

# DIGITAL STRATEGY

Grow your SME



Global  
Performance  
Commerce

# DFO: An International Marketing Agency

We are an advertising and tech company.

We build FinTech and eCommerce software.



**₹ 2,300,000,000,000** in sales

# DFO's Approach

DFO follows the principles of performance marketing.

All our advertising is based on **measurable results and data**.

We collect and use data to:



# Introduction to Digital Marketing

## Digital Marketing

A targeted, measurable marketing approach to sell products or services via electronic devices

## Create Value

- Success based on ROI
- Infinite ways to test and optimize
- Multi-channel revenue streams
- Access to all geos



Leverage Digital Media to  
Reach International Audiences

# 1. Define Your KPIs (Goals)

**MEASURABLE**

**SCALEABLE**

**METRICS**

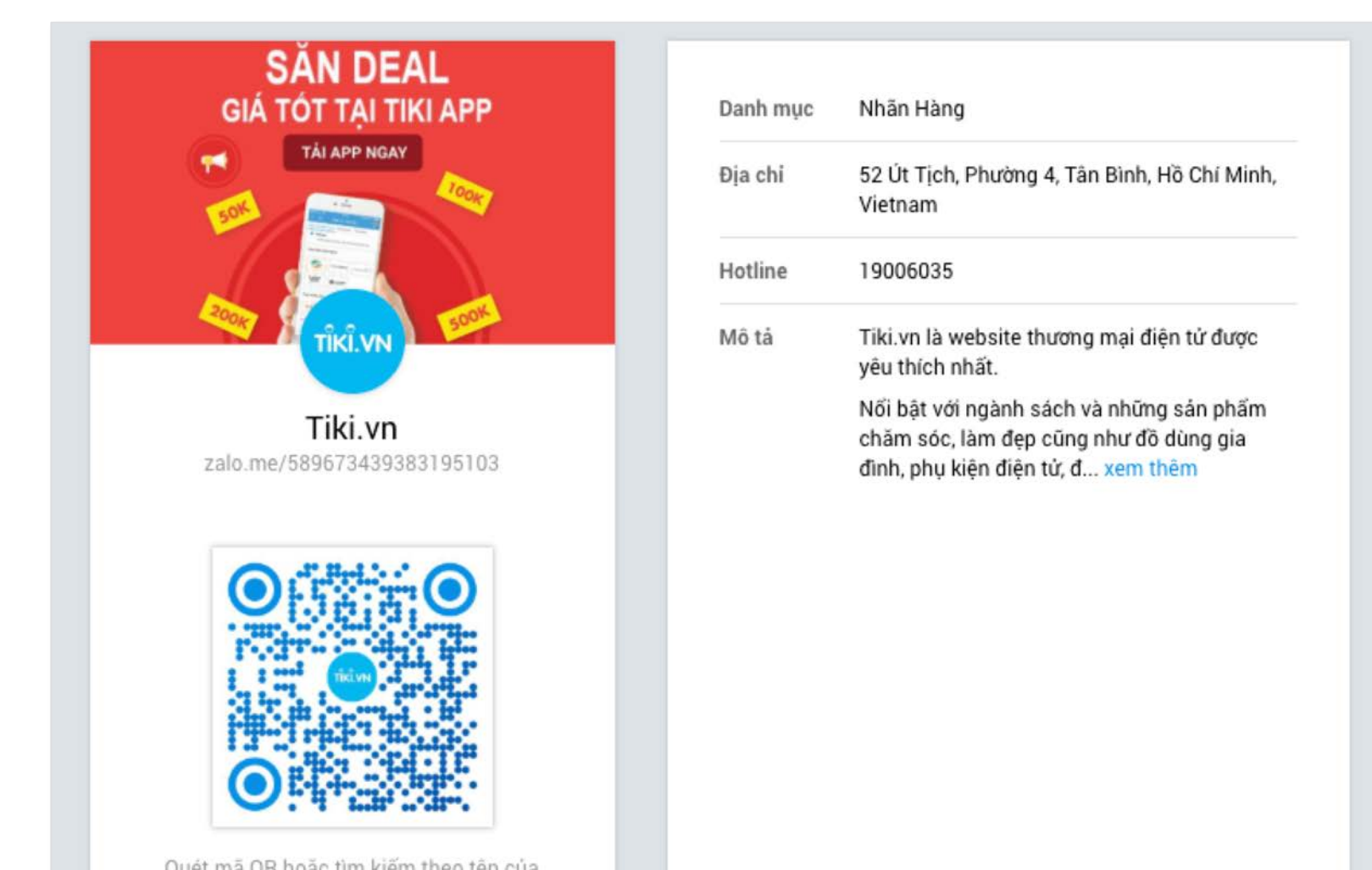
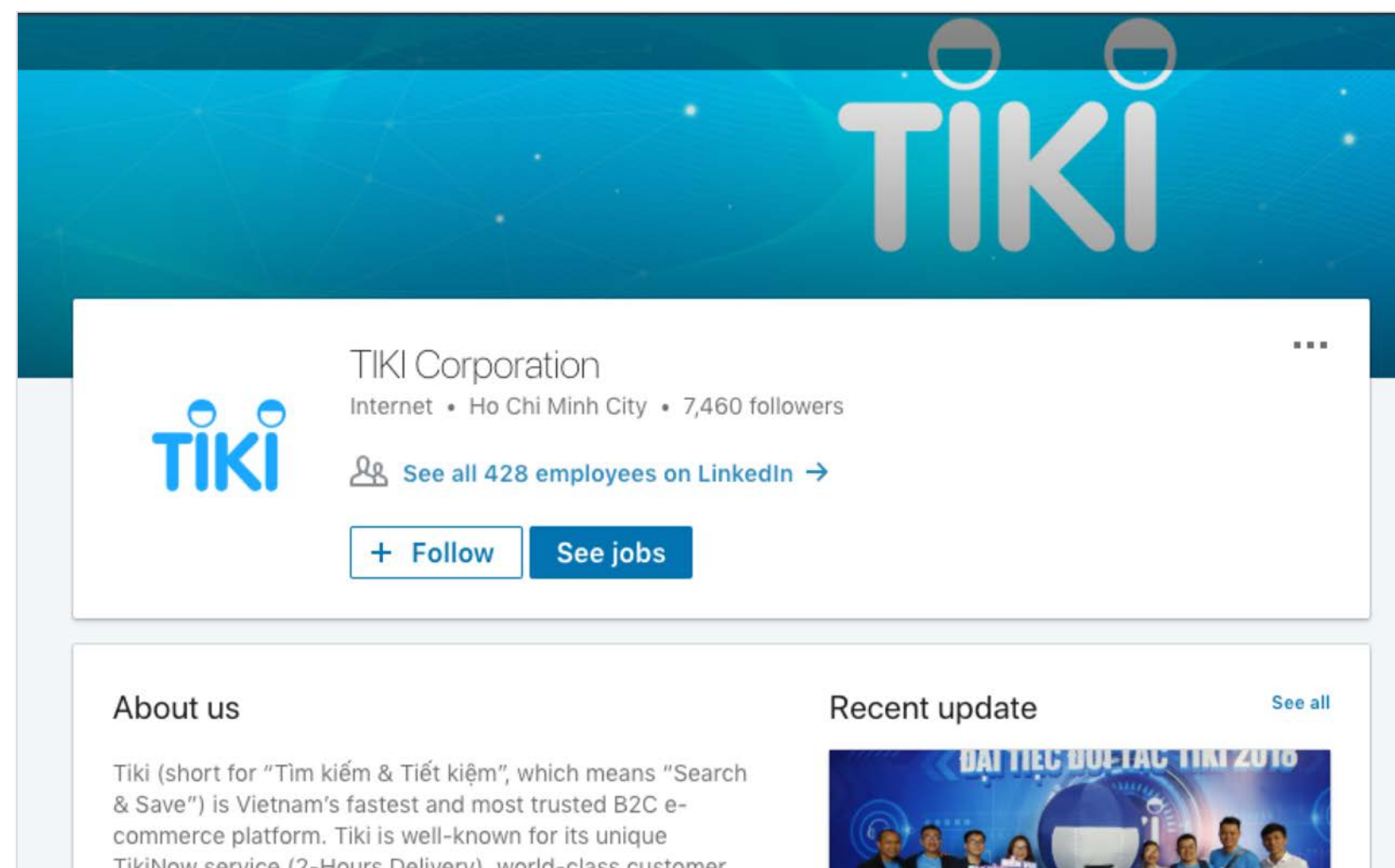
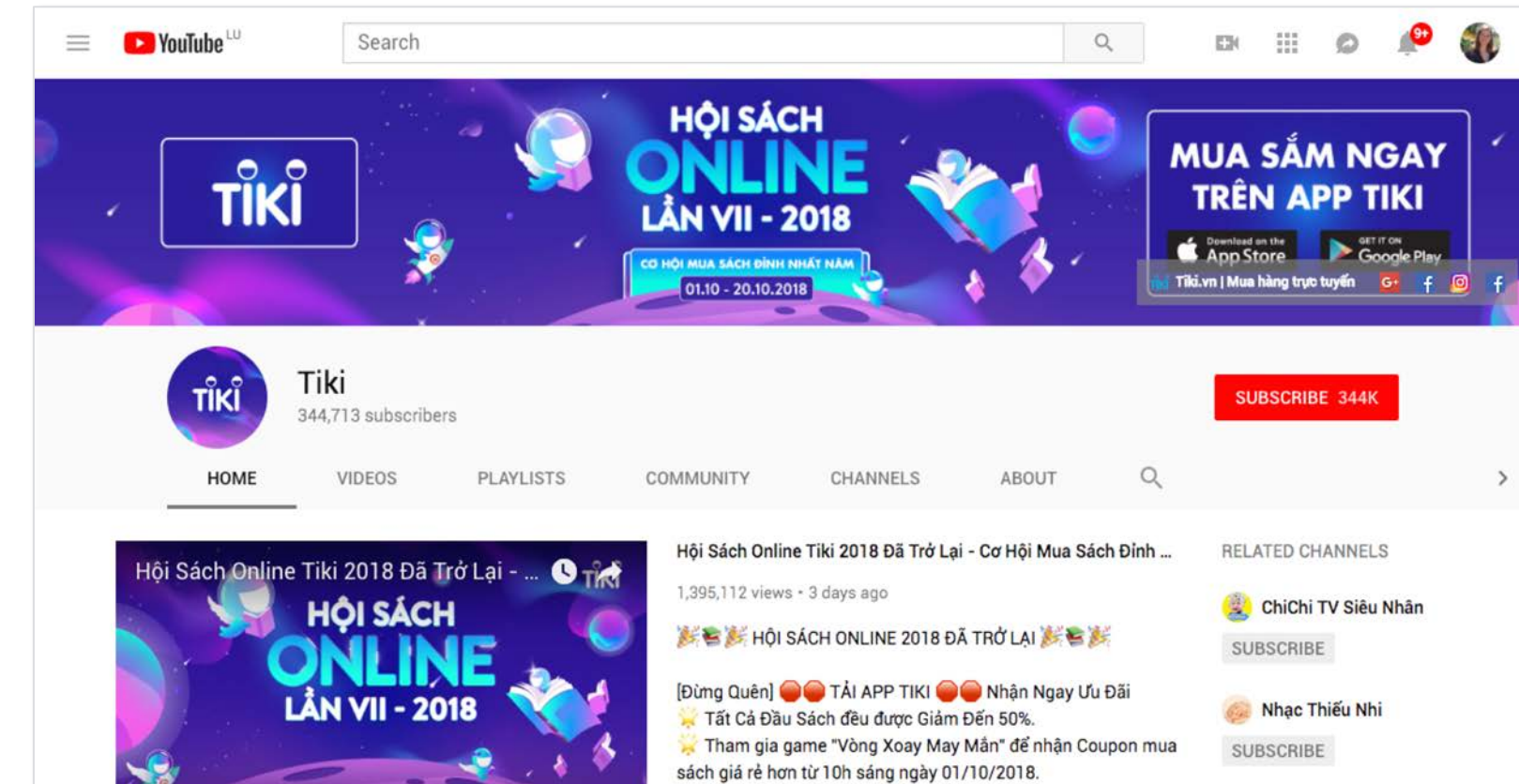


