


**FACTORS INFLUENCE ON PROMOTION MIX IN E-MARKETING: CASE OF  
TECHNOLOGY SERVICES ENTERPRISE IN VIETNAM**

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ARTICLE INFO	ABSTRACT
<p><b>Article history:</b></p> <p><b>Received</b> 14 April 2023</p> <p><b>Accepted</b> 13 July 2023</p>	<p><b>Purpose:</b> The objective of this study is to clarify factors affecting the promotion mix in E-Marketing, with specific target audience being enterprises operating in the technology service industry in Vietnam.</p>
<p><b>Keywords:</b></p> <p>Promotion Mix; E-Marketing; Technology Services; Vietnam.</p>	<p><b>Theoretical framework:</b> Based on the promotion theory and social exchange theory, this study focuses on the factors that influence on the promotion decision in firms.</p>
	<p><b>Design/Methodology/Approach:</b> This study applies both qualitative and quantitative methods with data collected from a questionnaire survey.</p>
	<p><b>Findings:</b> There are 4 factors respectively Sales Promotion, Advertising, Public Relations and Personal Selling that affect the mixed promotion activities in E-Marketing of technology service enterprises in Vietnam.</p>
	<p><b>Research, practical &amp; social implications:</b> This study propose solutions to improve the promotion activities in the e – marketing of firms in Vietnam.</p>
	<p><b>Originality/Value:</b> This study is one of the early studies that have focused in this field in Vietnam.</p>
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## INFLUÊNCIA DE FATORES NA COMBINAÇÃO DE PROMOÇÃO NO E-MARKETING: CASO DA EMPRESA DE SERVIÇOS DE TECNOLOGIA NO VIETNÃ

### RESUMO

**Objetivo:** O objetivo deste estudo é esclarecer os fatores que afetam a combinação de promoções no E-Marketing, sendo o público-alvo específico as empresas que operam no setor de serviços de tecnologia no Vietnã.

**Estrutura teórica:** Com base na teoria da promoção e na teoria da troca social, este estudo foca nos fatores que influenciam a decisão de promoção nas empresas.

**Projeto/Metodologia/Abordagem:** Este estudo aplica-se tanto aos métodos qualitativos como aos quantitativos com dados recolhidos a partir de um questionário.

**Constatações:** Há 4 fatores, respectivamente, Promoção de Vendas, Publicidade, Relações Públicas e Vendas Pessoais que afetam as atividades de promoção mista no E-Marketing de empresas de serviços de tecnologia no Vietnã.

**Investigação, implicações práticas e sociais:** Este estudo propõe soluções para melhorar as atividades de promoção do marketing eletrônico de empresas no Vietname.

**Originalidade/Valor:** Este estudo é um dos primeiros estudos que se concentraram neste campo no Vietnã.

**Palavras-chave:** Mistura de Promoção, Marketing Eletrônico, Serviços de Tecnologia, Vietnã.

## INFLUENCIA DE FACTORES EN LA COMBINACIÓN DE PROMOCIÓN DE OMERIALIZACIÓN ELECTRÓNICA: CASO DE LA EMPRESA DE SERVICIOS TECNOLÓGICOS EN VIETNAM

### RESUMEN

**Objetivo:** El objetivo de este estudio es aclarar los factores que afectan a la combinación de promociones en el E-Marketing, siendo el público objetivo específico las empresas que operan en el sector de servicios tecnológicos en Vietnam.

**Estructura teórica:** Basado en la teoría de la promoción y la teoría del intercambio social, este estudio se centra en los factores que influyen en la decisión de promocionar en las empresas.

**Proyecto/Metodología/Enfoque:** Este estudio se aplica tanto a los métodos cualitativos como cuantitativos, con datos recogidos de un cuestionario.

**Hallazgos:** Existen cuatro factores, respectivamente, Promoción de ventas, Publicidad, Relaciones públicas y Ventas personales que afectan las actividades de promoción mixtas en el E-Marketing de empresas de servicios tecnológicos en Vietnam.

**Investigación, implicaciones prácticas y sociales:** Este estudio propone soluciones para mejorar las actividades de promoción de la comercialización electrónica de empresas en Vietnam.

