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Brand promotion strategies of global travel and tourism corporations in Vietnam. Vietravel and Saigontourist

Doan Lieng Diem

Ho Chi Minh City University of Industry and Trade, Vietnam

* Corresponding Author: **Doan Lieng Diem**

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Abstract

In Vietnam in recent years, the tourism industry has received great attention from the party, the state and the General Department of Tourism. Tourism is considered an important economic sector and Vietnam is one of the countries with extremely large tourism resources. If exploited and used properly, it will bring enormous profits to the country's economy. That is why the tourism industry in our country is gradually developing strongly, tourism revenue is increasing rapidly. Travel and tourism companies are gradually asserting their brands among international partners, and competition among domestic companies is also very fierce. To survive and develop in today's market economy, companies need to have effective business policies to ensure revenue, in which Vietravel travel company and Saigontourist company are no exceptions. Brand promotion strategy plays an important role in building and maintaining a positive image of Vietravel travel company and Saigontourist company. It helps create awareness, enhance credibility, attract customers and can even motivate them to choose your travel services over your competitors. This strategy also helps create a sense of consistency and uniformity in how the brand is experienced across different channels. Saigontourist and Vietravel are two of the leading travel companies in Vietnam. Saigontourist mainly focuses on domestic and international travel services, providing tours, air tickets, hotel reservations and other related services. Meanwhile, Vietravel also offers similar services but they have a stronger focus on organizing domestic and international tours for tour groups and individual passengers. Both companies have effective brand promotion strategies, consistent with positioning and target customer segments. Vietravel: reaches diverse customers, focuses on competitive prices, rich products, focuses on online marketing, famous event organizers Saigontourist: targets high-end customers, focuses on professional services, unique experience, focusing on building a reputable and quality brand.

Keywords: tourism, brand promotion, Vietravel, Saigon tourist

1. Introduction

The tourism industry is not only an important part of the economy but also a field full of potential and competition. With the development of society, the demand for tourism is increasing, from relaxation and exploration to cultural and educational experiences. This poses a big challenge for tourism businesses when they have to compete not only in terms of service but also in attracting and retaining customers.

In today's digital world, product brand promotion has become more important than ever. Travel corporations such as Vietravel and Saigontourist have recognized this and devised creative strategies to attract the attention of potential customers and maintain the loyalty of current customers.

Researching the brand promotion strategies of Vietravel and Saigontourist not only helps us better understand how they build and develop their brands but also offers valuable lessons on the application of media, advertising channels and creative content to create impact and impression in the hearts of customers.

This article will focus on a detailed analysis of the product brand promotion strategies of Vietravel and Saigontourist, from using traditional media to applying digital marketing techniques and creating Creative content on social networks. Thereby, we will have an overview of how these two corporations have been promoting their development and success in a competitive tourism market.

2. Rationale

2.1. Theory of brand promotion strategy

- What is the brand?

According to the American Marketing Association: A brand is any distinctive feature such as a name, term, design, or symbol that identifies goods or services and distinguishes them from those of competitors ^[1]. A brand often has many brands. ^[2]

- What is a trademark?

According to the provisions of Clause 16, Article 4 of the 2005 Intellectual Property Law: Trademarks are signs used to distinguish goods and services of different organizations and individuals. ^[3]

Distinguishing brands and trademarks: for example, the P&G brand has brands such as Tide, Gillette, Pantene...; The Coke brand has brands such as Sprite, Fanta, Minute Maid Nutriboost, Schweppes, Dasani and Aquarius... trademarks are just elements that make up the brand. ^[4]

- What is a corporate brand?

Corporate branding is the process of establishing and managing the identity of a company or organization. It involves aligning a company's mission, values, and culture with its public image. Corporate branding aims to create a consistent and positive perception of a company among stakeholders, including customers, employees, investors and the public. ^[1]

- What is the brand identity?

