



# PORTFOLIO





# About **GOHA**

A solution that **helps you**  
turn nothing into something



# The Story of GOHA



## Growing happiness

Sustainable and healthy growth. We are delighted to accompany businesses with great visions, building from the ground up.

This core value has not changed since the establishment of the company. With a new identity, this core value is deeply and clearly portrayed. Customers can see a new GOHA, ready to quickly update market information and turn it into effective plans for your business.

Growing is also closely related to marketing. Effective marketing activities must be associated with growth figures and revenue stream that develop. GOHA is closely linked to growth because if we cannot help customers grow, we are wasting their money.

## Growth hacking

Fast and effective growth with specific situations for each business.

Growing and happiness always go hand in hand when a business builds everything from the ground up and brings value to the community. Growing without happiness may not be sustainable. On the other hand, if a business only seeks pleasure or entertainment, its career may not reach its maximum potential.

We believe that knowledge, experience in performance marketing, and integrity are the DNA deeply ingrained in each of our personnel at GOHA. We always seek solutions to accompany and develop with our customers, sustainably.

***Contact GOHA if you are looking for a partner!***

## Vision

**By 2025**, GOHA aims to become a reputable performance marketing service provider, helping 1,000 sustainable online market developments for businesses.

## Core Values

**GOHA** provides customers with effective marketing solutions with a team of dedicated and professional experts who care about their customers.

## Mission

### FOR CUSTOMERS

Providing truly effective Performance Marketing solutions for businesses.

### FOR OUR TEAM

Putting people first, everyone at Goha is given the opportunity to develop themselves and feel happy at work.





# Our team



**Kiều Hải Yến**  
*CEO*

10 years in the Digital Marketing industry.



**Bùi Nguyễn Quốc Toàn**  
*Technical Team Leader*

15 years in the technology consulting industry and improving key performance indicators of websites.



**Nhã Nguyễn**  
*Performance Manager*

8 years in the Performance Marketing field.

# Our team



**Ngọc Thuỳ**  
*SEO Specialist*

5 years in the  
Performance  
Marketing field.



**Khánh Linh**

*Senior Account Executive cum  
Strategic Planner*

6 years of experience in providing  
Digital Marketing solutions  
consulting for over 50 businesses  
nationwide.



**Thu Hương**  
*Account Executive*

2 years in the  
Performance  
Marketing field.



**Thanh Tuyền**

*Senior Account  
Executive*

8 years in the  
Performance  
Marketing field.

# Activities



EVENT | 04/2019

**“Reading Google's Mind - Decoding the factors that help websites dominate the Top 1 position.”**



# Activities



ATTENDED THE GOOGLE EVENT | 2019

“Google event: Webmaster conference”





# Activities



NHÃ - SPEAKER EVENT | 01/2020

**“Expert Insights: Gain Competitive Advantages with Livestream Advertising.”**



# OUR SERVICES



# Comprehensive Digital Marketing solutions

## The unique qualities of GOHA

- Dedicated consulting, providing the most suitable solutions for your business. In-depth research, understanding your customers, competitors, and your business.
- Proposing development directions, deployment methods, and commitments.
- Deploying, tracking KPIs, ensuring brand development and potential customer growth.
- Weekly reporting, identifying issues that need improvement and proposing solutions.
- Transparent consulting process - contract signing - implementation - campaign evaluation.



**➤ DETAILS**  
*Services and Quotation*

# SEO Long-term and sustainable

## The unique qualities of GOHA

- White hat SEO, saying no to fake KPI increasing tricks.
- Specific KPI commitment for the entire SEO campaign, with compensation clause.
- Google Data Studio statistics in real-time (updated hourly), visualizing data with vivid images to help you easily follow progress and provide an overall picture for the entire project.
- Continuous evaluation and improvement consultation for each stage, helping to increase conversion rates.
- Dev team ready to upgrade website features to serve sales marketing campaigns.
- Putting content at the center, with SEO-standard content, adhering to brand voice, and providing useful information.
- Performing SEO in both Vietnamese and English.

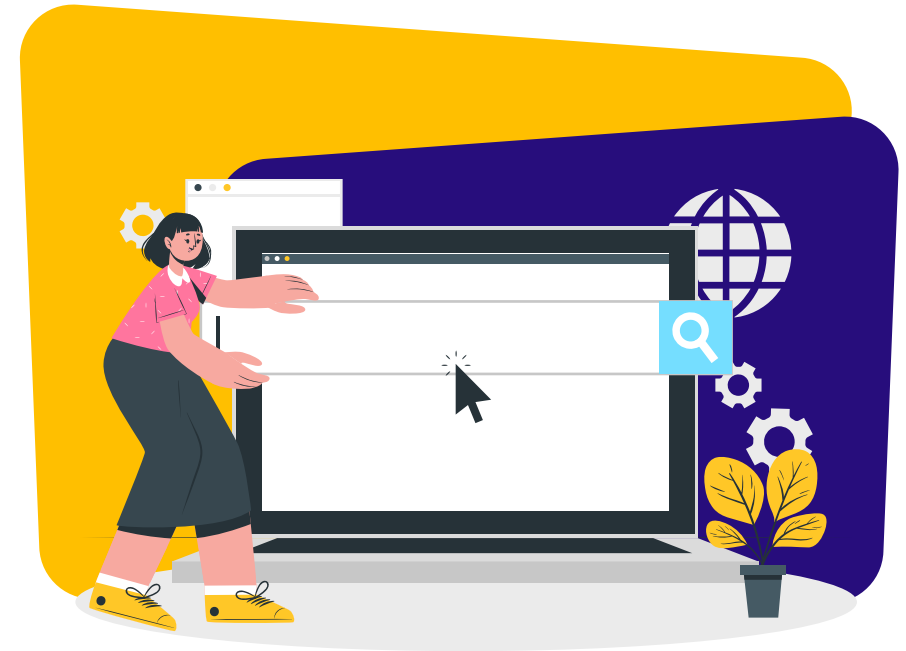




# Google Ads

## The unique qualities of GOHA

- In-depth keyword research, identifying core keywords to ensure accurate and effective advertising.
- Specific KPI commitment for the entire Google Ads campaign, with compensation clause.
- Google Data Studio statistics in real-time (updated hourly), visualizing data with vivid images to help you easily follow progress and provide an overall picture for the entire project.
- Professional design team with high creativity, helping you design eye-catching banners with call-to-action support.
- Highly specialized dev team, ready to serve website feature upgrade needs and advertising campaigns.
- Combining consulting across different channels to create the best value for businesses.



