



Portfolio 2024

About goho

GROWING HAPPINESS

A comprehensive marketing solution that helps you from zero to hero



The Story of



Growing happiness

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



Growth hacking

Fast and effective growth with specific situations for each business.

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 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.

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

We do believe that with 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.



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.

Core Values

Walk the talk • Commitment • Companion

Our team



Yến Kiều
CEO



Toàn Bùi
CTO



Nhã Nguyễn
PERFORMANCE MANAGER



Thuỳ Võ
SEO SPECIALIST



Hương Võ
ACCOUNT EXECUTIVE



Linh Trịnh
SENIOR ACCOUNT EXECUTIVE CUM
STRATEGIC PLANNER

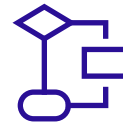


Tuyền Lê
SENIOR ACCOUNT EXECUTIVE

Our Services



Comprehensive Digital Marketing Solutions



E-commerce Solutions



Ads

- Facebook ads
- Google ads
- Youtube ads
- E-com ads
- Linkedin ads
- Zalo ads



SEO

- B2B SEO
- Lean SEO
- Maps SEO
- Youtube SEO

Benefits of collaborating with GOHA



No-fee consultation



Highly experienced teams



Committed to accompanying



Dedicated support



True solution, true results



Supported by our full-package ecosystem

Customers who have succeeded
by cooperating with



Nutifood

nutifood.com.vn



Challenge

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

Solution

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

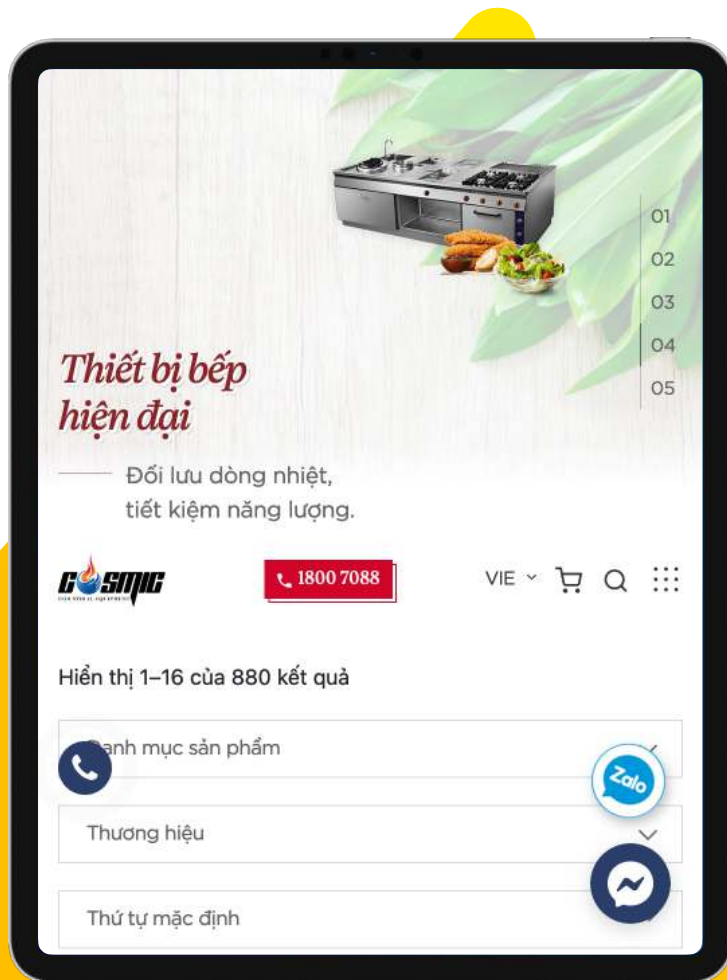
Result

400%

Exceeded commitment

Cosmic

cosmic.vn



Objective

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



Solution

● 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

Cosmic

cosmic.vn



Result

After 2 years of implementation:

>200

deep, trustworthy,
and motivational
content pieces

200+

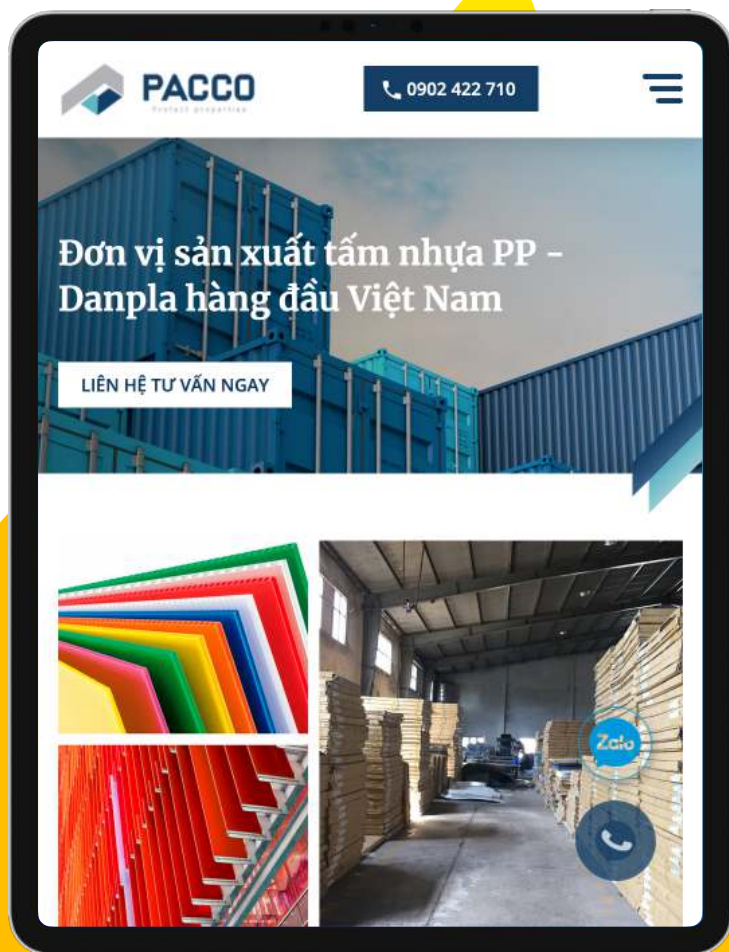
calls each month

500%

increase in organic traffic

Pacco

pacco.vn



Objective

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



Solution

- 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

Carno

carnovn.com



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



Solution

- 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

Increased potential customers:

500%

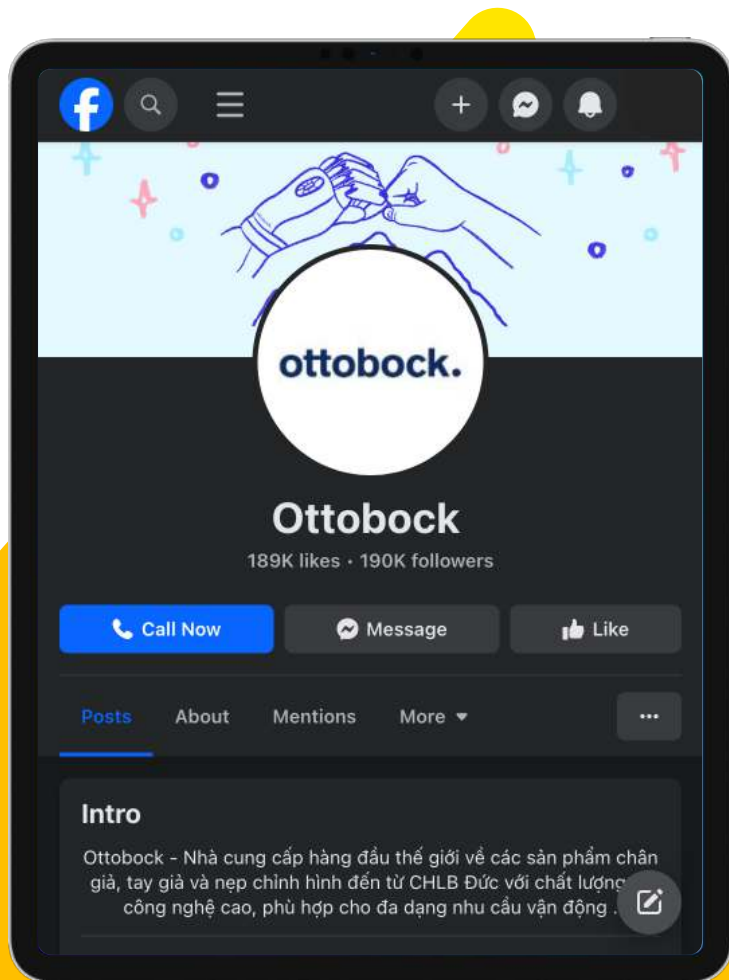
Total clicks increased

12x

Revenue from Google Ads orders was 12 times higher than the initial investment cost

Ottobock

facebook.com/OttobockVietnam



Objective

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



Solution

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



Result

Continuously optimize and develop fanpage, increasing qualified leads by 250%

250%

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

970k

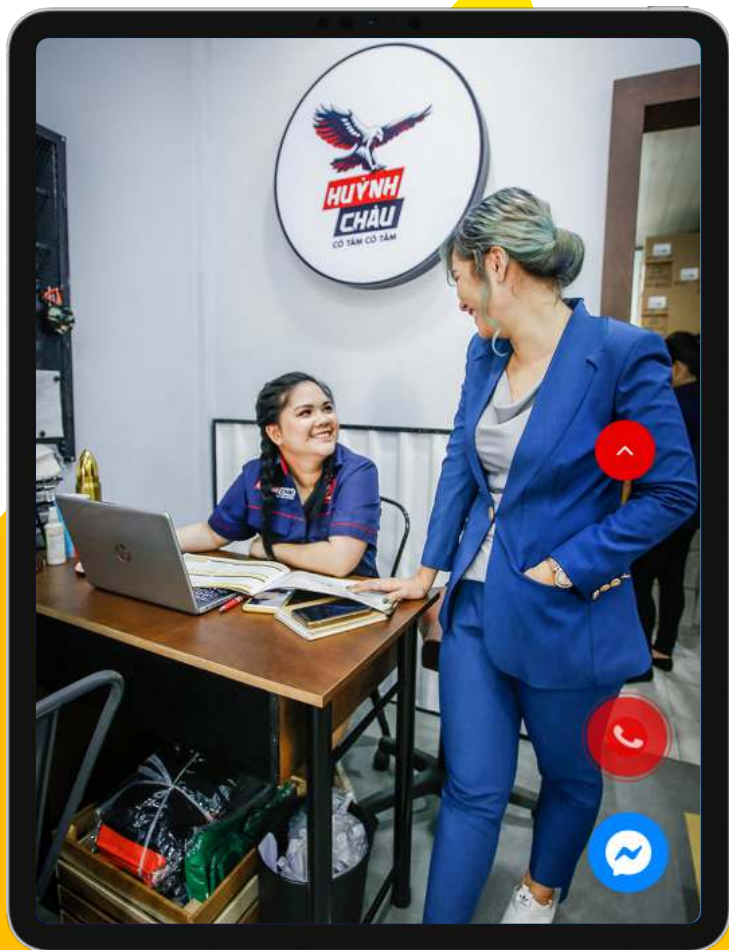
Number of reactions on fanpage after 2 months (June-Aug/2020)

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

Solution

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

Result

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

>200

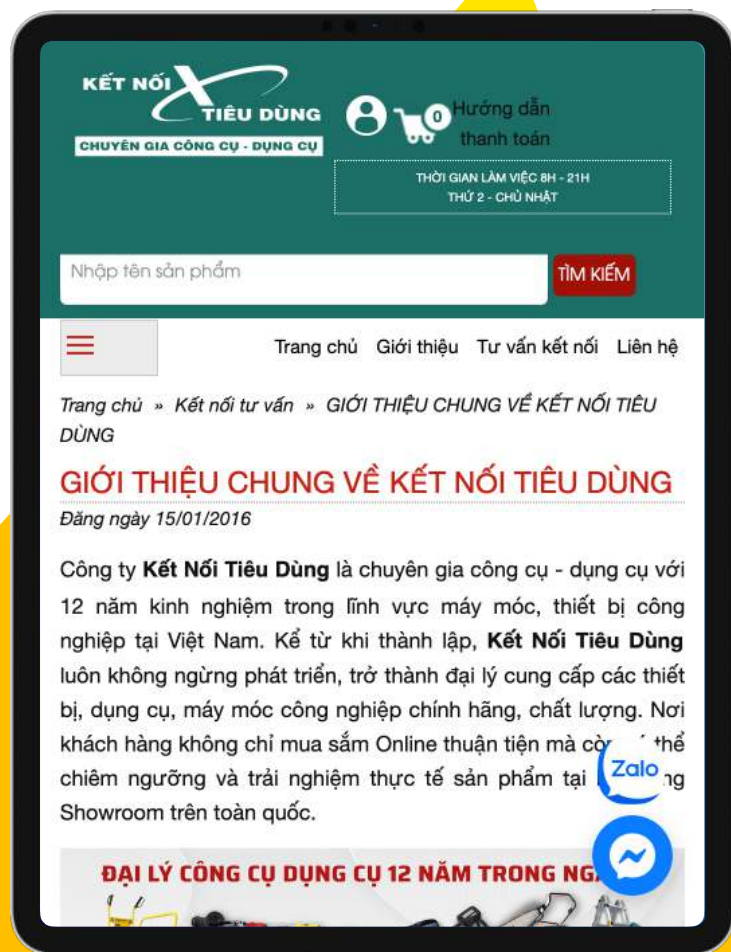
Keywords ranked in the top 10 with over 60,000 traffic per year