# 2. Redefine your Online Presence

The screenshot shows the Fado.vn website interface. At the top, there is a navigation bar with the Fado logo, a search bar, and utility links for account login, registration, and a shopping cart. Below the navigation bar, a banner features the text "Sẵn hàng xuyên lục địa với hơn 3 tỷ sản phẩm từ Mỹ, Đức, Nhật..." and a search input field. A central message encourages users to search in Vietnamese or English for accurate results. Below this, six key benefits are listed with icons: "Mua sắm thông minh", "An toàn minh bạch", "Tiện lợi, nhanh chóng", "Bắt kịp xu hướng", "Bảo vệ người mua", and "Hơn thế nữa". A section titled "Giảm giá tại Mỹ" displays four product cards with discount tags: a remote control (-29%), Eye Gel (-41%), a smartwatch (-59%), and another smartwatch. A "Messenger" button and a "Trực tuyến" (Live) indicator are visible at the bottom right of the product section.



# 3. Make Your Brand Accessible to Customers





# 4a. Brand Advertisements on Digital Platforms

Effective Ad

The advertisement is a sponsored post from Tiki. It features two product cards. The first card is for 'HỘP 10 GÓI NESCAFÉ CÀ PHÊ SỮA ĐÁ 3IN1 (20G / GÓI)' with a price of 36.000đ. The second card is for 'SỮA NESTLE MILO (4 HỘP X180ML)' with a price of 27.000đ. Both cards include a 'MIỄN PHÍ TIKINOW' badge and a 'Shop Now' button.