**DETAILS**

*Services and Quotation*

# Facebook Ads

## The unique qualities of GOHA

- Efficient optimization for real engagement, inbox messages, and comments.
- Building a long-term content strategy.
- In-depth analysis of target customers.
- Specific KPI commitment for the entire Facebook Ads campaign.
- Transparent consulting process - contract signing - implementation - campaign evaluation.
- GOHA is ready to allocate additional budget to compensate for KPI if not achieved as committed.
- Google Data Studio statistics in real-time (updated hourly), visualizing data with vivid images to help you easily follow progress and provide an overall picture for the entire project.
- Professional design team with high creativity, helping you design beautiful images with call-to-action support, adhering to Art Direction.
- Combining consulting across different channels to create the best value for businesses.
- Performing Facebook campaigns in both Vietnamese and English.



**DETAILS**

*Services and Quotation*

# Youtube Ads

## The unique qualities of GOHA



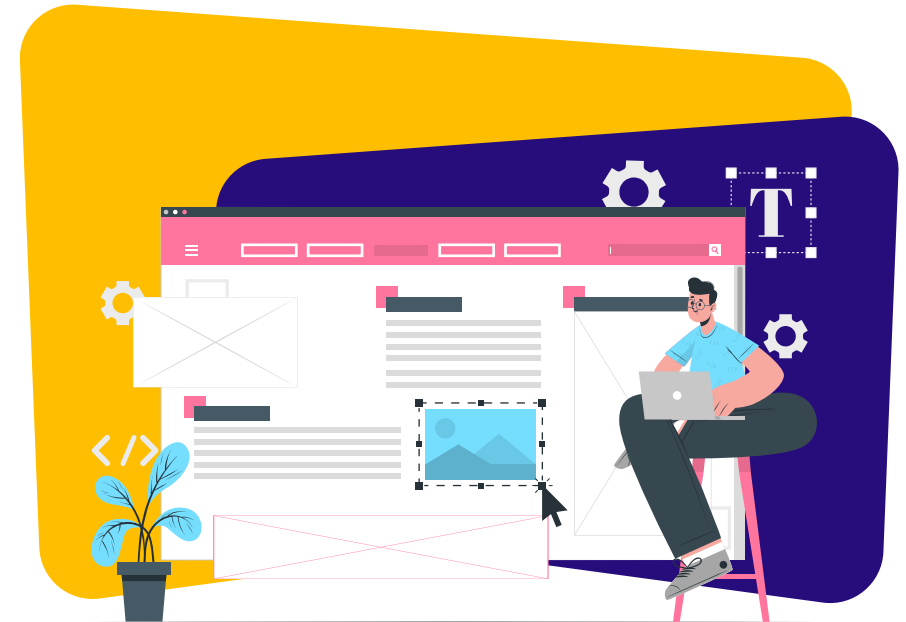
**▶ DETAILS**  
*Services and Quotation*

- Researching the business field, understanding industry insights to provide appropriate strategies.
- Supporting video design for advertising, focusing on brand identity synchronization and adhering to the business's Art Direction.
- Providing optimized budget solutions to increase advertising efficiency. In-depth consultation, identifying the right target audience according to business needs.
- Weekly reports, updating and adjusting plans based on actual situations.
- Google Data Studio statistics in real-time (updated hourly), visualizing data with vivid images to help you easily follow progress and provide an overall picture for the entire project.
- Consulting and implementing multi-channel coordination: Google Ads, Facebook Ads to help businesses build a synchronized brand image.

# Web Design

## The unique qualities of GOHA

- Customized design interface, not using templates, creating a unique identity for the business. In-depth consultation, tailored to the business's field of operation.
- Ensuring website optimization for SEO, UX/UI standards, and convenience for sales and marketing campaigns.
- Short execution time to save time while ensuring a well-designed website.
- Ready to consult on programming specialized functions according to your requirements.
- Dedicated warranty, attentive care, and quick response.



**DETAILS**

*Services and Quotation*

# SEO internal training for businesses.

## The unique qualities of GOHA

- Customized design interface, not using templates, creating a unique identity for the business.
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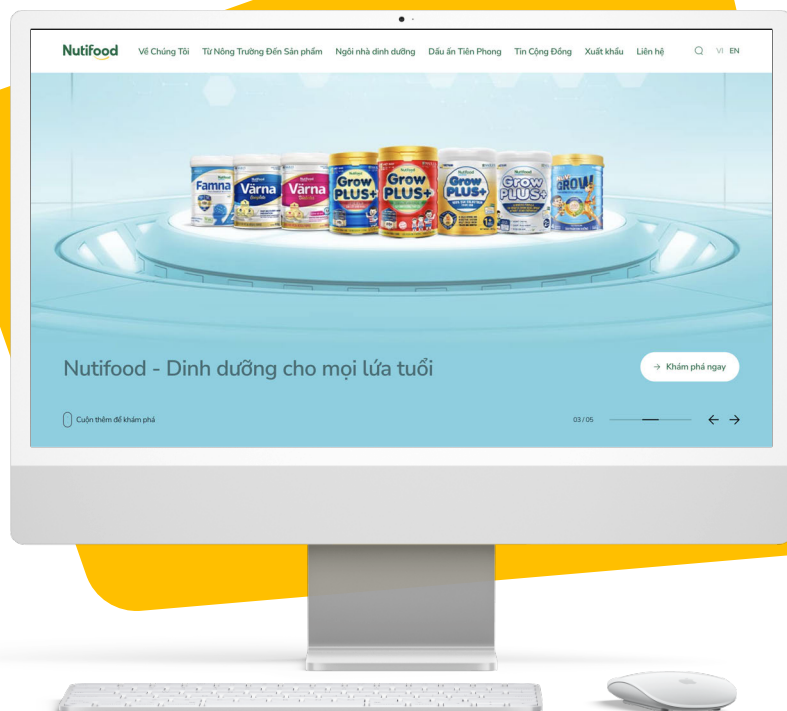


**DETAILS**

*Services and Quotation*

# SHOWCASE





## CHALLENGE

- The website needs to build comprehensive content.
- Increase brand recognition for GrowPlus+ milk.