**Originalidad/Valor:** Este estudio es uno de los primeros estudios que se centraron en este campo en Vietnam.

**Palabras clave:** Mezcla de Promoción, Marketing Electrónico, Servicios de Tecnología, Vietnam.

## INTRODUCTION

In this day and age, the development of technology, especially information technology, has removed all spatial and geographical barriers. The marketing industry has changed dramatically since the advent of the Internet. Media such as television and newspapers are becoming less and less attractive to businesses as the effectiveness of marketing campaigns through these channels decreases. On the contrary, the internet has become one of the ways to help business owners attract a large number of customers in the shortest time and still save maximum costs.

According to statistics, of the number of people who go online every day, 77% of them receive news online. If before, consumers used to read product news from daily marketing reports, now their choice is to read news on the Internet.

All businesses must minimize their costs in promoting their services and products. And E-marketing is the perfect choice, because it not only brings a large number of customers to businesses but also helps to reduce a lot of investment costs. Businesses can get feedback from customers in the fastest way to fix shortcomings. On the other hand, doing business on the Internet is also several times more profitable than the traditional form of marketing.

In fact, for the technology service industry, how to reach a large number of customers with the lowest cost and fastest speed is the issue that marketers and businessmen are most concerned about. Therefore, perfecting the promotion mix in E-Marketing is an optimal solution, in line with the development trend of the times, not only reaching customers but also enhancing the brand of the business.

Recognizing the great importance and power of the promotion mix in E-Marketing, especially its importance for businesses in the technology service industry. Therefore, this study wishes to clarify the factors affecting the promotional activities in the E-Marketing mix of enterprises in the field of technology services, advertising communication as well as clarify the level of influence of each factor, thereby giving solutions to improve the promotion mix in E-Marketing for companies. Specifically, this study will answer the following questions:

Question 1: What factors affect the promotion mix in E-Marketing of technology service enterprises?

Question 2: What is the level of influence of each factor on the promotion mix in E-Marketing of technology service enterprises?

Question 3: What solutions are there to improve the promotion mix in E-Marketing of technology service enterprises?

## **THEORETICAL BASIS**

### **Concept of E-marketing and Promotional Activities in E-marketing**

In essence, E-Marketing still retains the essence of traditional marketing to meet the needs of consumers, but consumers in the information technology age will have different characteristics from traditional consumers, habits Their habit of receiving information will also be different, and evaluation will be based on new information. Sources of goods, buying

behavior are also different... so marketers need to use new means and new approaches to Create and deliver value to customers.

Therefore, the essence and principles of marketing have not changed, it is still a process of information exchange and economic behavior, from identification of needs and planning to implementation and control of product use. . A suitable marketing tool to bring products, services, ideas to customers However, the method of doing IM is different from traditional marketing. Instead of traditional marketing, which requires many different media such as magazines, flyers, letters, telephones, faxes, etc., it makes coordination between departments more difficult and time consuming, from doing market research, providing information about a product or service, advertising, collecting customer feedback, consuming...

### **Applications of E-marketing**

Internet today has been widely applied in marketing activities in particular and in business in general, specifically: As a direct sales channel; Being an effective communication tool (inside and outside the organization); Information search and marketing research; Effective support for enterprise information management; Search, communicate and relationship with partners, suppliers of products/services and other interested parties; Negotiate the contract and conditions for performing the transaction; Payment; Transportation of goods and services (digitization); Customer care and other activities...

### **The Role of the Promotion Mix**

According to the previous view, the promotion mix has many important functions such as: stimulating the effectiveness of the sales force, stimulating customers by reducing the price of the product or keeping the price unchanged while improving the quality of the product. Products. In Vietnam, since the 1990s, mixed promotion has been an indispensable and important activity in business activities.

Hybrid promotions will help businesses have the opportunity to develop business relationships with domestic and foreign customers. Through mixed promotion activities, businesses have the opportunity to get to know each other and establish business relationships with each other. In addition, by coordinating promotional programs, traders and customers can understand more about the market, have quick business conditions and regional economic integration.

Due to the combination of promotions, businesses have good information about customers and competitors. As a result, enterprises have the direction of business innovation and investment in new technologies in business activities.