3 regions

Expanded distribution agents in all 3 regions

Kết Nối Tiêu Dùng

ketnoitieudung.vn



Challenge

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

Solution

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

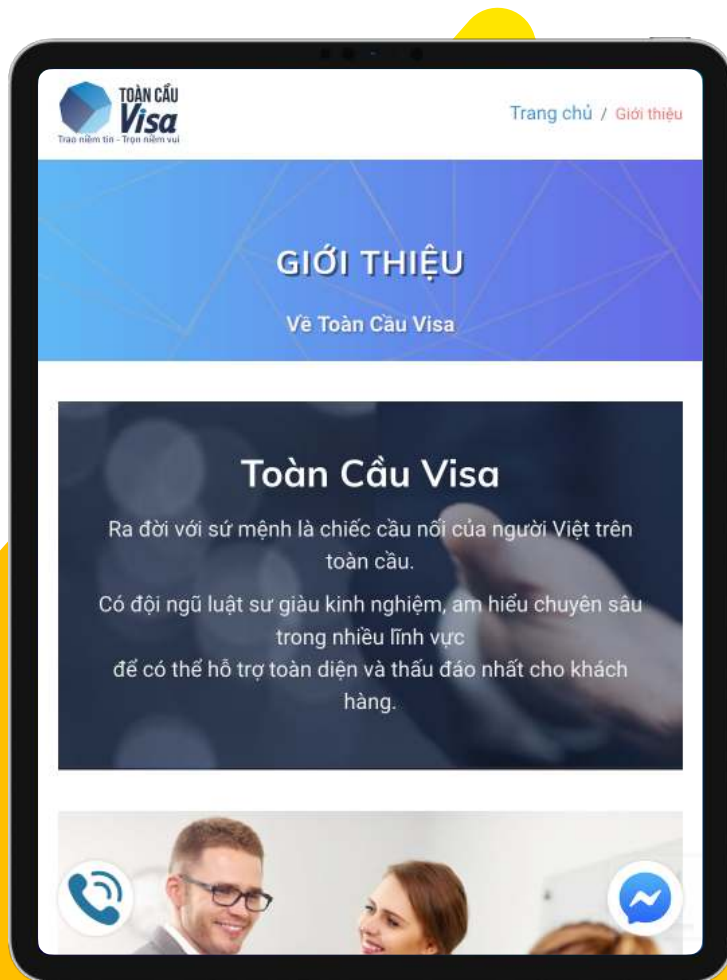
Result

100%

100% increase in profits
after 6 months of advertising

Toàn Cầu VISA

toancauvisa.com



Challenge

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

Solution

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

Result

150%

Increased in calls after 3 months

Galaxy Paint

galaxy-paint.vn



Challenge

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

Solution

- Optimize SEO
- Develop content, increase traffic, and improve keyword rankings

Result

200%

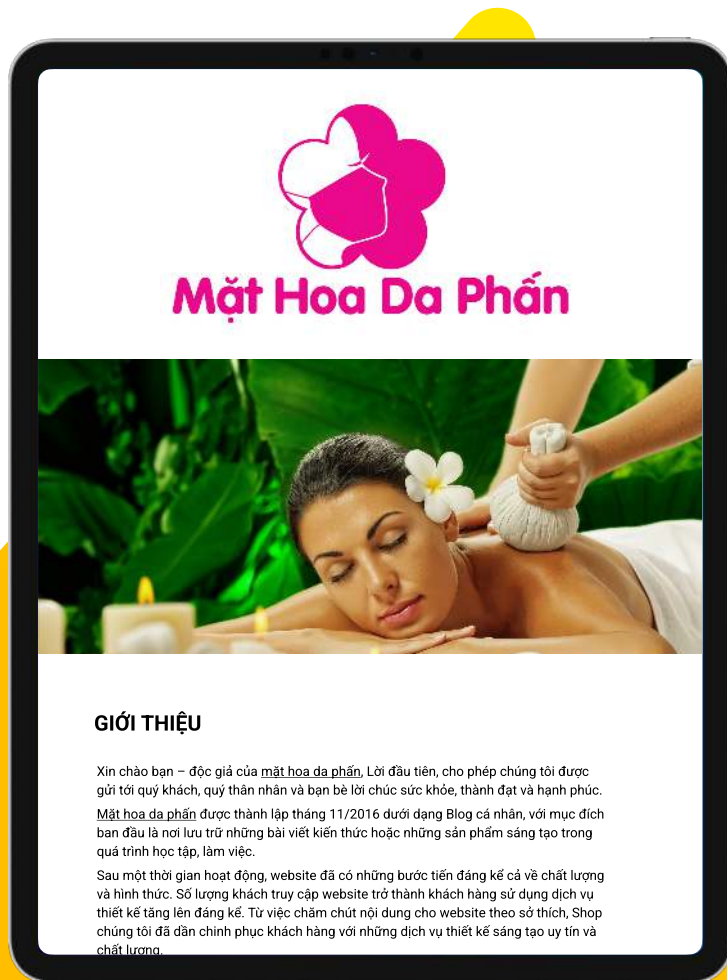
Increased in traffic, reaching the promised amount