## WORK

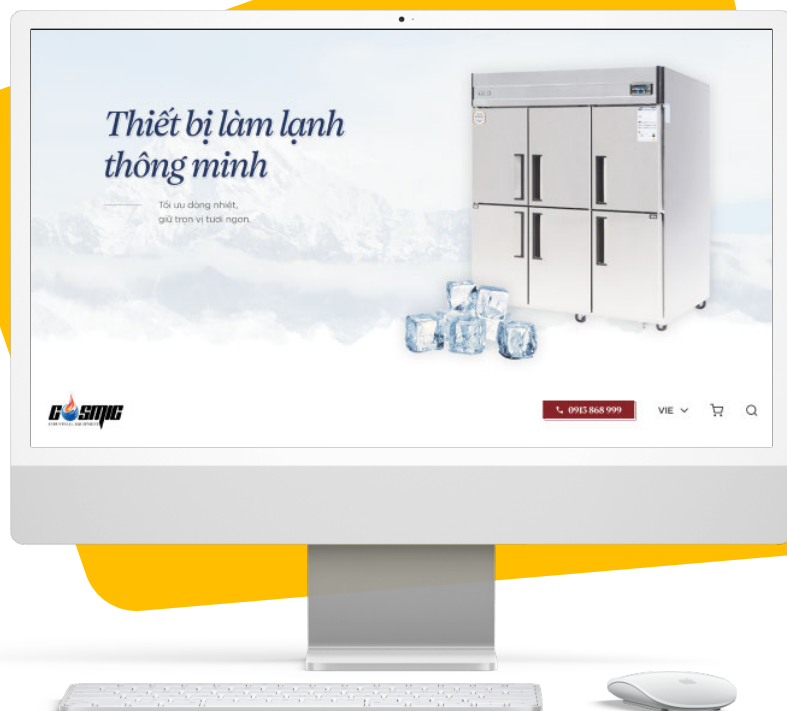
- Optimizing the Malnutrition campaign
- Developing content, increasing traffic, and improving keyword rankings by 400%.



**400%**

## RESULT

Exceeded commitment by 400%.



## OBJECTIVE

Bringing Cosmic product and brand to the digital environment to expand the customer base and increase revenue.



## WORK

- **Phase 1 (2018-2019)**

Building a website system and fanpage.  
Developing inbound content to attract customers to the website.

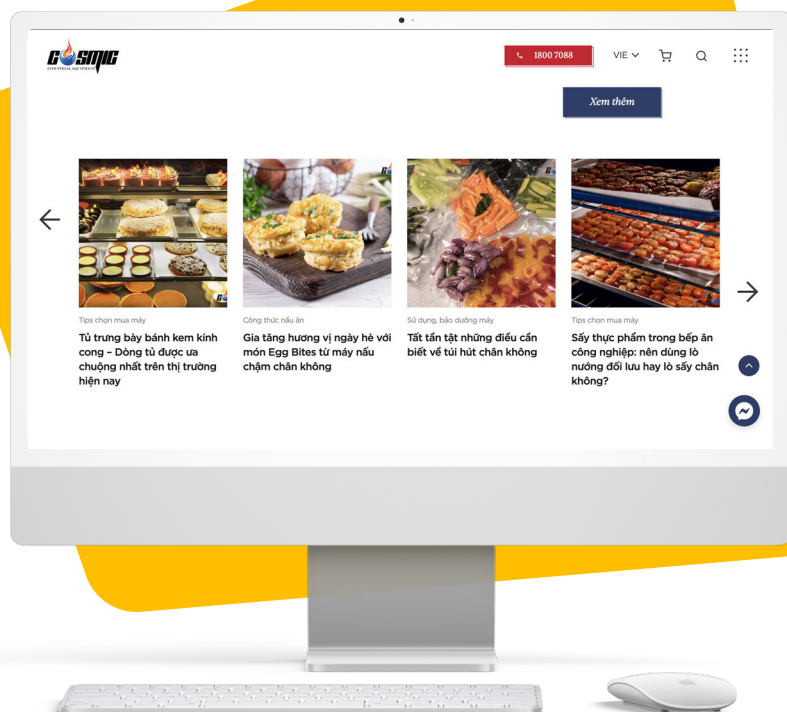
- **Phase 2 (2019-2020)**

Increasing lead quantity.  
Optimizing user touchpoints.  
Enhancing activities to improve potential customer experience.

- **Phase 3 (2021 - Ongoing)**

Maintaining and increasing rankings for more than 100 top 10 keywords.  
Increasing traffic.  
Increasing lead quantity.