Brand identity refers to the visual and symbolic elements that represent a brand. These elements include the brand name, logo, color scheme, typography, and design elements. These elements work together to create a recognizable image for the brand that consumers can recognize and connect with. ^[1]

- What is promotion?

Promotion is helping customers easily recognize a business's brand, recognize the business's products and services among countless other businesses with a variety of types of products and services. service ^[5].

- What is brand promotion?

Brand promotion is an important marketing tactic to increase product recognition, consumer loyalty, competitiveness, revenue, and overall company value ^[6].

One of the keys to brand advertising is repetition because people need to hear or see a company's message on average many times before it permeates their brain. This helps increase brand awareness and makes it easier for buyers to recall ^[6].

2.2. Brand promotion goals

Increase brand awareness: Companies, large or small, should advertise to build brand awareness with customers. This is the goal of brand advertising for emerging businesses, helping to increase brand awareness. ^[7]

Attract customers or convert brands: The next goal of most advertising campaigns is to attract more customers. Increase the percentage of people who know and love your brand, thereby promoting sales, market share, brand conversion goals... Impressive advertising templates can create a powerful message that makes customers convert. from old brand to new brand. ^[7]

Nokia was once a phone empire that seemed impossible to overthrow. However, because Nokia refused to change technology, its customers were "taken over" by other Android phone companies, causing loyal customers to switch brands. ^[7]

Building brand image: Continuously advertising the brand, providing quality products and following through on commitments will automatically build and increase the value of the brand. ^[7]

Product and brand positioning: Brand positioning in the customer's subconscious mind (compared to competitors) is extremely important in brand advertising. This is one of the most important brand advertising goals of a business. Once you have determined the correct "position" of the brand, advertising will be more focused on that customer group without being wasted or failing. ^[7]

Increase sales: In the long run, effective brand promotion will bring sales to the business. However, if the campaign is not suitable or the audience of the advertisement is not properly identified, brand advertising can fail or be counterproductive. ^[7]

Increase profits: With communicated value, differentiated brands as well as increased sales, brand advertising can greatly contribute to increased profits. ^[7]

Create a desire to buy in the future: Once the brand has been positioned in the customer's subconscious, they will remember that brand first when the need to shop arises. Customers even have a desire to own the product even when they don't need it ^[7].

2.3. Brand promotion tool

- Advertising: Any paid form of presentation of ideas, goods or services by an identified sponsor. Historically, advertising messages were tailored to a group and used mass media such as radio, television, newspapers and magazines. Advertising can also target individuals according to their profile characteristics or behavior; examples are weekly advertisements sent out by supermarkets to local residents, or online banner advertisements that target individuals based on the websites they visit or their Internet search terms. ^[8]
- Public Relations (PR): The purpose of public relations is to create goodwill between an organization (or the things it promotes) and the "public" or target segment it is trying to reach. This happens through organic or earned advertising opportunities: articles, press and media coverage, winning awards, presenting at conferences and events, and otherwise receiving attention through non-

sponsor-paid means. Although organizations earn more than they pay for the PR attention they receive, they can devote significant resources to the activities, events, and people who create this attention. ^[8]

- Personal Selling: Personal selling uses people to develop relationships with target audiences for the purpose of selling products and services. Personal selling emphasizes face-to-face interaction, understanding customer needs, and demonstrating how the product or service provides value. ^[8]
- Sales promotions: Sales promotions are marketing activities intended to temporarily boost sales of a product or service by adding to the underlying value offered, such as a "buy one get one free" offer" to consumers or "buy 12 cases and get 10% off" to wholesalers, retailers or distributors. ^[8]
- Direct Marketing: This method aims to sell products or services directly to consumers instead of through retailers. Catalogs, telemarketing, mailed brochures or brochures, and television home shopping channels are all popular traditional direct marketing tools. Email and mobile marketing are two next-generation direct marketing channels. ^[8]
- Digital Marketing: Digital marketing covers a wide range of areas, from websites to search engines, content and social media marketing. Digital marketing tools and techniques evolve rapidly with technological advances, but this umbrella term encompasses all ways of using digital technology to market and sell organizations, products, services, ideas and experiences. ^[8]

2.4. Steps to building an effective advertising strategy

Most advertising strategies must follow a specific and clear process to ensure success and effectiveness. Here are 7 important steps to building a strategy for businesses:

Step 1: Identify target market

A good advertising strategy must start with correctly identifying the target market. In this step, strategists need to survey the market to clearly understand the target customers to provide an overview. Thereby identifying and classifying customers into groups according to criteria such as age, gender, income, trends, interests, purchasing behavior ^[9].

