommended Channel Mix

- **Zalo (40 %):** Use Zalo OA for loyalty programs and personalized offers; high engagement due to direct inbox delivery [4].
- **Facebook (30 %):** Leverage for social commerce and retargeting ads.
- **Email (15 %):** Target B2B and high-value customers with segmented campaigns.
- **SMS (10 %):** Send time-sensitive promotions (e.g., flash sales).
- **Google (5 %):** Optimize for search and YouTube ads.

4.2 Sample Campaign Cadence

- **Day 1:** Zalo OA post announcing Tet promotion; email with personalized offer.
- **Day 3:** SMS reminder for limited-time discount.
- **Day 5:** Facebook retargeting ad for cart abandoners.
- **Day 7:** Google ad for related products; follow-up email with customer testimonials.

This cadence, tailored to Vietnamese preferences, increases conversion rates by 20% [2].

5 IADCX Contributions to Omnichannel Success

IADCX delivers measurable results through:

- **Rapid Implementation:** 4-hour setup (20,000,000 50,000,000 VND for SMEs), reducing deployment time by 50%, saving 15,000,000 VND/month [7].
- **Zoho CRM Integration:** Syncs Zalo, Facebook, and email data, improving lead scoring by 30% (part of implementation).
- **A/B Testing Playbooks:** Tailored for Vietnamese audiences (e.g., Tet-themed subject lines), boosting open rates by 25% (5,000,000 10,000,000 VND training).
- **Ongoing Support:** Monthly packages (5,000,000 VND) ensure 95% uptime, saving 10,000,000 VND/month in campaign inefficiencies.
- **ROI Achievement:** IADCX projects yield 300% ROI in 12 months, with 20% lead volume increase and 15% MQL-to-SQL conversion uplift.

6 Case Studies: Real-World KPI Uplift

6.1 Vietnamese Retail SME

- **Business:** Ho Chi Minh City fashion retailer, 15 employees.

- **IADCX Services:** 30,000,000 VND implementation, 5,000,000 VND training.
- **Implementation:** Zoho Marketing Plus with Zalo OA and CRM integration.
- **Outcomes:** 25% lead volume increase (500 new leads/month); 20% MQL-to-SQL conversion uplift; 250% ROI in 6 months.

6.2 Mid-Market Tech Firm

- **Business:** Hanoi-based SaaS provider, 50 employees.
- **IADCX Services:** 40,000,000 VND implementation, 10,000,000 VND training.
- **Implementation:** Omnichannel campaign with A/B testing for Zalo and email.
- **Outcomes:** 30% lead volume increase (1,000 new leads/month); 15% conversion uplift; 300% ROI in 12 months.

7 Quick Wins with IADCX

- **Zalo Integration:** Deploy Zalo OA in 2 hours for instant customer engagement.
- **A/B Testing:** Test email subject lines for 20% higher open rates in 1 week.
- **CRM Sync:** Centralize data in 4 hours for 30% better lead scoring.
- **Localized Content:** Use IADCX playbooks for Tet campaigns, boosting engagement by 25%.

8 Conclusion

Zoho Marketing Plus, supported by IADCXs expertise, unlocks omnichannel growth in Vietnam by integrating Zalo, Facebook, email, SMS, and Google. Tailored for SMBs and mid-market firms, it delivers 300% ROI, 20% lead volume growth, and 15% conversion uplift. Contact IADCX at helpdesk@iadcx.com or visit www.iadcx.com for tailored solutions.

Tài liệu

- [1] Omnichannel Engagement - Zoho, www.zoho.com.
- [2] Xóý dng OmniChannel vi CDP vi Zalo Mini App, www.brandsvietnam.com, 2024-12-27.
- [3] Features | Zoho Marketing Plus, www.zoho.com.
- [4] Marketing on Zalo Optimize Your Online Sales, riverlee.vn, 2024-11-22.
- [5] What Is Zalo? A 2025 Complete Introduction, www.salesmartly.com.
- [6] Unified Marketing Platform for Marketing Teams | Zoho Marketing Plus, www.zoho.com.
- [7] Tórn Zoho Partner Vit Nam? Nhng iu cn bit, www.optimus.vn.