## RESULT

After **2 years** of implementation

>200

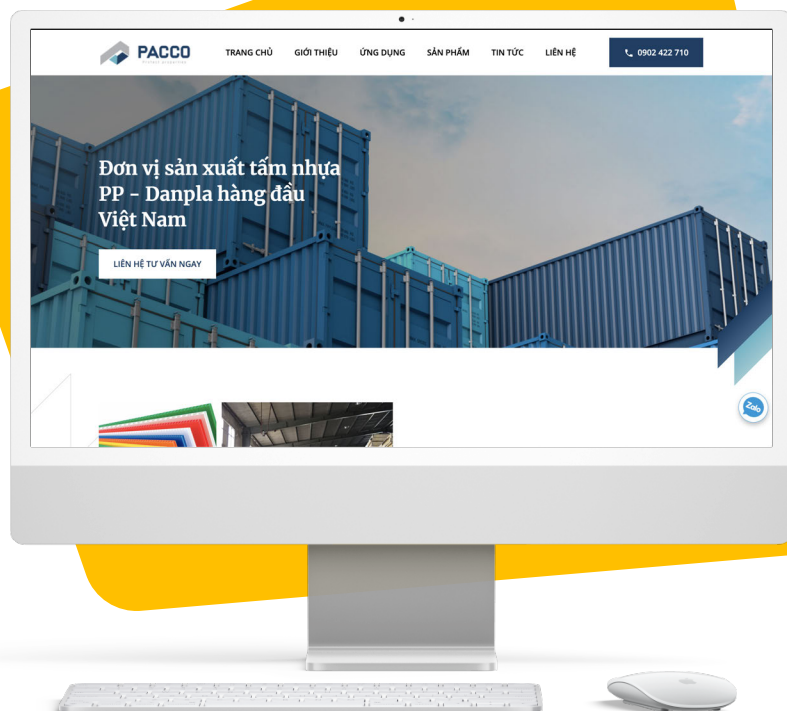
Deep, trustworthy, and motivational content pieces.

>200

Calls each month.

Increase  
500%

In organic traffic.



## OBJECTIVE

- Increase brand recognition.
- Educate users about the product.
- Increase traffic and leads.



## WORK

- Analyze and research competitors in the same field.
- Build brand recognition advertising strategies and attract customers through the website.
- Optimize Google Ads and landing pages.



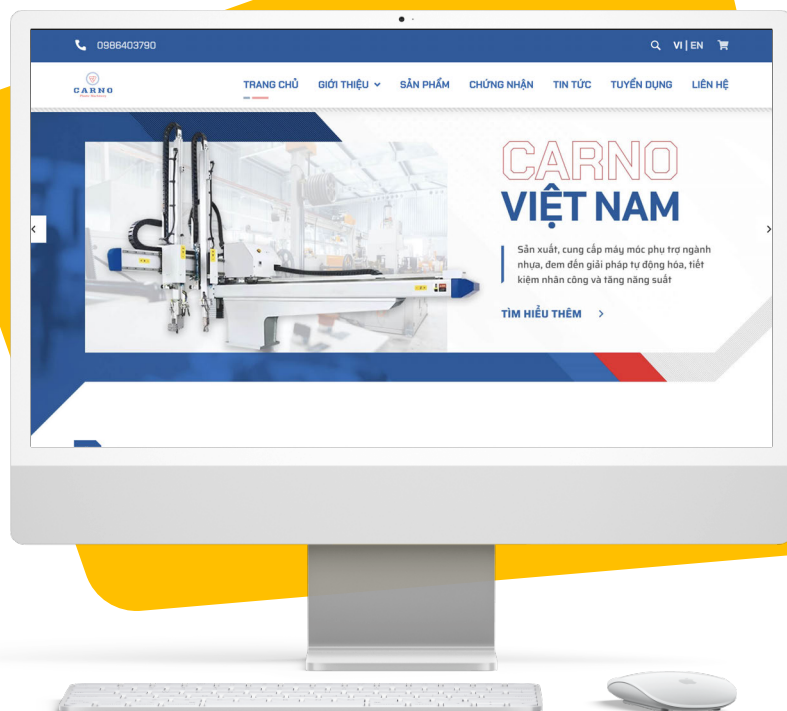
## RESULT

>100

Calls per month.

60.000

Traffic in 12 months.



## OBJECTIVE

- Establish Carno Vietnam as a leading supplier of plastic machinery in Vietnam.
- Increase visibility on Google Search when users search for strategic keywords/ products.



## WORK

- Consult on marketing solutions based on real-life situations.
- Design website and all website content.
- Implement comprehensive marketing strategies: SEO, Google Ads, content marketing.



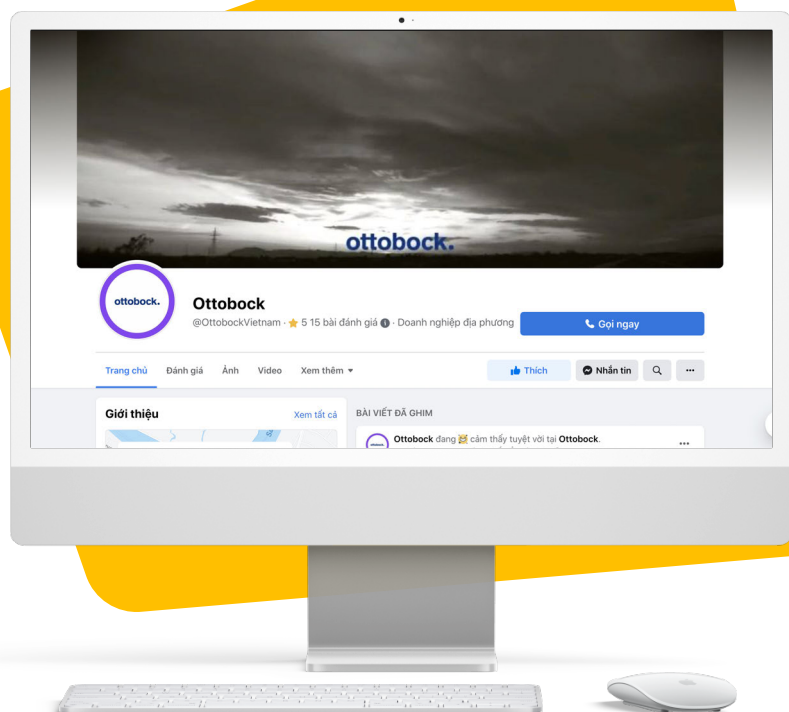
## RESULT

↑ 500%

Total clicks increased

x12 lần

Increased potential customers  
Revenue from Google Ads orders was 12 times higher than the initial investment cost.