Single Product/Single Service Landing Page

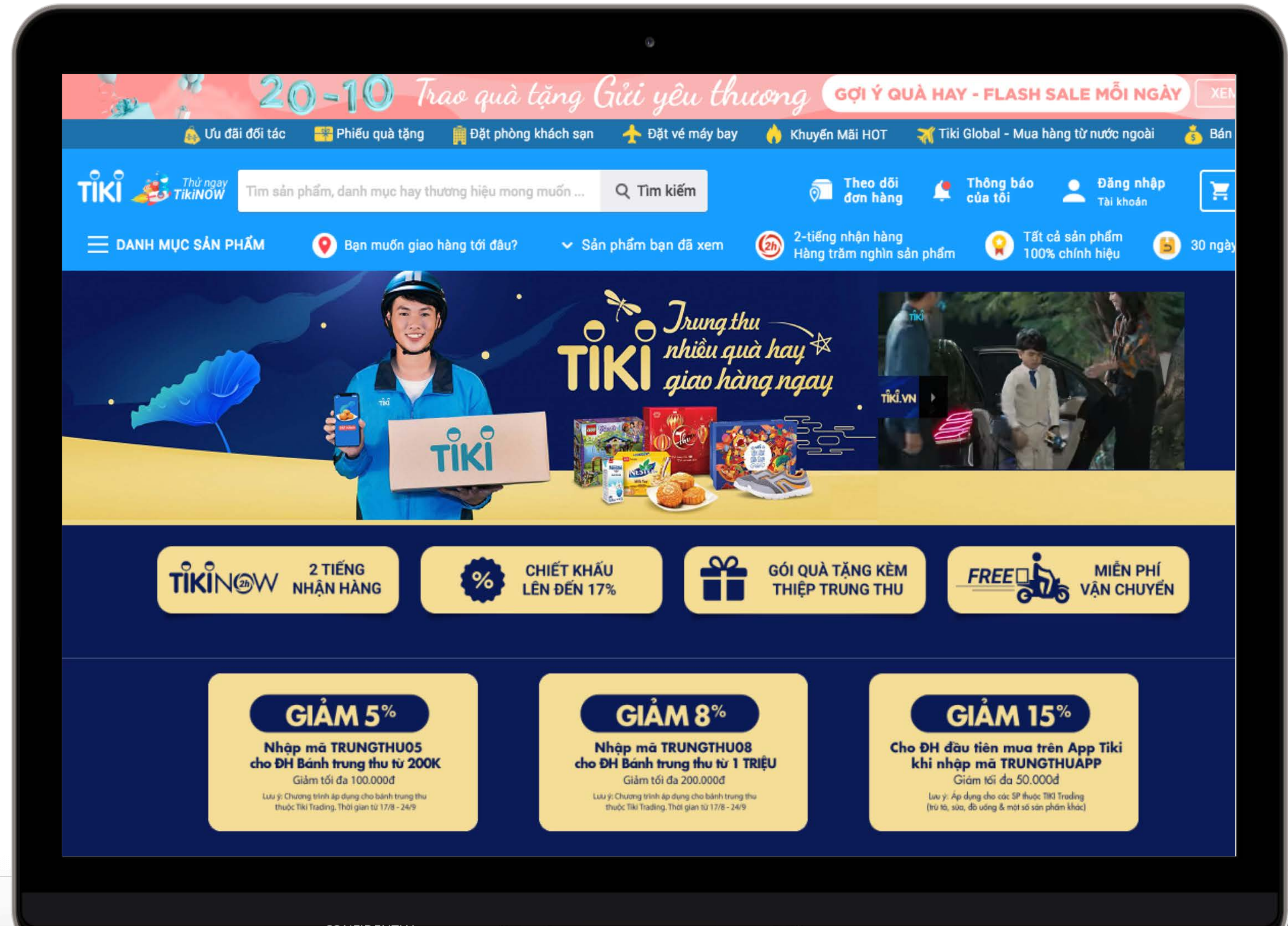
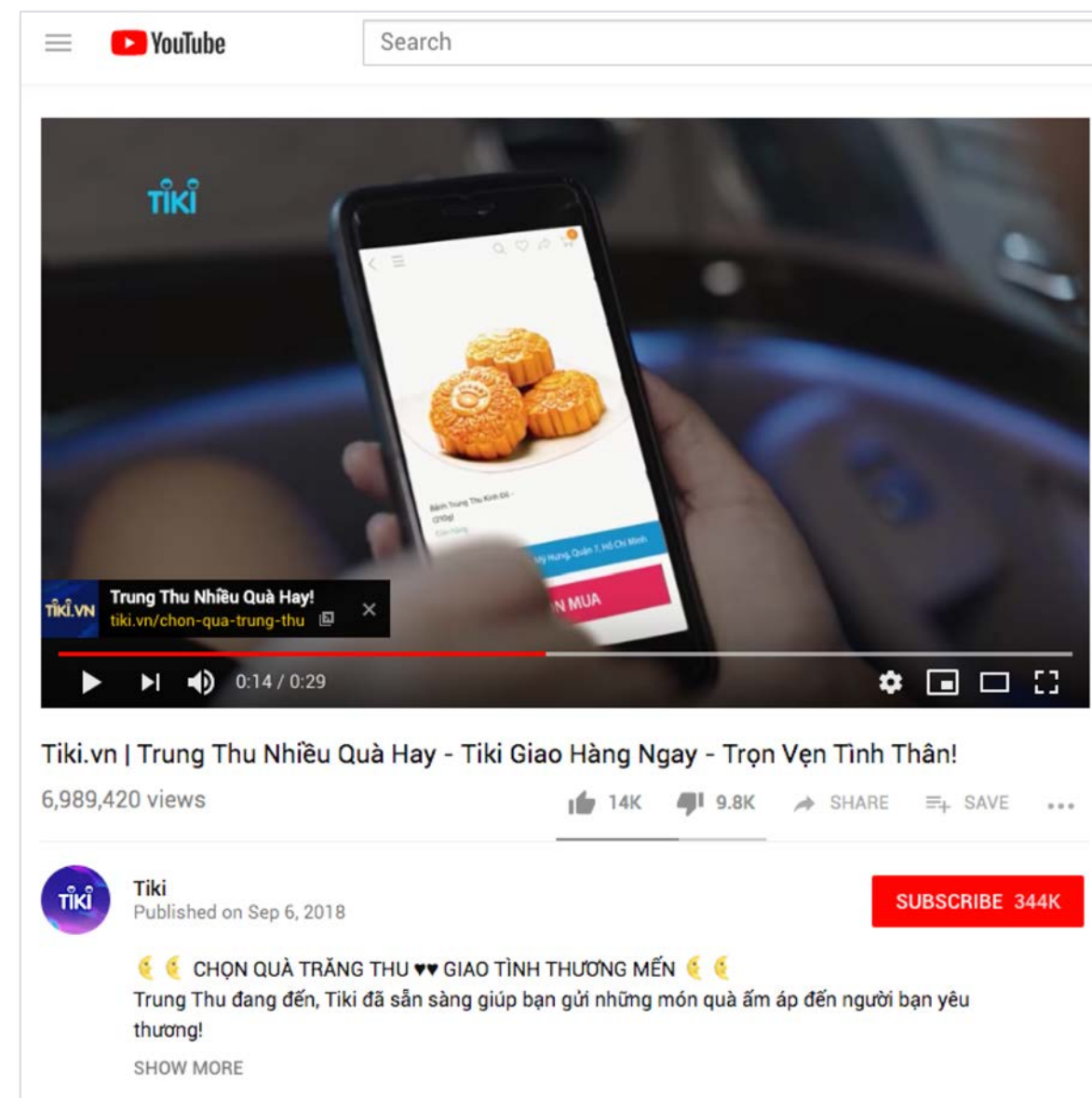
The landing page is for 'Hộp 10 Gói Nescafé Cà Phê Sữa Đá 3in1 (20g / Gói)'. It features a large product image, a star rating of 4.5, and a price of 36.000đ. The page includes a navigation bar, a search bar, and a 'CHỌN MUA' button.