113%

Ranking keywords on the first page increased by 113%

Mặt Hoa Da Phấn

mathoadaphan.com



Challenge

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

Solution

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

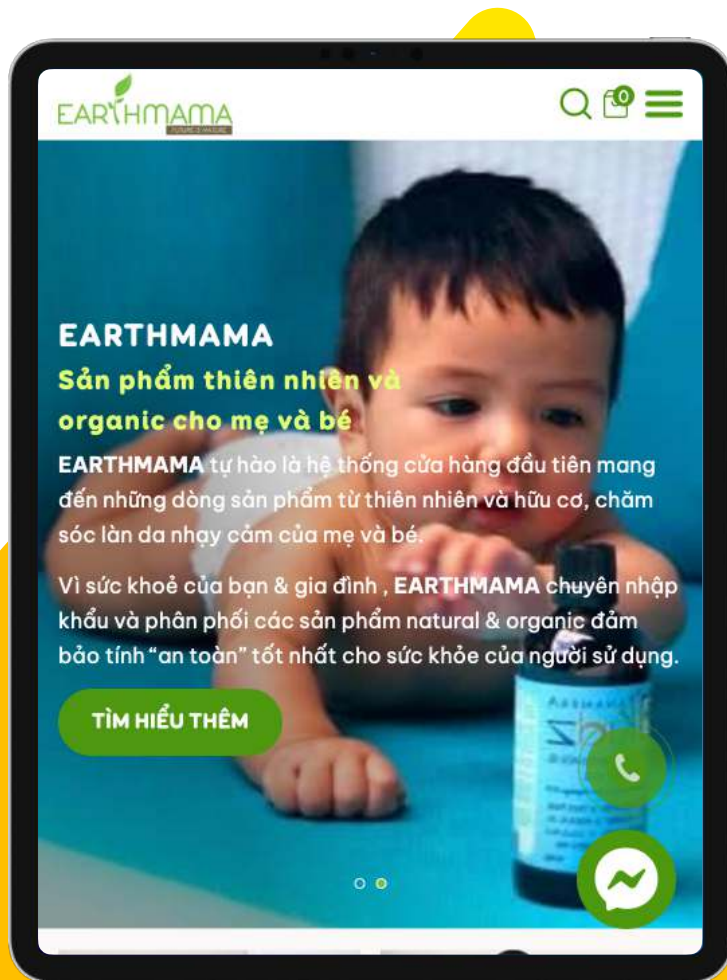
Result

20%

Increased in customer profits
after 2 months of website implementation

Earthmama

earthmama.vn



Challenge

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

Solution

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

Result

Increased traffic after 6 months of implementing SEO

100%

Improvement in the number of customers from online channels

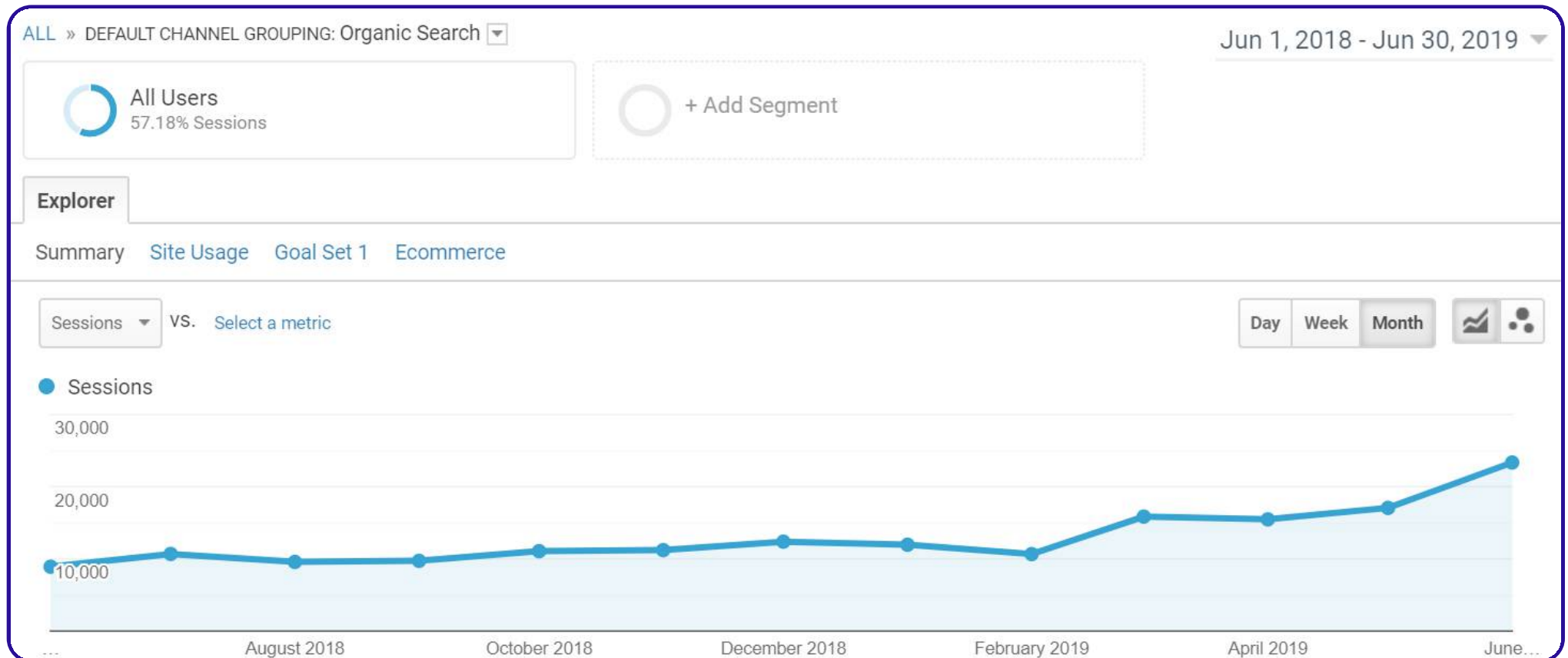
Earthmama

earthmama.vn

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

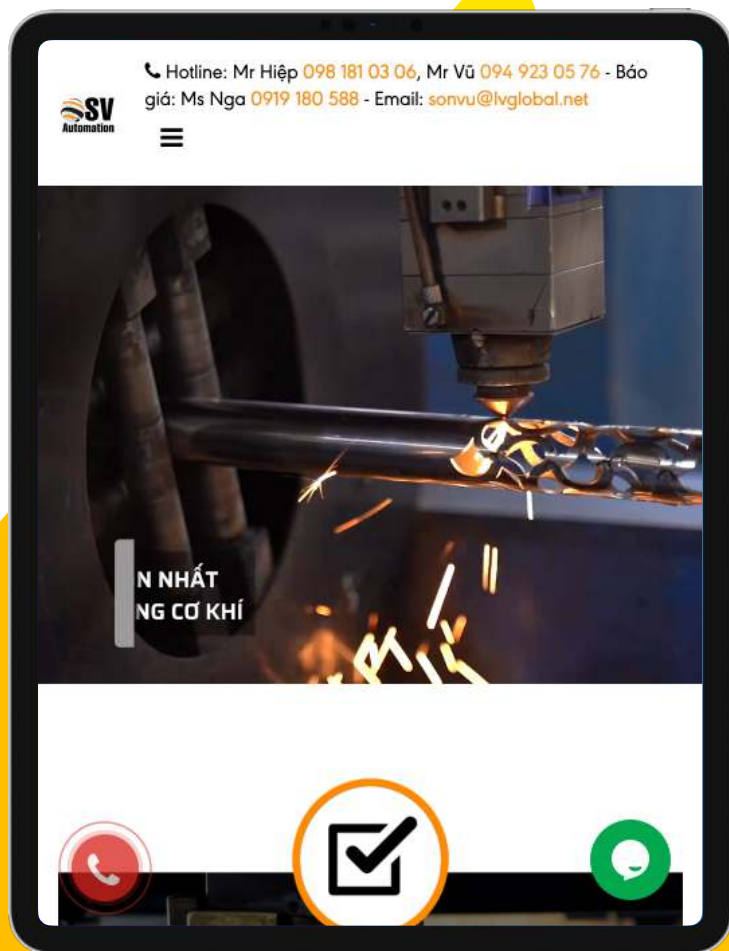
Maintain KPIs until the 12th month, project results:

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



Laser Sơn Vũ

lasercut.com.vn



Challenge

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

Solution

- 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

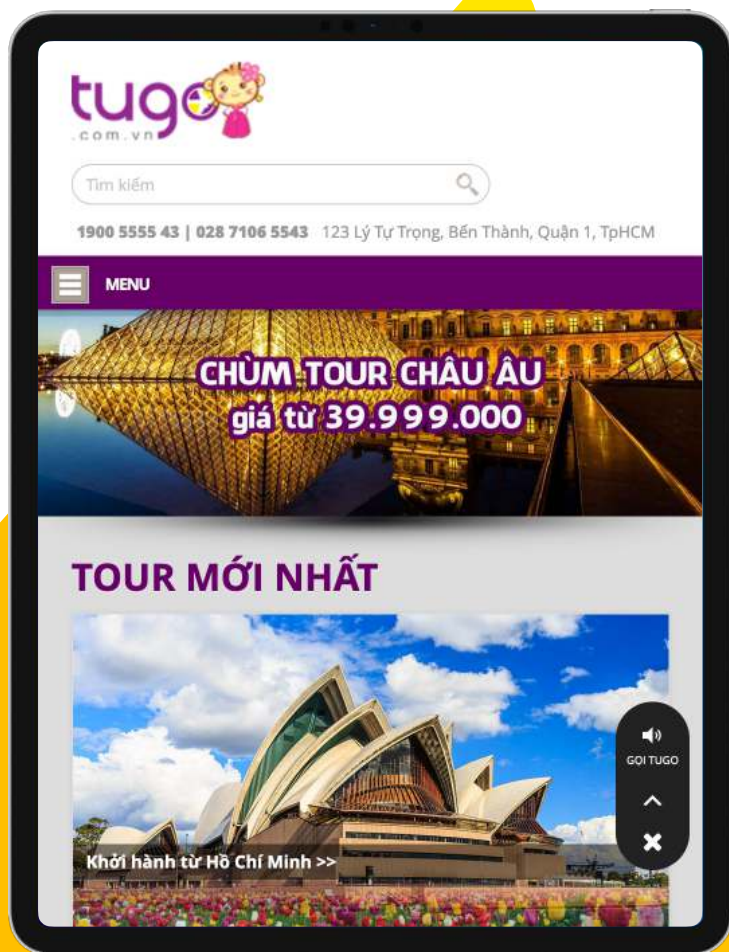
Revenue exceeded expectations

100%

Increased traffic after 6 months of implementing SEO

Du Lịch TUGO

tugo.com.vn



Solution

- Optimize the entire page
- Increase traffic and booking rates



Result

100%

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

CATEGORY	% INCREASE
Increase rankings for top 10 keywords	196.00%
Traffic	118.59%

Stamford Skin Center

stamfordskin.com



Solution

- 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'

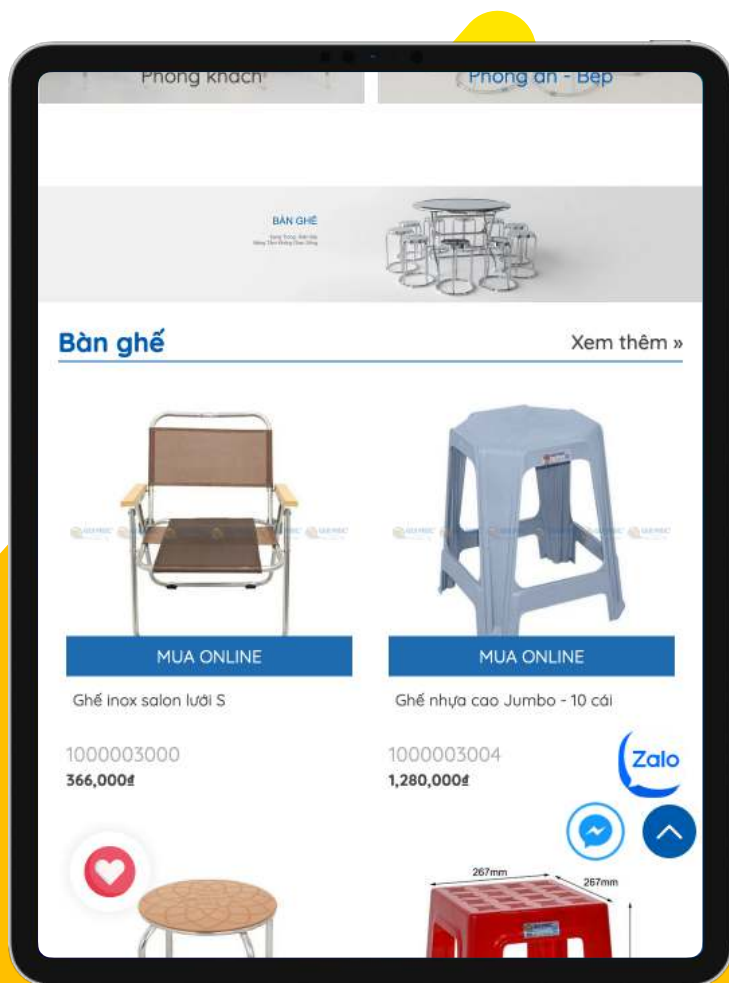
Qui Phúc

quiphuc.com



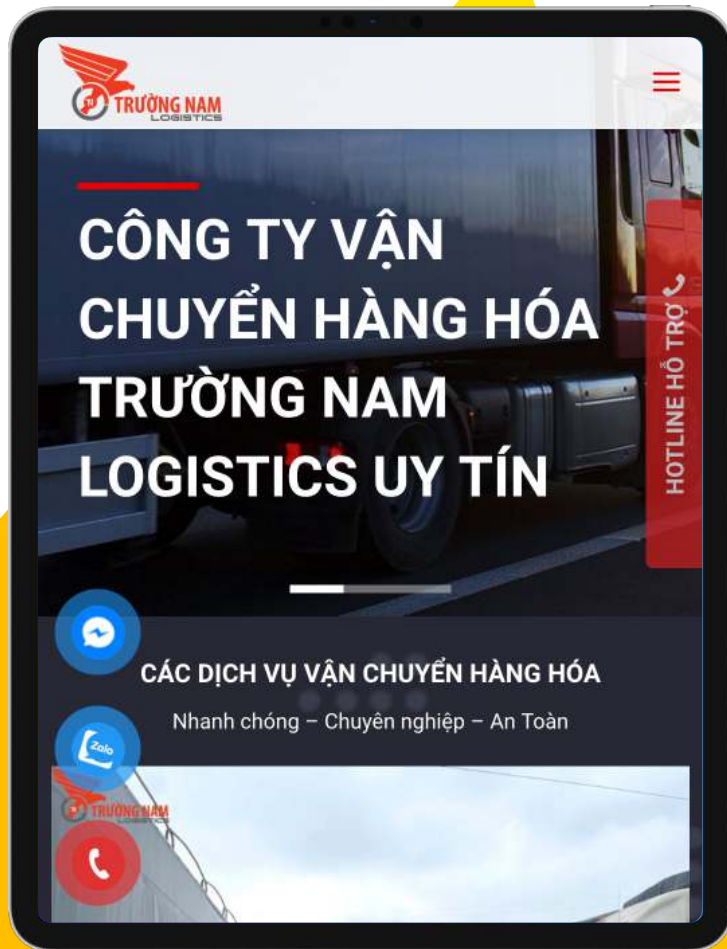
Result

CATEGORY	% INCREASE
Increase rankings for top 10 keywords	138,75%
Traffic	103,31%