## OBJECTIVE

- Educate customers about prosthetic and orthotic products.
- Increase brand recognition.
- Increase lead quantity: inbox and fanpage interaction.



## WORK

- Market research, competitive analysis, potential customer groups.
- Develop fanpage and increase leads through Facebook Ads.



## RESULT

Continuously optimize and develop fanpage, increasing qualified leads

↑ 250%

**After 6 months** (Feb-Aug/2020), fanpage interaction increased by 250%.

970,000

Reached 970,000 reactions on fanpage **after 2 months** (June-Aug/2020).

↑ 300%

Message quantity increased by 300%.

# ▶ HUỲNH CHÂU

daunhothuynhchau.com



## CHALLENGE

- There are many competitors in the market.
- The number of agents does not meet expectations.
- Competitors are starting to shift to online platforms.



## WORK

- Analyze and research competitors in the market.
- Consult on a comprehensive marketing plan.
- Implement comprehensive marketing strategies: SEO, chain fanpage development, content marketing.



## RESULT

>200

Keywords ranked in the top 10 with **over 60,000** traffic per year.

3 regions

Expanded distribution agents in all 3 regions.

Through building an online brand, gained trust from partners and customers both inside and outside the country.

# ➤ KẾT NỐI TIÊU DÙNG

ketnoitieudung.vn



## CHALLENGE

- Google advertising must generate revenue.
- Comprehensive strategy for a website with multiple products.



## WORK

- Comprehensive marketing targeting increased customer profits.
- Design and build a website to increase orders.



## RESULT

100%

Increase in profits after **6 months** of advertising.



## CHALLENGE

- Google advertising must generate revenue.
- Comprehensive strategy for a website with multiple products.



## WORK

- Optimize the website.
- Use Facebook and Google ads to increase calls.



## RESULT

**150%**

increase in calls after **3 months**.



# GALAXY PAINT

galaxy-paint.vn



## CHALLENGE

- Google advertising must generate revenue.
- Comprehensive strategy for a website with multiple products.



## WORK

- Develop content, increase traffic
- Improve keyword rankings.



## RESULT

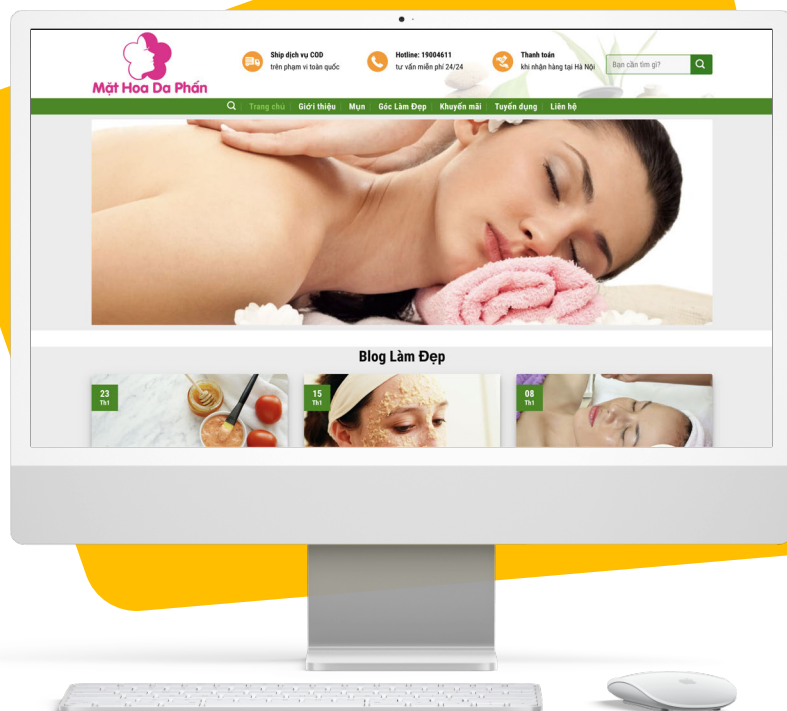
**200%**

Increase in traffic, reaching the promised amount.

**113**

Ranking keywords on the first page increased





## CHALLENGE

- Adwords advertising helps to quickly increase orders.
- Find new customers through Facebook.
- Increase potential customers to the website through SEO.



## WORK

- Design the website.
- Use Google and Facebook ads to increase traffic and orders.



## RESULT

**20%**

20% increase in customer profits after **2 months** of website implementation.

# ► EARTHMAMA | Organic system for mom and baby

earthmama.vn



## CHALLENGE

- Build a comprehensive SEO strategy.
- Increase brand awareness for Earthmama on the Search.
- Increase the number of agents and individual customers.



## WORK

- Research and build positioning, communication messages, and brand identity systems online.
- Analyze customer behavior and optimize website structure.
- Implement comprehensive SEO strategies.