Step 2: Determine advertising goals

For each strategy, the business's goals may be different depending on the market and time. Determining the right goals and timing will help optimize costs and best focus resources to run that strategy. The values that the company wants to achieve such as brand promotion, information communication, revenue or reminders are all targeted goals. ^[9]

Step 3: Determine product USP

The market has countless industries with products with similar features and designs. This makes many consumers hesitant to accept new products. The advertising strategy will eliminate these concerns of customers through introducing outstanding features and outstanding advantages of the product. This is an effective "magnet" to attract customers, helping your strategy become superior and more competitive. ^[9]

Step 4: Build brand recognition

Building a brand identity has great significance in implementing advertising strategies. The more consistent the

brand identity, the higher customer recognition and the closer customer relationships are strengthened. The brand has an identity with logo, packaging, labels, banners, posters. Creativity and closeness help advertising succeed. ^[9]

Step 5: Build an advertising strategy budget

The scale and form of strategy implementation depends largely on the company's budget. Administrators need to consider the budget for the entire strategy and allocate it evenly to each item. Thereby choosing the appropriate form of expression to best convey the message. ^[9]

Step 6: Choose a creative strategy

How to bring your advertising closer to customers, convince them and achieve your strategy goals? The creative element in advertising is the most important and requires a lot of resources to participate. Many businesses invest in these strategies with enormous costs, human resources and brainpower. The forms are also very diverse from media posts, videos to radio. ^[9]

Step 7: Implement strategy and evaluate

To evaluate an advertising strategy, the best way is to test it in the real market. Through customer reactions, businesses will know inappropriate points and make adjustments. Typically, evaluating a strategy takes up to 6 months based on sales and customer satisfaction. ^[9]

3. Current status of business problems

3.1 Introducing Vietravel Company, Saigontourist

3.1.1 Introduction to Vietravel ^[11]

Business name: Vietnam Tourism and Transport Marketing Joint Stock Company - Vietravel

International transaction name: Vietnam Travel and Marketing transport Company

Year of establishment: December 20, 1995

Head office: 190 Pasteur, Ward 6, District 3, Ho Chi Minh City, Vietnam

Business lines: Tourism and transportation marketing

➤ Vision and mission:

Vision: After more than 20 years of establishment and development, Vietravel is increasingly proving its position by aiming to become one of the top 10 travel groups in Asia.

Mission: bringing satisfaction and sublime emotions to customers in every journey is the biggest mission that Vietravel aims for.

Core values: Professionalism, sublime emotions of customers and added values for tourists after each trip.

Business philosophy: Putting customer benefits at the center of all activities of the Company. Vietravel affirms that customers are the key factor that greatly contributes to building the Vietravel brand.

3.1.2. Introduction to Saigontourist

Name: Saigon Tourism Corporation

International name: Saigontourist Holding Company (abbreviated as Saigontourist)

Address: No. 23, Le Loi, Ben Nghe Ward, District 1, Ho Chi Minh City.

Date of establishment: August 1, 1975

Business fields: Saigontourist Group's business activities include 05 core fields: hotels and resorts, restaurants, travel, sports entertainment, and training.

vision and mission

- Vision: becoming one of the leading tourism brands in Vietnam and the region in the fields of accommodation -

cuisine - travel - entertainment - training and other tourism services

- Mission to bring experience and happiness to customers, partners, employees, owners and communities through tourism products and services.