The promotional mix is an effective tool to dominate the market and improve the competitiveness of the company's goods and services in the market. By combining promotions, merchants can get necessary information about companies in the potential market. Promotion makes sales easier and more dynamic, puts goods into distribution channels in a reasonable way, and stimulates the effectiveness of the sales force.

By combining promotions, merchants not only sell more goods, but also help change business structure, provide potential customers with necessary information, preferential services to continue, Win merchants' customers and attract competitors' customers. The mixed promotional activities will shape the good image of the company in the minds of customers, the competitive advantage of the company will therefore continue to increase. Hybrid promotion is the bridge between customers and merchants. From there, businesses have a basis to make timely decisions in accordance with consumer needs and tastes of customers. So, if a business wants to achieve its business goals, an essential issue is well organized promotions.

### **Characteristics of Promotional Activities in E-marketing**

There is no expiration date. It can be said that the promotional mix in E-marketing has no expiration date while traditional media has an expiration date, newspapers, magazines and even TV have specific communication plans and strategies. can

Quick release time. Checking or printing copies can take weeks or even months. Online information can be published instantaneously and changes frequently. There is little to no wait time and no geo-restrictions.

Contact quality. When passersby drive past a billboard or see an ad in a favorite series, they see the ad but aren't necessarily interested in the product being sold.

Freedom. Online users have more control over what they want to see and when; viewers, listeners or readers have no control over whether they want to listen to radio commercials, watch commercials, or read highway billboards. Customers choose to interact with the brand or not.

## RESEARCH RESEARCH MODEL

On the basis of theory, overview of researches done at home and abroad and qualitative research results, the author proposes a research model of factors affecting mixed promotion activities in E - Marketing consists of four independent variables: advertising, sales promotion, public relations, and personal selling.

Advertising is the communication of an organization, its products, services, or ideas in the form of sponsorship, payment, and no human element (Kotler and Keller, 2006). Advertising activity is measured by ad frequency, size, and duration of the campaign. Advertising activities are carried out to target audiences on mass media such as television, radio, magazines, newspapers, etc. Precisely because advertising is a non-human activity, feedback activities cannot be instantaneous, such as personal selling. Advertising activities are considered as a basic element to link with customers, images, language in the overall relationship with culture, economy and other factors that can change customer perception (Shen et al., 2016). Thus, advertising is an activity to increase brand awareness by repeating the message. By means of media, press, and advertising techniques, businesses advertise to show their interest and commitment to advertising services (Mkik et al., 2017).

Research Rawung (2015) promotional activities of the buying mix are considered based on two influencing factors, direct marketing and advertising, indicating that only advertising affects, direct marketing factors do not affect promotion activities. mix in E-Marketing. Nour et al. (2014) researched and confirmed that there exists a positive relationship between advertising and promotional activities in E-Marketing. In this study, advertising is the factor that has a strong impact on the promotional mix in E-Marketing in the combination of influencing factors such as personal selling, promotion, and public relations.

From that, the following hypothesis is proposed:

Hypothesis H1: Advertising has a positive effect on the promotional mix in E-Marketing

According to Khanfa (2016), Sales promotion is an activity at a particular time used to stimulate increased demand for consumption or to demonstrate the availability of a product through promotional efforts. marketing force. These sales promotion activities can be expressed through awards for individuals, groups, sample products, discounts, convenient service packages, preferential offers in different periods.... According to Nour et al. (2014) states that, research in the Jordanian market indicates that there is a positive relationship of sales promotion factors to the promotion of cement and granite mixes.

According to Peattie (2001), Sales promotion activities refer to promotions aimed at stimulating consumers to buy products or to make them buy more. According to Ye and Zhang (2014), research on sales promotion relationship affects promotion mix in a positive direction.