## RESULT

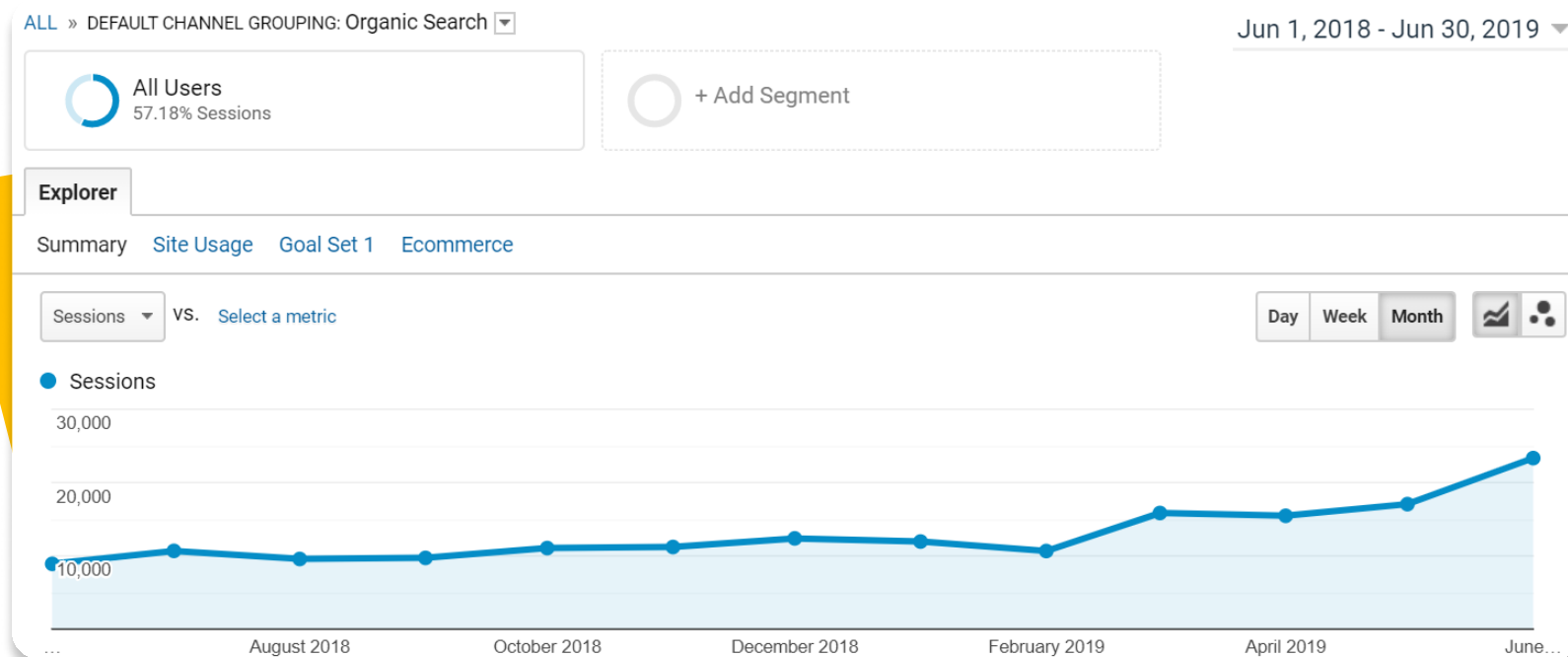
100% improvement in the number of customers from online channels.

100%

Increased traffic after **6 months** of implementing SEO.

# ► EARTHMAMA | Organic system for mom and baby

earthmama.vn



## RESULT

25%

Progress: achieved KPIs after **9 months** of implementation, saving 25% of time

Maintain kpis until the 12th month, project results:

Category	% Increase
Maintain top 10 keywords	220.00%
Increase rankings for top 10 keywords	196.67%
Traffic	159.05%



## CHALLENGE

- Build a comprehensive Search Marketing strategy.
- Increase brand awareness for Lasercut on the Search channel.
- Increase the number of agents and individual customers.



## WORK

- Research and build positioning, communication messages, and brand identity systems online.
- Analyze customer behavior and optimize website structure.
- Implement comprehensive SEO and SEM strategies.



## RESULT

Revenue exceeded expectations.

**100%**

Increased traffic after **6 months** of implementing SEO.



## WORK

- Optimize the entire page.
- Increase traffic and booking rates.



## RESULT

**100%**

100% increase in visits, reaching the top 5 for many competitive keywords such as '*cheap Korea tour*', '*cheap Korea travel tour*', '*Japan travel*'.

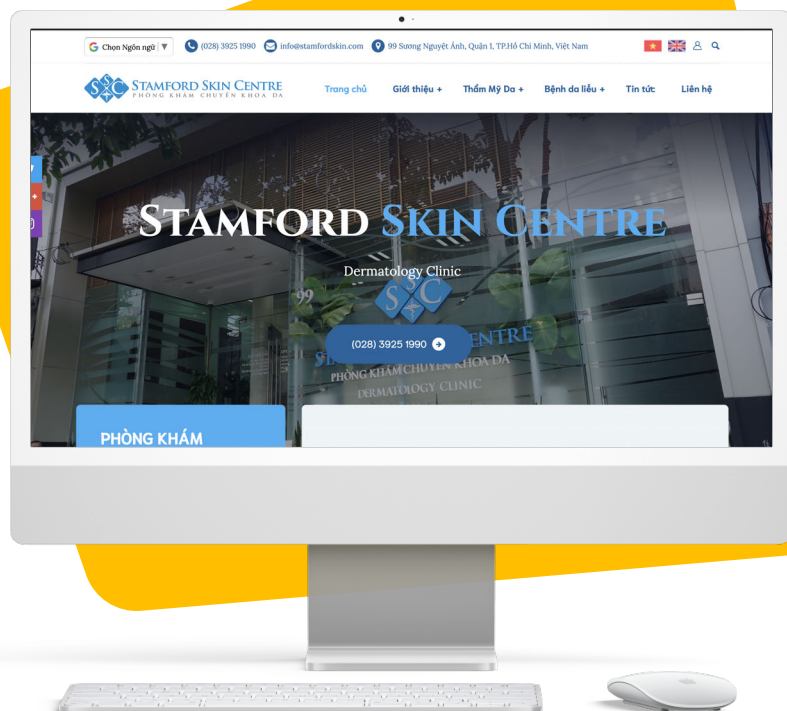
**RESULT**

Category	% Increase
Increase in rankings for top 10 keywords	196.00%
Traffic	118.59%



# STAMFORD SKIN CENTER

stamfordskin.com



## WORK

- Optimize the entire page.
- Increase traffic and consultation rates.