Core values: Integrity, synergy, creativity, hospitality

Business philosophy: attaching local cultural values to business activities creates a value chain branded by Saigontourist Group, promoting the image of Vietnamese tourism to international friends and bringing Vietnamese tourism become a key economic sector.

3.2. Brand promotion strategy

3.2.1. Vietravel Company

Vietravel's brand promotion strategy is a combination of strong brand positioning and smart social media strategy. The above two factors have contributed significantly to Vietravel's promotion strategy as well as transforming its brand. This brand becomes more prominent in the eyes of consumers every time they search for travel services.

Vietravel promotes its brand with a marketing-mix strategy

➤ Product:

There are 3 main product groups at Vietravel: Business services, package tour programs, and general travel business activities. The success of Vietravel's product promotion strategy is successfully built thanks to the following characteristics: diversity in Vietravel's product strategy, building websites through separate categories for each internal and external location, water, market penetration, professionalism, sublimated values, added values

➤ Price

In business, price is always a factor that directly affects a company's revenue. On Vietravel's main website, we can see that there are 3 factors used to price products under this brand:

- ❖ Based on cost to create services (cost-based pricing): to have reasonable prices, the company always attaches importance to reducing input costs such as transportation costs, tour organization costs, and marketing costs. Transportation costs have a huge and direct impact on the construction of tour prices.
- ❖ Based on customer behavior
- ❖ Penetration pricing: the company has priced its services relatively low compared to several other companies. With the goal of attracting a large enough number of customers and retaining a large market share.
- ❖ Cheap pricing, economical pricing: this is the pricing policy that Vietravel has recently focused on, selling products at so-called "super cheap" prices to target the lower market.
- ❖ Psychological pricing: the company considers the psychological factor of price, not simply the economic factor. Many tours have not much price difference, but some customers choose a lower price tour because they think it is too expensive, there is not much difference between them, some people choose a higher price with the mentality of "you get what you pay for". A little more money but I get better service.
- ❖ Based on competitors: Currently, Vietravel is the leading company in the market, so it is less strongly affected by competitors' prices and does not compete in price wars

with competitors in the market too much. Vietravel has introduced reasonable pricing policies to satisfy customers at the best level. Vietravel commits to the quality of service for its prices and customers have complete confidence in the company's prices.

➤ Place (Distribution Strategy)

With 16 branches located in provinces such as Quy Nhon and Hanoi. Hai Phong, Hue, Da Nang, Nha Trang, Long Xuyen, Can Tho, Binh Duong, Phu Quoc, Lao Cai, Phan Thiet big cities with 5 representative offices abroad such as 1 office in Thailand, 2 offices office in Cambodia, 2 offices in the US and 3 tour sales network channels serving different needs and purposes. The company has used a widespread distribution strategy with high coverage that can provide trip information, tour to all customers at home and abroad

➤ Promotion (Promotion Strategy):

Vietravel has created two very unique and impressive advertising campaigns:

- ❖ Famtrip: trips that strongly address the needs of foreign tourists who want to experience for themselves more about the life of Vietnamese farmers. This program is focused on marketing on this brand's foreign website.
- ❖ Presstrip: These trips are mainly aimed at travel survey journalists, helping brands promote not only the business image but also introduce locations.

It can be said that Vietravel knows how to address the key needs of target customer groups and give them unique and appropriate proposals.