From that, the following hypothesis is proposed:

Hypothesis H2: Sales promotion has a positive effect on the promotion mix in E-Marketing

Public relations is an issue that needs much attention in E-Marketing (Peattie, 2001). According to Fill (2006) defines, Public relations is an activity that favors the management of relationships between businesses and the community. This activity has the main purpose of reducing the gap in public perception and what businesses want the community to see. According to Khanfa (2016), public relations includes all activities carried out by an organization to enhance its image in the community such as support and active participation in social, environmental, and social issues. public health and well-being. Public relations is concerned with building a good relationship between the organization and its target customers; achieve mutual satisfaction and understanding, both internally and externally, through the implementation of policies and programs based on the principles of social responsibility; and use media to build corporate image (Khanfa, 2016). Public relations performance is measured by socially relevant activity such as supporting social business and philanthropy, increasing customer loyalty, and accepting consumer complaints and criticisms. Public relations is a form of two-way communication. Performing public relations activities takes a long time and affects the company's reputation. Public relations is also a way for companies to get through media crises without damaging their reputation. Therefore, it can be seen that compared to advertising, public relations has a more flexible meaning because advertising and promotion are often bound by relevant state regulations (Familmaleki et al., 2015). Research by Mahmoud et al. (2014) also showed the correlation between public relations and promotion mix in E-Marketing. According to Gifford et al. (2005) also found that, if consumers have a high trust in the conventional food system, they are less likely to initiate a purchase of advertising services. Therefore, public relations activities play a stronger role to raise the general awareness of consumers about the potential dangers of product advertising.

From that, the following hypothesis is proposed:

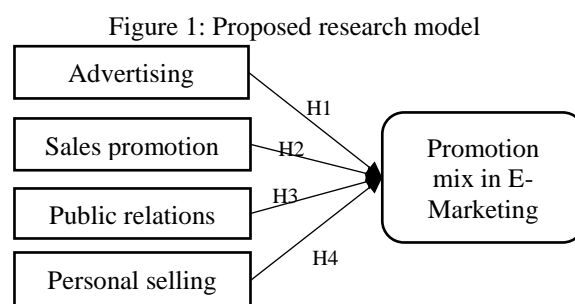
Hypothesis H3: Public relations have a positive effect on the promotion mix in E-Marketing

Personal selling is an activity undertaken to maintain a lasting relationship between a seller and a potential buyer (Nour et al., 2014). Personal selling refers to the communication and face-to-face activities between a seller and a potential buyer to provide information about a product or service or to respond to a buyer's information, or any other inquiries. other demand. This is a two-way interaction. Measurement of personal sales promotion can be based on criteria related to the skills and training level of the employee, appearance, style, communication ability of that employee. to consumers, problem solving, verbal persuasion, or presentation skills, etc. Thus, the importance of the salesperson role is to connect information relevant information of customers and build sales strategies on these events, convey messages to customers and perform evaluation and adjustment (Weitz et al., 2004). The effectiveness of personal selling is measured on the ability of the salesperson to pass, capture the consumer's attention, and possibly even remind them of the product later (Fill, 2006) . In the context that E-Marketing is trending, the personal selling factor is also considered to be developed on the basis of personal selling in traditional Marketing and built to maintain the sustainable development of the business (Peattie , 2001). According to Villamor and Arguelles (2014), a study of over 250 observations in Indonesia has shown the relationship between personal selling and the promotion mix in E-Marketing. The personal selling factor in the study deals with the following aspects: tangibles, reliability, responsiveness, perceived quality. According to Yousif (2016) asserts that, personal selling has an impact on the promotion mix. Personal selling is concerned with the personality of the seller, the description of the goods, the nature of the clothes in the store.

From that, the following hypothesis is proposed:

Hypothesis H4: Personal selling has a positive impact on the promotion mix in E-Marketing.

From the above hypotheses, the proposed research model includes 4 independent variables: Advertising, Sales promotion, Public relations, and Personal selling.



Source: The authors



## RESEARCH METHODOLOGY AND RESEARCH RESULTS

This thesis will use two main research methods: preliminary research using qualitative methods and formal research using quantitative methods.

### Phase 1. Qualitative Research

On the basis of a comprehensive theory of promotion activities, a number of models of factors affecting mixed promotion activities are proposed, after considering a number of domestic and foreign studies, the author establishes Model of factors affecting the promotion mix in E-Marketing. The qualitative research is carried out as follows: First, based on the proposed model and scale, the author will develop an outline to conduct interviews with the target group to determine the factors affecting the mixed promotion activities in E-Marketing in Vietnam company. On this basis, the scale is adjusted and supplemented according to the characteristics of the level of mixed promotion activities in E-Marketing at the company. Then, develop a questionnaire for the interview group (draft) to determine the clarity and intelligibility of the questions in the questionnaire, and complete the (official) questionnaire to be completed. used for research.