Trường Nam Logistic

truongnamlogistics.com



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



Solution

SEO for Google Maps



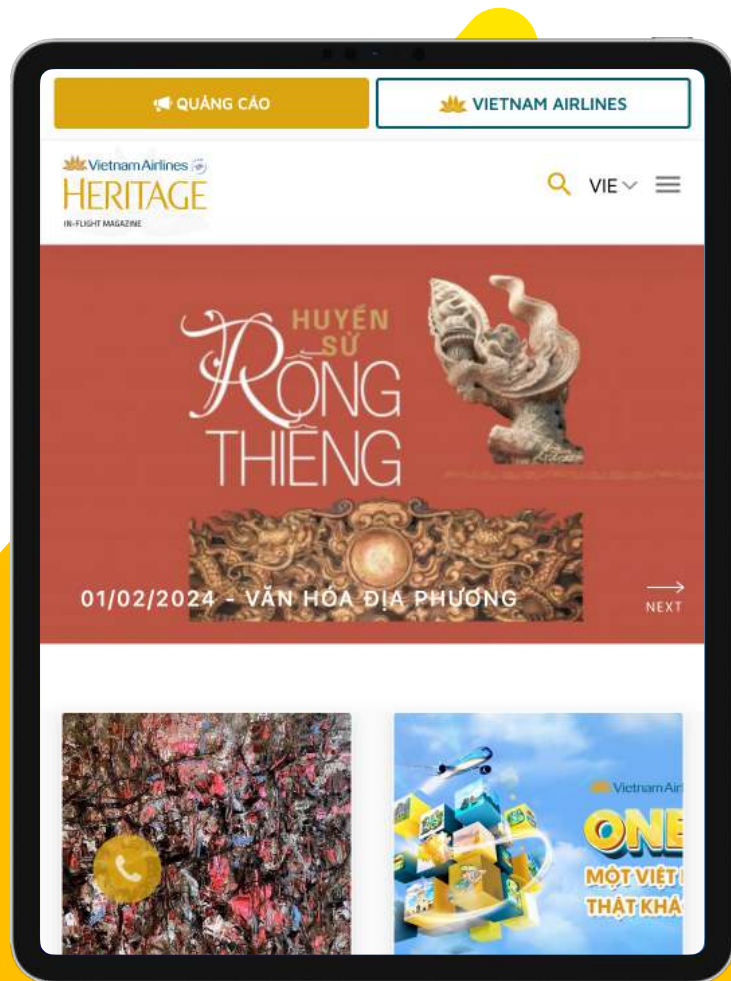
Result

100%

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



Solution

- 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%

Increased in organic traffic

400%

Keywords ranked in the top 10 increased by 400%

RMIT Fintech Blockchain

facebook.com/rmit.tbs



Request

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



Solution

Facebook Ads - Traffic

Facebook Ads - Post engagement

Booking PR suitable for Target Audience



Result

180%

achievement for
Facebook Ads - Traffic

3 chanel

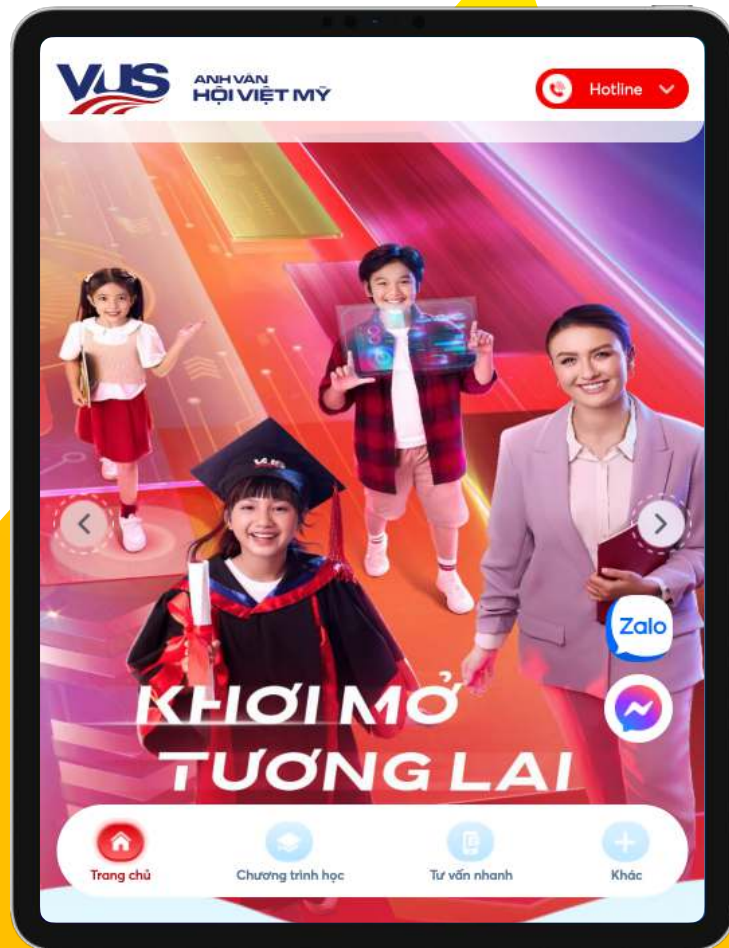
Booking PR coverage:
Ybox, YanTV, Kenh14

3x

Increased in Facebook
Ads - Post engagement
compared to the
commitment

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



Solution

- 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
- Percent 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