# 4b. Brand Advertisements on Digital Platforms

## Single Product/Single Service Landing Page

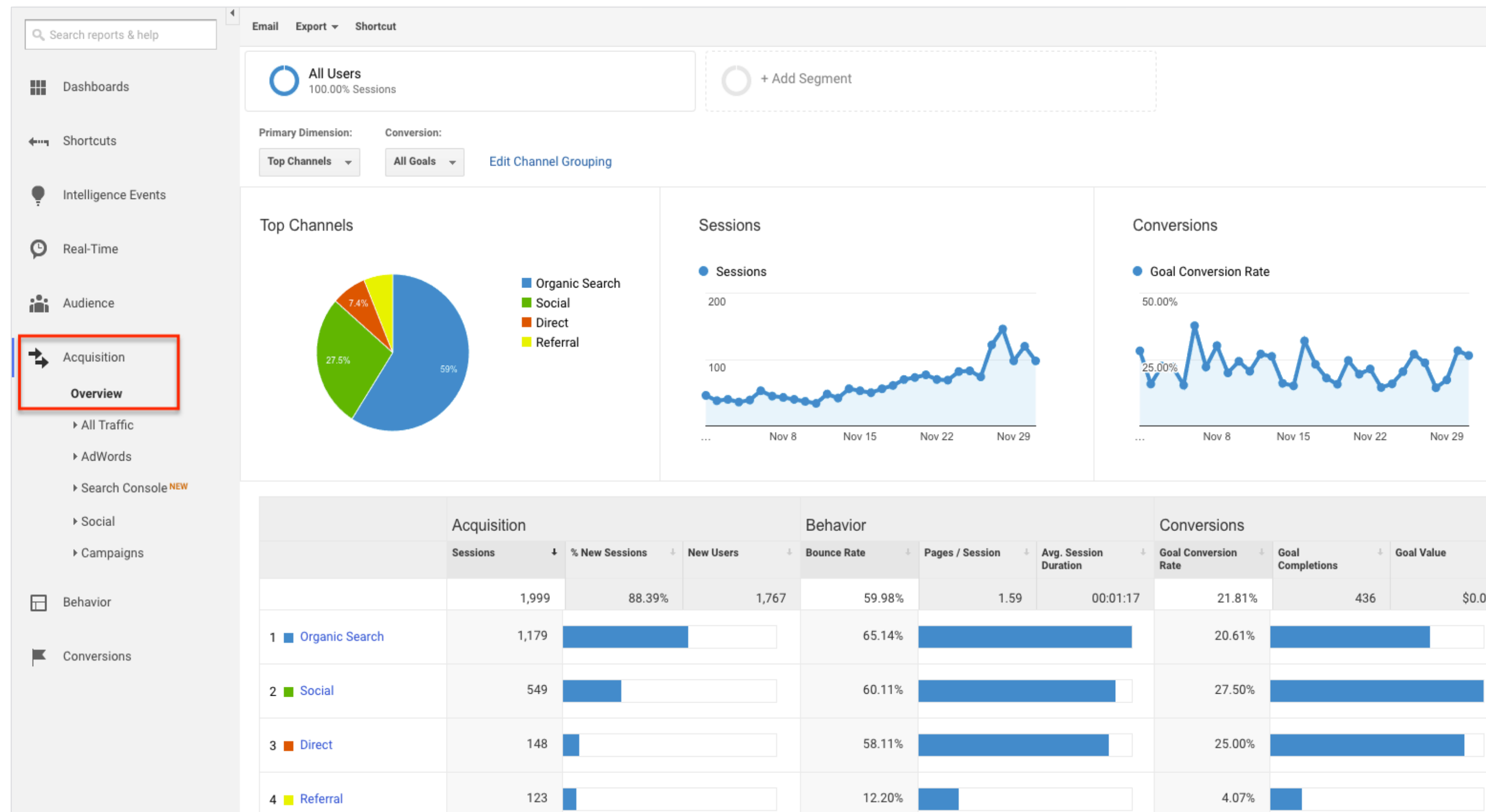
### Effective Ad



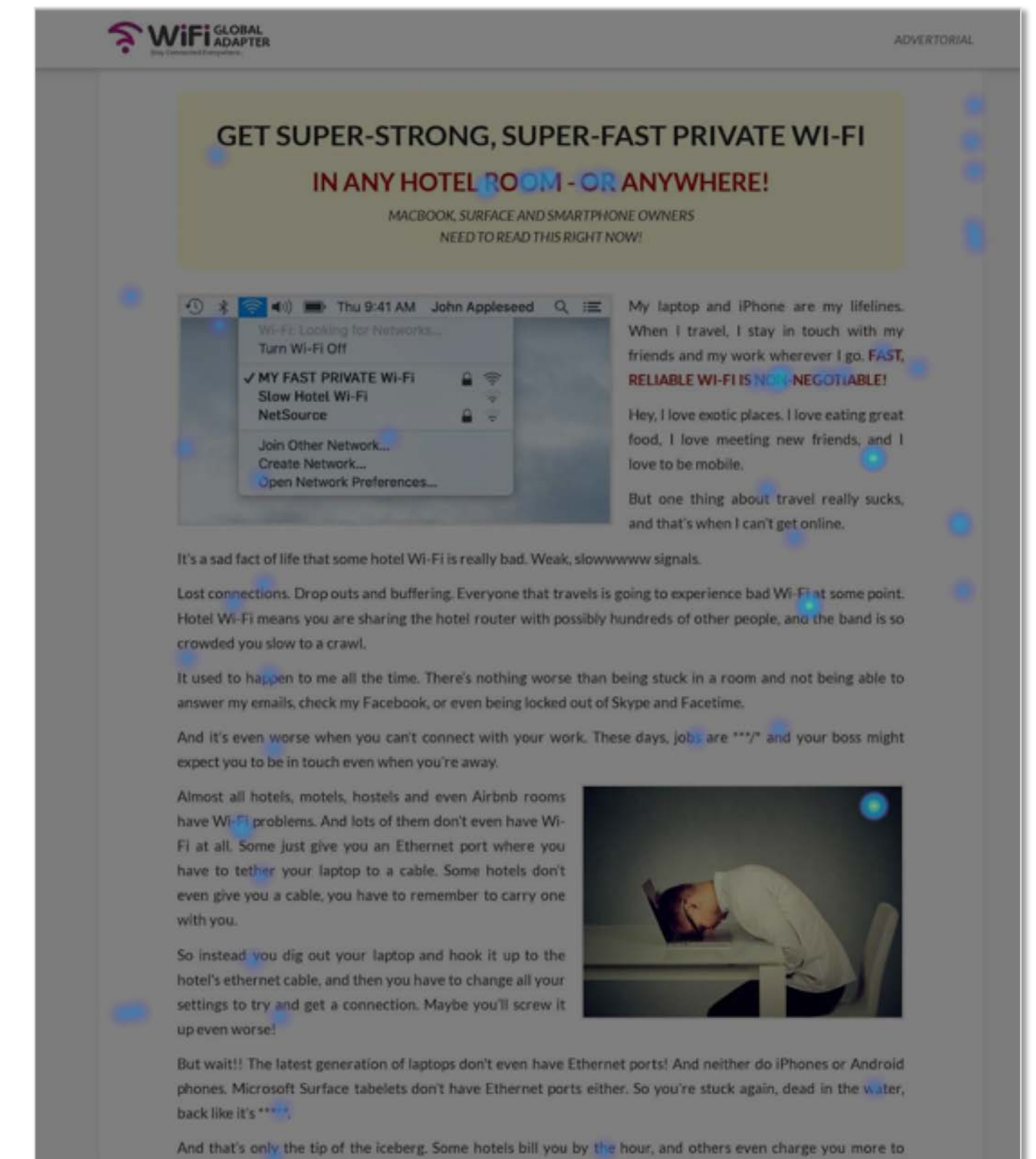


# 5. Collect All Possible Data

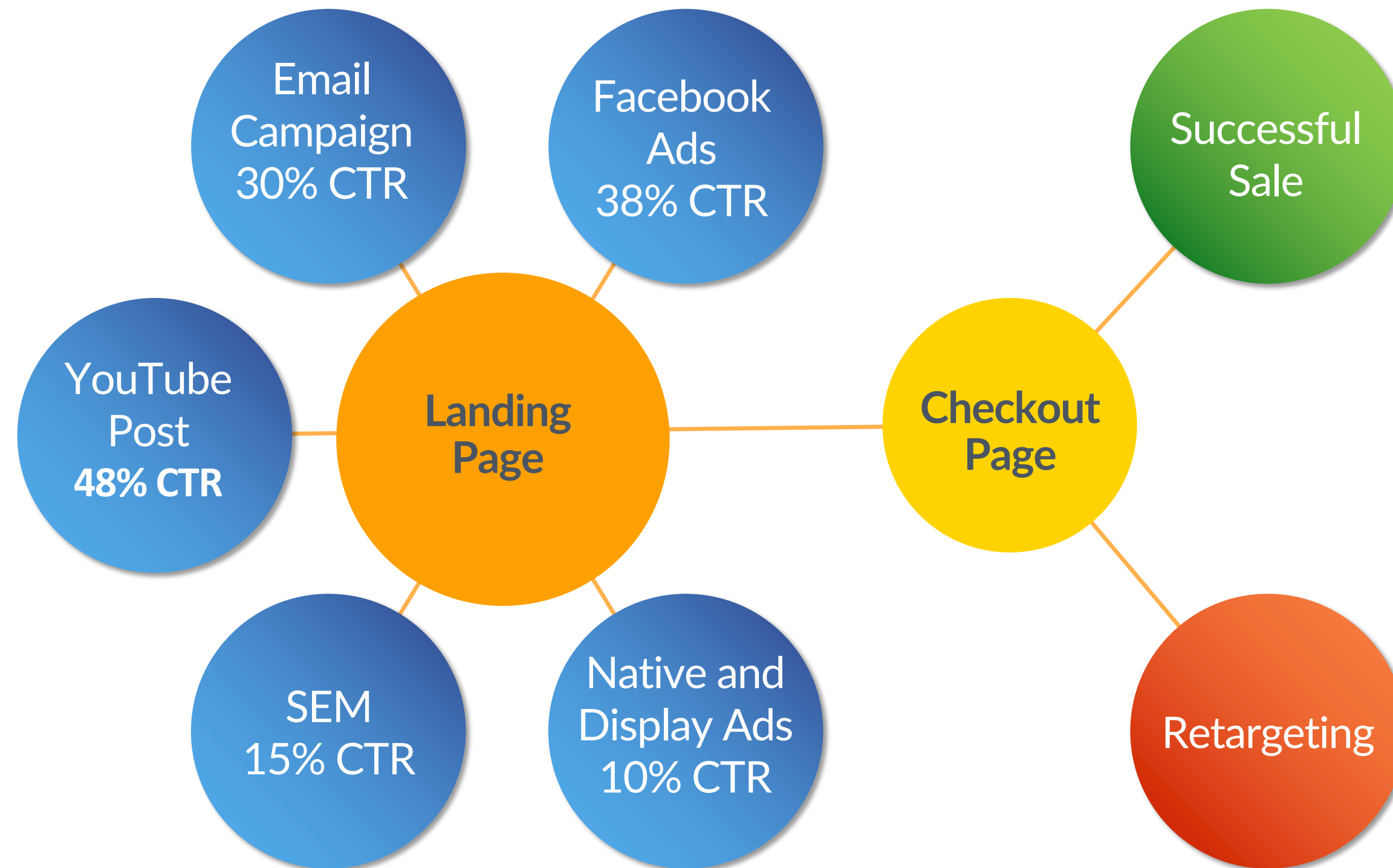
Where are people coming from?



What is their behavior?



# 6. Analyze and Optimize



## CONSIDER:

- ROI
- Audience
- Scalability
- ABT – Always be Testing



# 7. Test Successful Campaigns in New Countries

## Where to start:

 Facebook

 Google

## What to Prepare

- Translations of Creative Assets
- Customer Service / Support
- Finance and Logistics



# Contact Us for More Information



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