### Phase 2. Quantitative Research

Quantitative studies are carried out to evaluate the reliability of the scale; Theoretical models are tested to determine the impact of different factors on the promotion mix in the company's E-Marketing. Quantitative research is carried out through the following stages:

Conduct research data collection, collect information from customers through polls by direct interview technique. The sample was selected according to the convenience method. The collected information is processed by SPSS 20 for Window, and the data analysis methods are: statistical method, Cronbach's Alpha reliability analysis method, EFA exploratory factor analysis method, test reliability of the scale and test the average parameter of the population to find out the difference between the factors affecting the promotional mix activities in E-Marketing.

Table 1. Reliability test results Cronbach's Alpha

Variable symbol	Cronbach's Alpha
Advertising (AD)	.700
Sales promotion (SP)	.616
Public Relations (PR)	.814
Personal Selling (PS )	.782

Source: The analysis of authors

The test results show that Cronbach 's Alpha coefficient  $\geq 0.6$  should meet the requirements of reliability. Therefore, all these observed variables are accepted.

Check the explanatory level of the model:

Table 2: Table of Model Summary

Model	R	R-Square	Adjusted R Square	Sdt. Error of the Estimate	Durbin-Watson
1	.820 <sup>a</sup>	.672	.659	.16802	1.922

a. Predictors: (Constant), AD, SP, PR, PS

b. Dependent Variable: PX

Source: The analysis of authors

The Model Summary table gives the results R-Square and Adjusted R Square to evaluate the goodness of fit of the model. The adjusted R<sup>2</sup> value is 0.659 so that 65.9% of the change in promotion mix in E-Marketing is explained by the independent variables of the model, the remaining 34.1% is due to variables outside the model. and random error.

Check the fit of the model:

Table 3: Table of ANOVA Test

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	8.969	6	1.495	52.951	.000 <sup>b</sup>
Residual	4.376	155	.028		
Total	13.344	161			

a. Dependent Variable: PX

b. Predictors: (Constant), AD, SP, PR, PS

Source: The analysis of authors

ANOVA test for the value Sig=0.000<0.01, can conclude that the given model is consistent with the actual data. The independent variables are linearly correlated with the dependent variable at 99% confidence level.

Through testing the fit of the model for the variables (AD, SP, PR, PS), multicollinearity, correlation and stability of residual variance have been performed, showing no phenomenon. violate. Through testing the regression model, it proves that the variables AD, SP, PR, PS are statistically significant.

Then, the multiple linear regression equation between the two components and the promotion mix in E-Marketing (PX) activity sub-variable is as follows:

$$PX = 0.355 * AD + 0.487 * SP + 0.289 * PR + 0.177 * PS$$

In this regression model, there is 65.9% variation of the promotion mix in E-Marketing is explained by 4 independent variables, the remaining 34.1% variation is explained by variables other than the model. .

Through the normalized regression coefficients of the model, it is possible to know the importance of the variables participating in the regression equation. The group of factors "Promotion" ( $\beta = 0.487$ ) has the greatest impact on the promotion activities of the E-Marketing mix of technology service enterprises in Vietnam. Next, in descending order from important to least important, include the groups of factors "advertising" ( $\beta = 0.355$ ), "Public relations" ( $\beta = 0.289$ ) and "Personal selling". " ( $\beta = 0.177$ ) has the lowest impact on promotion activities in E-Marketing. In general, all the above four factors have certain effects on the dependent variable and any change in any of the above four factors can cause a change in promotional activities in the industry. E-marketing of businesses.

## **FINDING AND SOLUTION**

### **Solution for Advertising Activities**

According to the survey results, the author found that the promotional mix is heavily influenced by the advertising activity. This is an issue that companies should focus on to improve the responsiveness of advertising quality compared to competitors. The content needs to be impressive, new, the form needs to be diverse to attract customers to the page.