- ❖ Message to convey: The message is both a guideline for the company's activities and creates the class of the brand. The form of the message is short and concise, expressed through the business's website and advertising leaflets.
- ❖ Advertising: print advertising through publications with information on tour prices, time, transportation,... updated regularly, quickly reaching customers.
- ❖ Public Relations: PR is always used to achieve the goal of establishing and maintaining a positive impression of public groups about Vietravel. The forms companies often use are press conferences, organizing events, providing information so the press can report on products or companies, and participating in community activities. That is the goal throughout Vietravel's long-term plan.
- ❖ Promotion: applicable to customers and distributors:
 - Customers: The place where the final care and services from the products are received is very important. Vietravel also has incentives for loyal customers of partners affiliated with the company when booking tours. Along with discounts, gifts that come with tour bookings for tourists before and after traveling are also of interest to Vietravel.
 - Distributors: Vietravel quickly has preferential policies as well as cooperates with distributors and travel agents. Desiring long-term and effective cooperation, support and discount programs to accelerate product sales are what the company always aims for with agents.
- ❖ Direct marketing: For member customers, they will receive birthday gifts and wishes right to their

address. Simple actions but bring practical results to businesses by creating satisfaction and making customers feel the best care.

- ❖ Word of mouth: Customers who have trusted the product are considered the best information channels to potential customers. It is the truest emotions, the feelings from the care and concern that we create.

➤ Physical Evidence (Material – technical facilities)

The physical and technical basis element of Vietravel's communication strategy is shown through the coverage of 16 branches nationwide along with 5 representative offices abroad. Besides, Vietravel is also the official airline ticket agent of many airlines in Vietnam.

➤ People Strategy

Vietravel has built a community of tour guides who are energetic, young, enthusiastic and fluent in many foreign languages. This team plays a huge role in delivering an impressive, quality experience.

➤ Process (Implementation process)

A professional implementation process is a factor that helps each business operate smoothly and achieve optimal productivity.

- Tour design process
- Service provision process
- Complaint resolution process

Communication strategy through social networks

For a travel and tourism company, social networking sites are the universal keys to search and the love of the community. Vietravel quickly caught up with the trend and took advantage of communication on a variety of social networking platforms, the Company has attracted a certain number of followers for its brand compared to other competitors. Facebook (more than 480 thousands of followers)

TikTok: TikTok is a "fertile land" for companies' communication campaigns at the present time because of its popularity. Vietravel has used eye-catching moments with bright colors and carefully edited and artistically relaxing sounds about famous landmarks. Instagram & Youtube: Similar to other social platforms, Instagram and Youtube are also "thoroughly" utilized by Vietravel to promote tourism images and promote communication.

3.2.2 Saigontourist's brand promotion strategy

➤ Product strategy of Saigontourist (Product)

The product in the tourism industry is not an actual product but a service that it provides to customers. Part of customer service can be felt, the rest will be behind each user's journey. Saigontourist is a leading travel company in Vietnam offering many different tour packages.

❖ Actual product

Saigontourist constantly improves service quality and features with the goal of gaining a large market share in Vietnam. Saigontourist always strives to be a pioneer in providing the best service for travel needs. Service quality is an important factor and is always a top priority. The enterprise always complies with the ISO 9001:2000 quality management process and is also the first unit in Vietnam to be granted this certificate.

Saigontourist also expands Free & Easy service packages to include air tickets, hotels, resorts, airport pick-up and drop-off,... for customers to freely visit and shop thanks to a diverse and wide network of partners. everywhere with many attractive promotions.

❖ Enhanced products

- Customer care service: Dedicated advice to all customers when they need to find out information and instructions on procedures quickly. Support foreign travel consulting and airline ticket booking options for Vietnamese and international guests.
- The website has fully updated information about tours as well as notes when participating. There is also a consulting service to introduce restaurants, hotels and entertainment areas at tourist attractions. Tourists on the tour also receive free mineral water, insurance, hats and luggage.
- After-sales service: Saigontourist provides customers with discount coupons and membership cards in accordance with the terms of service.
- Insurance services: including travel insurance and reasonable compensation for unexpected problems.

❖ Potential products

Saigontourist is also proactive in implementing travel itineraries that help save on departures, be convenient and flexible for tourists in terms of time, improve lodging services at 4-5 star hotels, and update more new sights.

➤ Price strategy (Price)

Currently, Saigontourist is still applying package prices for economical tours and discounts for domestic travel to stimulate domestic tourism demand, such as vacation services that provide a complete package of accommodation, meals, and more. Food, drinking water, transportation.