## RESULT

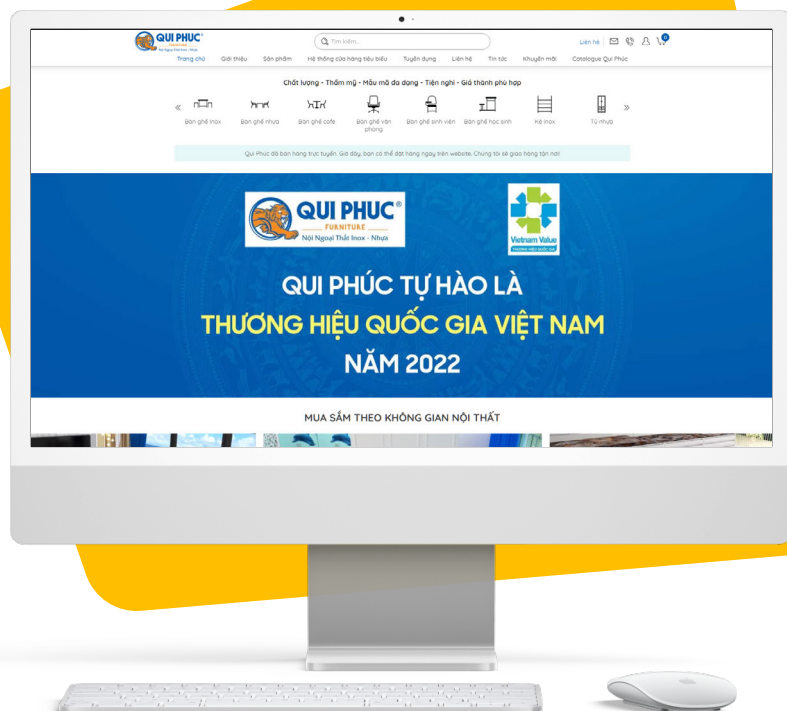
Revenue exceeded expectations.

100%

Increased traffic, reaching the top 5 for many competitive keywords such as 'dermatology clinic', 'dermatologist'.



## ► QUI PHÚC



## RESULT

Category	% Increase
Increase in rankings for top 10 keywords	138,75%
Traffic	103,31%





## REQUEST

Increase the ranking of high competition keywords on Google Maps and Google Search as per customer's request, specifically:

- Rank top 3 for the Truong Nam Logistics keyword group.
- Rank top 10 for the GOHA keyword group.



## WORK

SEO Google Maps



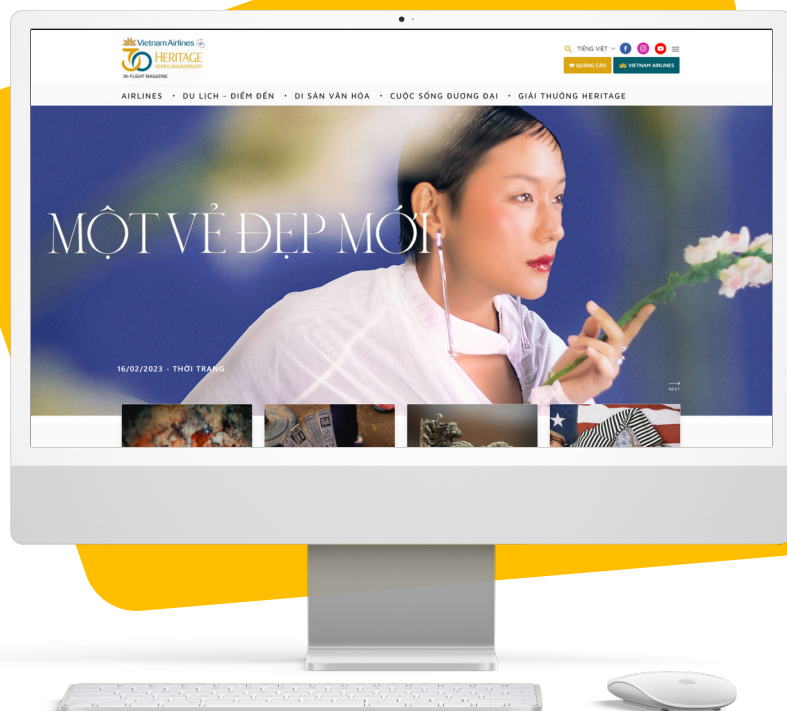
## RESULT

**100%**

exceeded KPIs set before the project ended by **over 1 month**. Despite achieving the team's results, they continued to optimize until the end of the project to achieve even more impressive numbers for the customer.

# HERITAGE MAGAZINE

heritagevietnamairlines.com



## REQUEST

- Improve the reading experience on the online environment through the website.
- Increase traffic.
- Maintain and grow related keyword rankings.



## WORK

- Design and optimize UI/UX for the website.
- Implement comprehensive SEO for the website, while optimizing and adding content for news and blog sections.



## RESULT

Users' reading and interaction experience on the website received positive feedback.

**379%**

Increase in organic traffic.

**400%**

Keywords ranked in the top 10 increased

## ➤ RMIT FINTECH BLOCKCHAIN | Competition



### OBJECTIVE

Promote the competition, attract high school and university students nationwide to register for the competition.



### WORK

Facebook Ads - Traffic.

Facebook Ads - Post engagement.

Booking PR suitable for Target Audience.



### RESULT

x3

Increase in Facebook Ads - Post engagement compared to the commitment.

180%

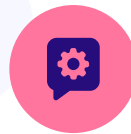
Achievement for Facebook Ads - Traffic.

3 đơn vị

Booking PR coverage: Ybox, YanTV, Kenh14.