### **The Company's Online Advertising Solution**

Website: The solution to improve and enhance the quality of online advertising is that companies need to build and invest in websites that can respond well and customize the interface on many different devices. More attention should be paid to the categories on the website. This not only provides the customer with the desired functionality but also creates an enjoyable experience for the customer. Businesses need to focus on designing a beautiful and attractive interface. The current color of the website is quite elegant and appropriate. However, the website needs to have a more attractive design to attract the attention of the customers. At the same time, the company can refer to the websites of other businesses in the world to make the design more professional, bringing a sense of intimacy to its customers. Need to pay more attention to the brands item on the website. This not only provides the necessary functionality for the customer, but also creates a pleasant and enjoyable experience for the customer. The company must build a website to have a quality link system to help the company's website

improve its rankings on search engines. Regularly share the website's articles on social networking sites and forums, and at the same time build a link system for the website. The company needs to build a professional SEO team. Assign tasks to each person to ensure optimal efficiency. The content department must create high-quality content, the on-page optimization department must understand websites and SEO, and must know how Google works to lay the groundwork for a website.

**Fanpage:** The content of articles on Fanpage is diverse to attract users interested in the company. Don't turn fanpage into a boring place with monotonous product introduction lines. A company's Facebook page can have fresh and interesting themes combined with beautiful illustrations. Some suggestions for building a Fanpage for the company:

- Regularly share more funny videos related to the company's products and services.
- Share more information about an event organized by the company or some other related event.
- Content should be created as interactive questions to be able to interact more with users.
- In addition, the allocation of publication time and publication frequency should also be considered. In terms of posting time, you should choose the time when there are the most people on the Internet to post. This will be a great opportunity to maximize customer interaction through Fanpage
- Combining more forms of fanpage promotion such as Facebook Ads or creating more content on Story will also support fanpage promotion.
- Finally, measure and re-evaluate metrics like likes, comments or shares to see how effective your fanpage is.

**Zalo:** For Zalo channel, companies should make the most of OA Zalo's inherent tools as a form of communication for the company's brand. OA Zalo is like a website, but only on Zalo device platform, companies should try to diversify articles to support promotion. Let's build a community group on the Zalo platform together, where people can share information and support each other on advertising issues across platforms. This is considered an effective channel because users who are interested in sharing information will interact with the same audience.

**Email Marketing:** Using Email Marketing will be a solution to help companies save a lot of time and money. Email marketing can bring in deals for the company right after the sale.

Therefore, companies need to make the most of email marketing by investing in quality email content. Try to engage the recipient while checking and monitoring the quality of the emails sent. In addition, the company needs to focus on building systems and databases for customers. Some email marketing support software can be used, such as Mailchimp, to be able to manage and track the email campaigns that the company is implementing. One thing to keep in mind when designing emails is that companies should optimize the images and content of the email to make a good impression on customers. Use well-designed images and clear email layouts. In addition, it is necessary to cleverly insert website links into the pages the company wants in the email.

### **Advertising Content Solution**

According to the analysis results, in general, the evaluation of standards for improving customer awareness is not high. What information companies provide to customers about discounts, relevance, necessity and up-to-date are always factors to discuss. Among the standards related to the information that advertising provides, in general all the standards given are not highly appreciated by customers, this is something the company needs to strive to improve more. The solution to this problem is that the company's advertising content needs to be interesting, new informational articles or new promotions are updated regularly to facilitate customers to choose and satisfy. satisfy many options. Build demand for more shapes and find information about new photos and videos for promotions or discounts. Need additional human resources if there is a website manager to update information in a comprehensive and timely manner.

### **Solutions for Sales Promotion Activities**

Promotion activities are activities that companies are interested in today. The company needs to build advertising programs with rich, innovative and attractive content, different from competitors. The reward structure should also change from time to time to adjust and increase attractiveness for customers. To maximize the effectiveness of promotional efforts, the company should combine with the media to widely promote its activities, thus attracting more participants and customers. potential customers know more about the company through promotions. Through advertising programs, banks can attract a large number of customers, not only regular customers of the company but also help the public The company attracts many new customers by giving them the opportunity to become long-term customers of the company.

Through the following customer service strategies, the company can carry out promotional programs associated with events of the year such as Tet, or major national holidays such as the liberation of the capital on October 10, the National Day of the Socialist Republic of Vietnam. The company should regularly give discount vouchers to customers for the next time using the service. In addition, there is a discount policy for old customers, customers will receive an additional 2% discount compared to new customers, thereby building loyalty and repeat business next time.