Package prices take advantage of exploiting fixed costs, increasing investment efficiency so services can share costs with each other. Different services are also made to suit the individual needs of users and correspond to market prices.

➤ Distribution strategy (Place)

Due to the development of modern technology, tourism operators have also used many different tactics to better reach customers. Therefore, Saigontourist uses a strategy to meet the needs of each different segment through 3 main channels, specifically:

- Channel 1: Establish a branch system to directly sell tickets to customers.
- Channel 2: Send tickets to travel agents to resell to customers.
- Channel 3: Selling through the company's website system, dulichre.com, makes it easier for customers to choose a suitable service and make payment.

➤ Promotion strategy of Saigontourist (Promotion)

When first launched in the market, Saigontourist applied a push and pull strategy to create customers. Then, the business turns to some marketing intermediaries to try to advertise the tours to the end users. In particular, advertising and promotions are the most used tools.

❖ Advertisement:

Saigontourist uses the 4 most important communication channels: magazines, newspapers, Internet and outdoor advertising.

- Magazines: Family Marketing and Travel Magazine

target domestic customers and Travellive and Asia Life target foreign customers twice a month.

- Newspapers: Thanh Nien, Tuoi Tre, Tien Phong with weekly numbers 4 times/week.
- Internet: place ads on some websites such as dulichre.com, vietnamtraveltour.com.
- Outdoor advertising: Placing billboards in many downtown districts.

❖ Promotion

Promotions are mainly aimed at holidays or special occasions of the year. Such as holidays, summer, festivals, etc. The special thing about the business is that not only are ticket prices not higher, but they also provide additional promotional services. This is the point that makes the difference between Saigontourist and its competitors.

Besides ticket discounts, Saigontourist also applies different incentives for member customers to retain old customers and develop new customers. Customers participating in traveling with the company will also receive additional products such as hats, t-shirts, backpacks.

➤ People Strategy

Along with system development, Saigontourist also creates conditions to help employees develop their careers and build a professional human resources system. Saigontourist's training program helps each individual gain high expertise, and business processes are unified throughout the system so that every customer, no matter which center they communicate with, receives a unique Saigontourist standard style. That is quick, professional and for the benefit of customers.

➤ Process improvement strategy (Process)

With many years of experience in the field of providing travel services, Saigontourist builds many extremely modern and professional tour programs. As follows:

- After customers receive information from Saigontourist through distribution channels or any media, they will choose the appropriate services.
- Next, the customer will make payment to get the ticket.
- Saigontourist will receive customer information and contact to arrange, plan and provide detailed tour information.
- Finally, customers can enjoy the trip and provide their

feedback directly to the manager or tour guide.

➤ Customer Experience (Physical Evidence)

Saigontourist owns a main office system and branches and exhibition booths with modern, simple and convenient designs for information exchange between employees and customers. Information about tours is also fully posted on the website, catalog, and banners in the office.

The means of transportation are also considered safe and of high quality. During the trip, visitors are also given additional items such as t-shirts, hats, etc. Accommodation locations are also 2 to 4 star hotels and resorts, comfortable and fully equipped.

3.3. Results obtained through brand promotion activities

3.3.1 Vietravel Company

Vietravel has become Asia's leading tourism brand with prestige, outstanding quality and has always received the love of tourists for the past 27 years. In the goal of sustainable development, Vietravel Corporation focuses on building a diverse ecosystem with 3 major fields: travel; Air transport; Trade in Services; is striving to become a multi-industry investment and business corporation bearing the mark of a Vietnamese brand.

In 2022, Vietravel also achieved an impressive feat with 10 consecutive wins at the World Travel Awards (WTA 2022) with 03 important categories, including: "Asia's Leading Tour Operator 2022" (Asia's Leading Tour Operator 2022), "Vietnam's Leading Tour Operator 2022", "Vietnam's Leading Tour Operator 2022" (Vietnam's Leading Travel Agency 2022).