Solution

- 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



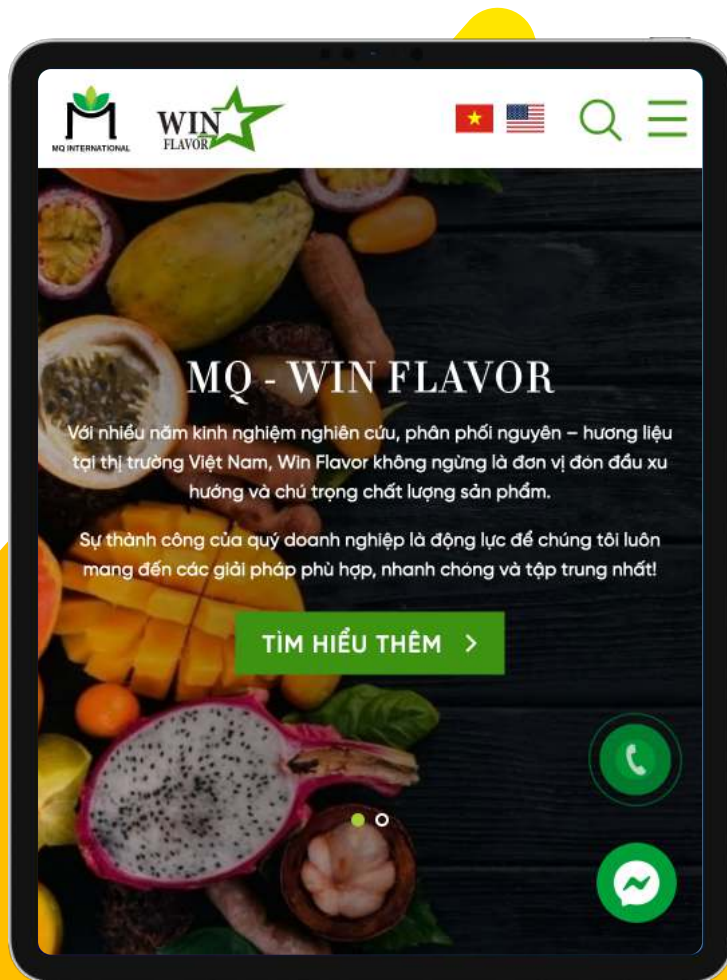
Result

- Corresponding profit growth with increased traffic
- Establish a sustainable SEO system for the internal SEO team to inherit

100% increased by 100% after 9 months.

Win Flavour

mqflavor.com



Request

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



Solution

- 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 since August 2020



Result

250

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

30x

Increase website traffic by 30 times

22%

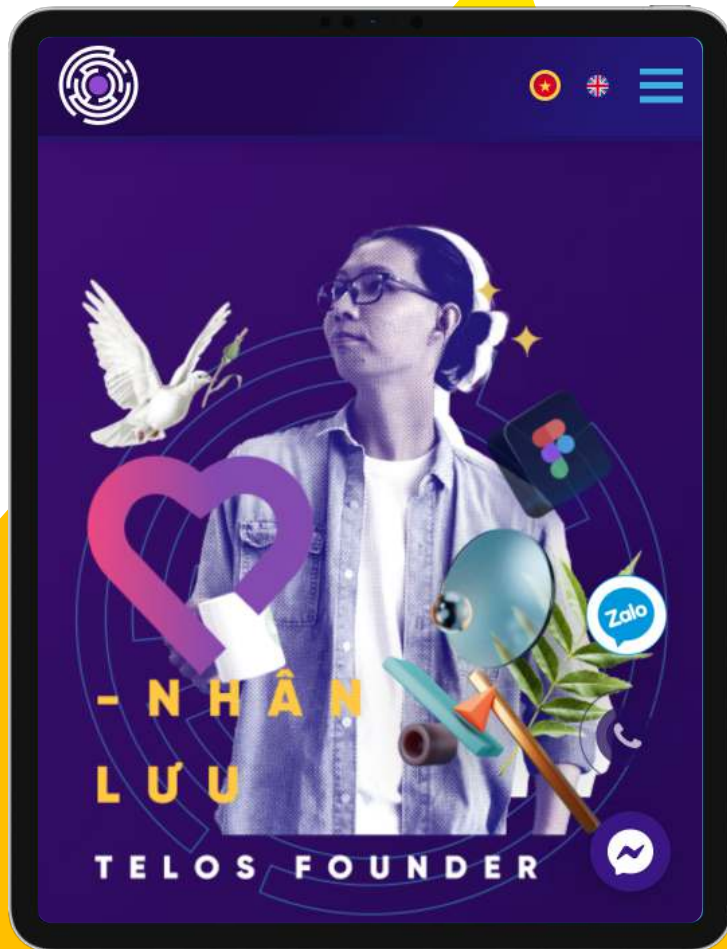
Reduce bounce rate by 22%

5x

Increase the average time on site

Telos Academy

telos.vn



Request

- Exceeded monthly enrollment target
- Affirm brand identity
- Increases the ability to reach customers



Solution

The multi-channel O2O marketing strategy combines various channels to reach the target audience. It incorporates events, online and offline workshops, social media channels, website SEO, multi-platform teaching, and other video marketing channels.



Result

TELOS Academy has become the top-of-mind choice for UI/UX courses in the market

1200+

students have successfully completed the course

800+

teaching hours have been implemented

45+

classes have been opened

10+

workshops

Tâm Đức

goha.vn/showcase/do-le-tam-duc/



Request

- Increases organic traffic
- Increases keyword rankings with a focus on revenue growth



Solution

- Comprehensive SEO
- Refining UI/UX and user flow on the website for improved user navigation



Result

- Reached the goal earlier than the committed timeframe of 3 months
- Entered top 10 rankings after only 4 months of implementation, resulting in an increase in revenue direction effectiveness

110%

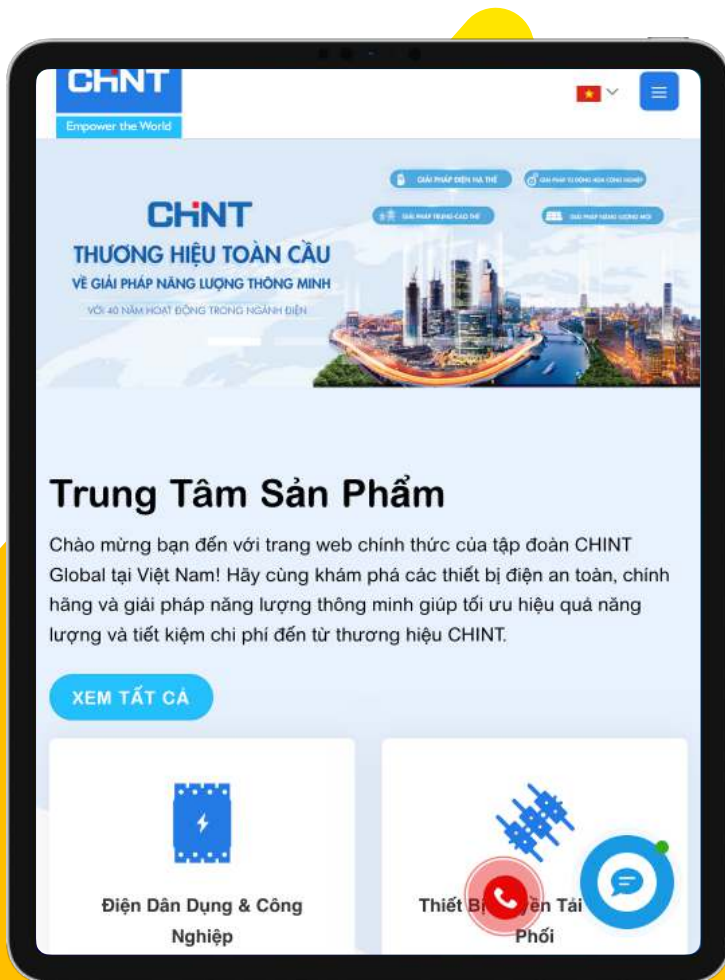
traffic compared to the commitment

70%

of the committed keywords entered the top 3 positions

CHINT Việt Nam

goha.vn/showcase/chint-viet-nam



Request

- Increasing and maintaining the keyword ranking
- Increasing organic traffic
- Developing content with a focus on branding and education