### **Solutions for Public Relations Activities**

Since the advantage of public relations tools is that the information delivered to the target customers is more truthful, this creates awareness about the products, services, brands and activities of the public. company in the most objective way for the customer side. Thereby, the image of the company will be enhanced in the minds of consumers, the negative image of the company will be partially overcome, so the company needs to strengthen the relationships. general public. In order to maximize the effectiveness of promotional activities, the company must establish special relationships with press and television agencies, because this is a means of spreading quickly and widely. A good article to widely promote the products and services the company offers. Although it does not cost much, it brings very good results to the target customers. The company needs to publish a number of articles on the company's official information pages such as on the official website, Fanpage, discussion forums, ... talking about the company's business development over the years. past and remarkable results, the information that customers aim for. The more transparent and precise the goal is, the more trust they have in the company. The articles detail the company's operation direction and goals over the years so that customers can understand the benefits that the company brings. They also need to regularly update and introduce new and unique services of the company...

Every year the company can organize seminars, special meetings to introduce and promote its name more widely. Establish good relationships with mass media and media, and get rich and authentic information from customers. In addition, the company should organize online programs and seminars with a minimum size of 500 participants. The forms of participation can be via Zoom, Google Meet, .... In order to be widely shared and known to many people, the company should have seminars on such topics as: Facebook's latest policies when running ads, popular advertising tools and cost optimization for businesses. Through these activities, the company not only shares its experience in advertising services but also

promotes the company's brand image, thereby attracting more potential customers to the company.

### **Personal Selling Solutions**

Due to the specificity of the service industry, personal selling is still an effective measure of the promotion mix in E-Marketing. However, to face stiff competition between companies inside and outside the industry, Vietnamese small and medium-sized companies need to organize a training course for employees on customer service or sales. So that when contacting customers, this team will quickly convince customers.

Personal transaction method by the company's consulting department to customers. To increase customers' awareness of the service in this way, the company can ask the consulting department: when working with customers, they skillfully give introductions and suggestions about products, services provided by the company. If customers show signs or reactions that show interest in this type of product or service, the consultants will provide a catalog or brochures about the company's products and services for customers to find, understand. Also outline the benefits that customers will receive when using that product or service. The staff will then ask customers to leave specific contact information for the company to contact and advise customers further. If the customer shows no interest in the company's services, the consultant will send the customer a service catalog with the company's phone number for customer reference.

For recruitment and training of consultants, the company must pay special attention to this tool. To be able to compete with other companies, communication with customers is a difficult and very important problem. To do so, the consulting team must communicate continuously and regularly. To promote this tool well, the company must focus on investing in staff training. The company should be trained so that employees have basic principles such as: Employees must have a deep understanding of the company including its history; must have commercial and technical knowledge by understanding the company's products and services, especially the advertising services industry; Good understanding of competitors' strengths and weaknesses; Understand the personality and characteristics of each customer.

### **CONCLUSION**

In the process of studying the effectiveness of mixed promotion activities in E-Marketing of Vietnamese technology service enterprises, the research author has focused on

determining the factors affecting promotional activities. Mixed progress in E-marketing, the purpose is to assess the importance and impact on the performance of businesses. The exploratory factor analysis model was applied to determine the variables affecting the promotional mix in E-Marketing. The findings also help the author to propose some solutions to improve the effectiveness of mixed promotion activities in corporate E-Marketing.

Moreover, with the normalized regression coefficient, we know the importance of the factors related to the promotion activities of the company's E-Marketing mix, with the factor "Promotion" having the greatest impact ( 0.487).

By establishing a theoretical model, testing the experimental scale will help provide some useful information for managers in implementing mixed promotion activities in E-Marketing. This scale measures the importance of factors that make up the performance of the promotion mix in E-Marketing for businesses operating in the field of technology services.

In addition to the contributions, the research topic still has limitations such as, the research sample is still small and limited in scope compared to the actual total, so it does not fully and accurately reflect the entire promotion activities. mixed progress in E-Marketing.

Due to the limitations of time and qualifications, the study only studies a few basic factors, maybe the author has not discovered all the factors affecting the mixed promotion activities in E-Marketing, so the author It is suggested that the next research direction should refer to many other research models, especially research can be applied in many different business industries.

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