# ▶ ANH VĂN HỘI VIỆT MỸ (VUS)

vus.edu.vn



## REQUEST

- Increase the number of parents registering with a budget three times higher than the current one
- Measure the effectiveness of the campaign based on the number of parents who register
- Ensure that the registration information is targeted correctly and has a high conversion rate to actual students



## WORK

- Analyze customer behavior and highlight the advantages of VUS courses and brand
- Organize Google and Facebook advertising campaigns to increase registration numbers
- Coordinate with internal marketing department to promote branding programs

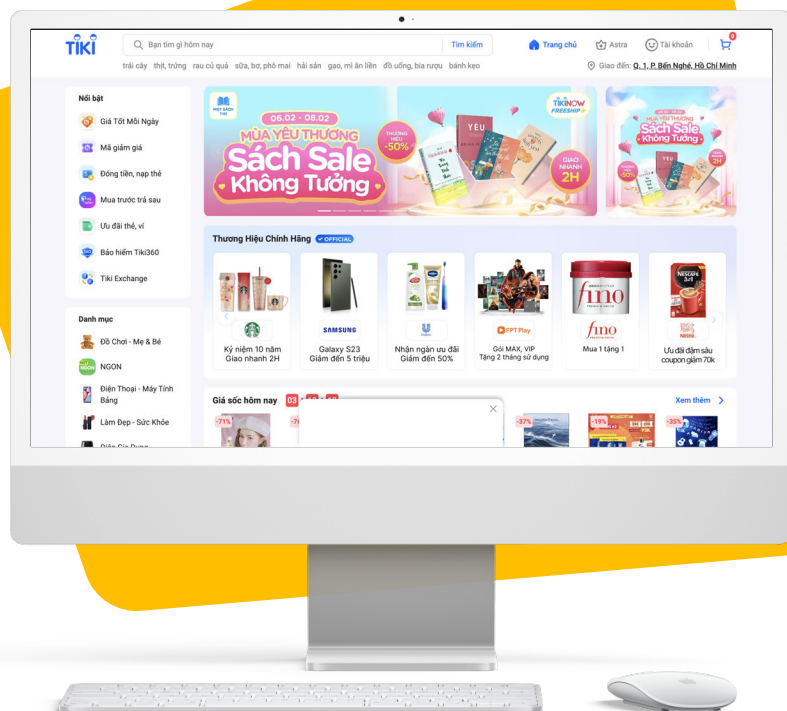


## RESULT

Thousands of new customers registered  
Expected percentage of parents visiting and enrolling their children achieved.

105%

KPI achieved in **3 months**.



## REQUEST

- Consult on sustainable SEO strategy
- Execute the campaign for a year and support building a long-term SEO team
- Increase natural and sustainable traffic in proportion to revenue growth



## WORK

- Analyze the company's product priorities and Adwords advertising results to guide SEO
- Build an SEO framework for Tiki.vn for the content and SEO teams to inherit
- Develop content marketing solutions and advice pages
- Assist Tiki.vn in recruiting an SEO Manager



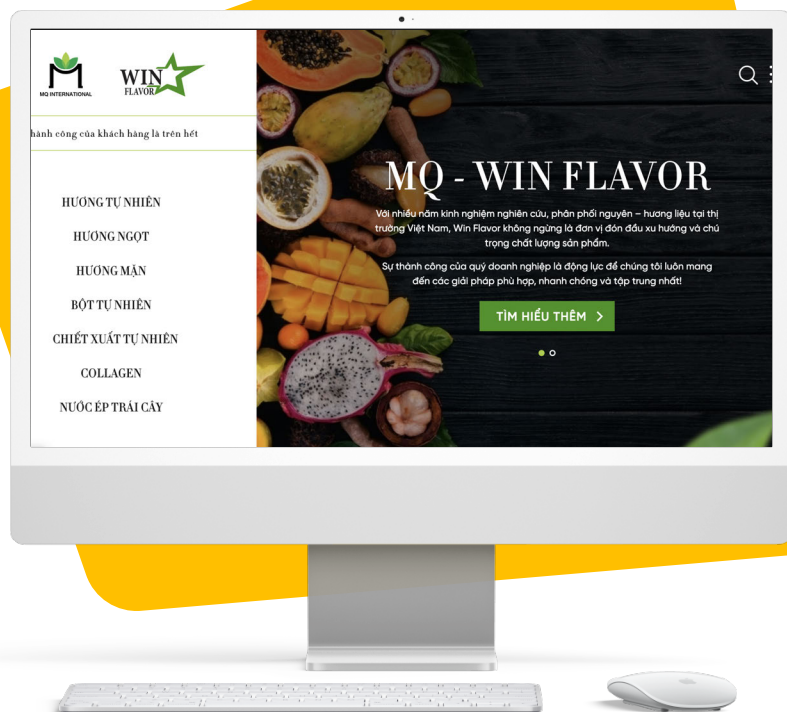
## RESULT

Corresponding profit growth with increased traffic

Establish a sustainable SEO system for the internal SEO team to inherit

↑ 100%

Traffic increased by 100% after 9 months.



## REQUEST

- Increase brand recognitionIncrease engagement on social channels
- Maintain and increase top 10 keyword ranking and organic traffic



## WORK

- Design a SEO-optimized product introduction website and satellite sites, preparing for future SEO campaigns
- Build a Fanpage with a consistent brand identity
- Implement Content Marketing: create in-depth website content, maintain Fanpage with fresh content and attractive design
- Implement overall SEO from August 2020 until now.





## RESULT

250

250 keywords ranking in top positions on Google's organic search results.

x30

Increase website traffic by 30 times.

22%

Reduce bounce rate by 22%.

x5

Increase the average time on site by 5 times.





Goha is a Performance Marketing company under Van Tay Media - one of the fastest growing Digital Marketing Agencies in Vietnam.

Established in 2014, Van Tay Media brings difference and commitment as reflected in its name. We entered the industry to do the right thing and build effective communication strategies for our clients.

## SERVICES



Sustainable growth - Turning impossible into possible

[goha.vn](http://goha.vn)



Brand positioning consulting from core values

[telos.vn](http://telos.vn)



Inbound content marketing B2B

[eracontent.marketing](http://eracontent.marketing)



Optimal website solutions  
Marketing for different industries

[letweb.net](http://letweb.net)



Reliable outsourced design team

[onframe.studio](http://onframe.studio)

Reaching the finish line in the race  
to grow potential customers  
doesn't have to be as complicated  
as you think.

*Let's grab a coffee and discuss it!*



## Kiều Hải Yến

CEO

*With over 10 years of  
consulting and strategic  
planning experience for SMEs.*

**SĐT:** 0919 1000 75

**E-mail:** hello@goha.vn

**Website:** goha.vn