Solution

- Comprehensive SEO
- Refining UI/UX and user flow on the website for improved user navigation



Result

Top 5

For keywords “Chint Việt Nam”,
“Chint Global Việt Nam”

100%

KPI for top 5 keyword rankings

160%

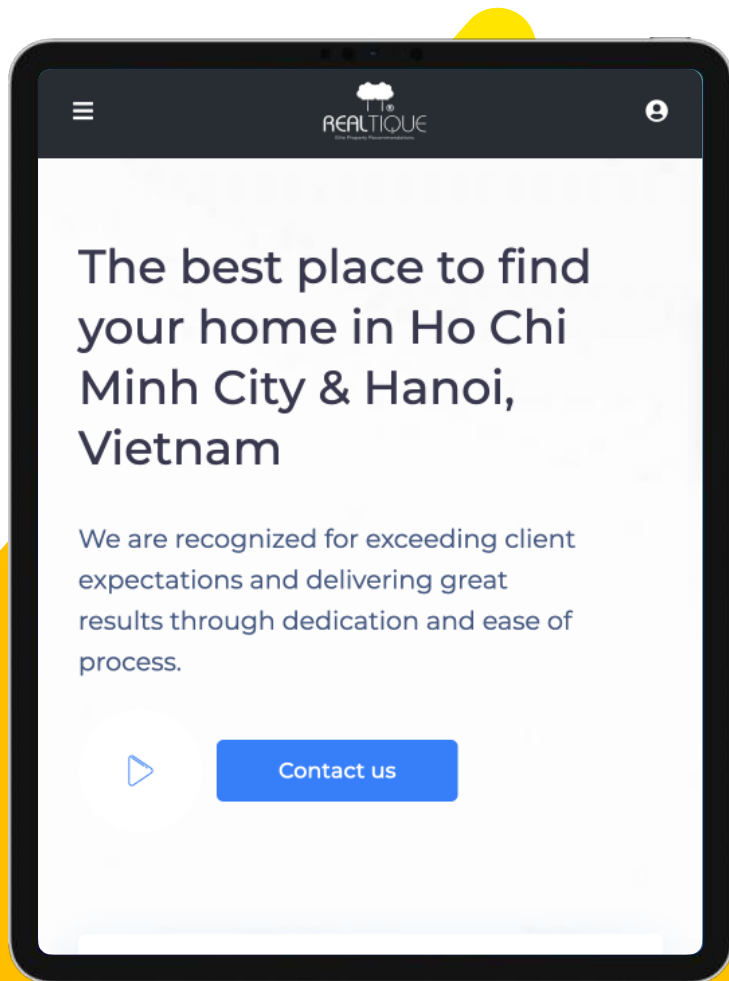
KPI traffic

80+

useful and high-quality content

Realtique

goha.vn/showcase/realtique



Request

- Increases awareness of brand on Google Maps



Solution

- Comprehensive SEO
- Implementing Google Maps



Result

- Profit increases in proportion to the number of visits
- Implementing a sustainable SEO system for the internal SEO team to inherit

100%

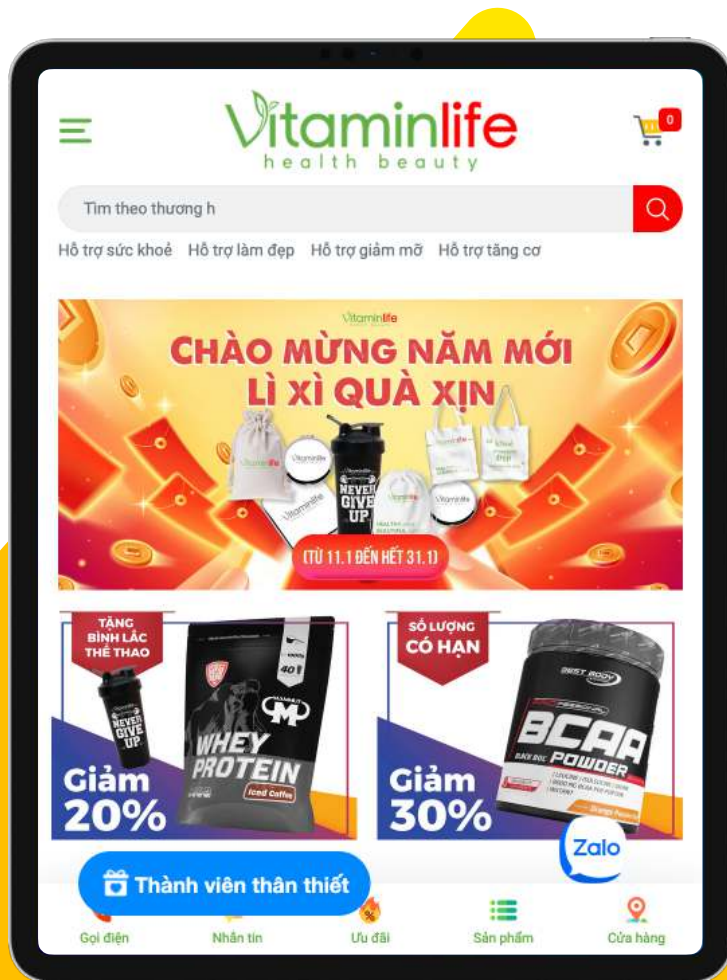
KPI Increase keyword ranking in top 3 priority word groups

250%

Increase ranking of top 10 keyword groups proposed by GOHA

Vitamin Life

vitaminlife.vn



Request

- Increase reach potential customers
- Increase awareness of VitaminLife's gift solutions on social channels



Solution

- Always on content for the main Fanpage channel
- Combine Facebook ads and continuous testing to increase access to the right potential customers



Result

200%

inbox

970K

engagement

400%

traffic

GTR

gtrworldwide.com.vn



Request

- Increasing organic traffic
- Increasing high-quality keywords
- Increasing conversion



Solution

- Optimize UI/UX of website
- Design user-flow and content according to customer journey maps for each user group
- Increase traffic through quality content



Result

150%

compared to the initial commitment with keywords reaching the top 10 from "out top 100", the number of keywords reaching the top 10

4 phút

time on site, from attractive content and correct insights

17x

increased in domain rating



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.

Our Service



A comprehensive marketing solution that helps you from zero to hero

goha.vn



Brand position consulting from core values

telos.vn



B2B Inbound content marketing

eracontent.marketing



Optimal website solutions Marketing for different industries

letweb.net



Reliable outsourced design team

onframe.studio

To reach the finish line
in the race of growing potential customers
doesn't have to be as complicated
as you might think

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

Kiều Hải Yến

CEO

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Email: **hello@goha.vn**

Website: **goha.vn**