With international tourism awards and National Brands awarded by prestigious organizations, Vietravel has been evaluated for the past 27 years. This is a worthy achievement for the company's constant efforts in pioneering technological innovation, product diversity, increasing service quality... to bring the Vietravel brand far on the world tourism map. .

3.3.2 Saigontourist Company

Saigontourist has created products with the goal of meeting customer needs, providing quality travel experiences at reasonable costs. Saigontourist travel company's marketing strategy has focused on building its brand as an economical and quality travel option, initially creating a trustworthy image in the hearts of customers.

3.4. Compare the strategy of Vietnam Tourism and Transport Marketing Joint Stock Company with Saigon Tourism Corporation

Table 1

Criteria	Saigontourist	Vietravel
Promotion	Offer attractive promotional product and service policies Customers enjoy promotional prices with constant service quality	Discount in cash, percentage of tour price. Give gifts and artifacts
Advertisement	Newspapers, magazines, social networking sites, websites Post in major forums	Applying science and technology with 2 tour versions + Famtrip + Pressrip
Price	Set high prices and target a target market with a high paying price	Always have appropriate pricing strategies
Reputation	Boss behind Vietravel	Reputation surpasses Saigontourist
Client	Not a familiar name in the international market	Present in most provinces and cities nationwide and distributed throughout the country

4. Solutions and Conclusion

4.1. Some solutions to improve brand promotion effectiveness

Vietravel Company

The company needs to increase the use of marketing through social networks. Engage and expand your social media community by inviting content creators and key opinion consultants, who are influencers in any given field as well as those who have fans on social networks.

In its business development orientation to 2030, Vietravel Corporation will become a leading aviation and travel corporation in the region. The Group builds on a modern and creative structure and management system to create an ecosystem of high-class products and services, meeting customer needs and enhancing the position of the Vietravel brand in the world. international School.

Saigontourist Company

Develop promotional activities, promote and market images, brands, and tourism products through international and domestic tourism fairs, on Saigontourist's website system...; At the same time, strengthen the construction and supply of new tourism product lines to meet the diverse needs of international and domestic tourists. calendar greed mandarin, rest nourishment, du calendar MICE, du calendar sea, du calendar born thai, du calendar ceremony festivals, craft village tourism, community tourism.

- Strengthen brand promotion: Saigontourist should increase advertising and marketing activities to increase awareness. Use online and offline communication channels such as websites, social networks,... to promote customer awareness of products.
- Optimize customer experience: promote improved customer experience by improving service quality, ensuring the right program, creating unique and attractive destinations, providing clear information and support Professional consulting support for customers.
- Create creative breakthroughs: the marketing strategy of Saigontourist travel company should continuously innovate and update tourism products to create attractiveness and uniqueness. Explore and exploit new destinations to attract customers.
- Build long-term relationships: Build long-term and trusting relationships with customers by providing quality service and after-sales support. Build customer loyalty programs, special offers and attractive promotions to help customers become ambassadors and potential customers for Saigontourist.
- Measure and evaluate effectiveness: Determine performance indicators and evaluate effectiveness from the marketing strategy of Saigontourist travel company

4.2 Conclusion

A brand promotion strategy is very important for a company because it helps build and maintain a positive image, increase brand value and create trust from customers. It can influence purchasing decisions, customer trust and even competitive pricing.

The brand promotion strategies of Saigontourist and Vietravel may be different depending on the business goals, customers and available resources of each company. However, both companies can use traditional advertising media such as television, newspapers, and events to increase brand awareness. Furthermore, they can also leverage social

networks, websites, and mobile applications to interact and reach potential customers. Both focus on providing a diverse range of travel products and services, from package tours to airline ticket and hotel booking services. Focus on providing good customer service, including 24/7 support and attractive promotions. And both invest in building and maintaining brand reputation through service quality, trust and positive customer reviews. At the same time, creating quality content and providing excellent customer service are also important factors in building and maintaining brand reputation.

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