

# Portfolio 2025





**Performance Marketing Solutions  
for B2B Businesses** that help you  
achieve sustainable growth, from  
zero to something, from something  
to more



# 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 2030, GOHA is on a mission to empower 100 B2B companies to expand their digital presence and brand impact —sustainably and meaningfully.



# Mission

## For Customers

Providing truly effective Performance Marketing Solutions for B2B 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**

• **Partnership** • **Transparency and technology-driven execution**



# Our team



**Yến Kiều**  
CEO



**Toàn Bùi**  
CTO



**Thuỳ Võ**  
PERFORMANCE MARKETING MANAGER



**Tuyền Lê**  
BUSINESS DEVELOPMENT MANAGER



**Yến Lê**  
SEO SPECIALIST



**Mai Trần**  
PLANNER / PM

# Our Services



## Comprehensive Digital Marketing Solutions



### Ads

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



## Inbound Content Marketing



### 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

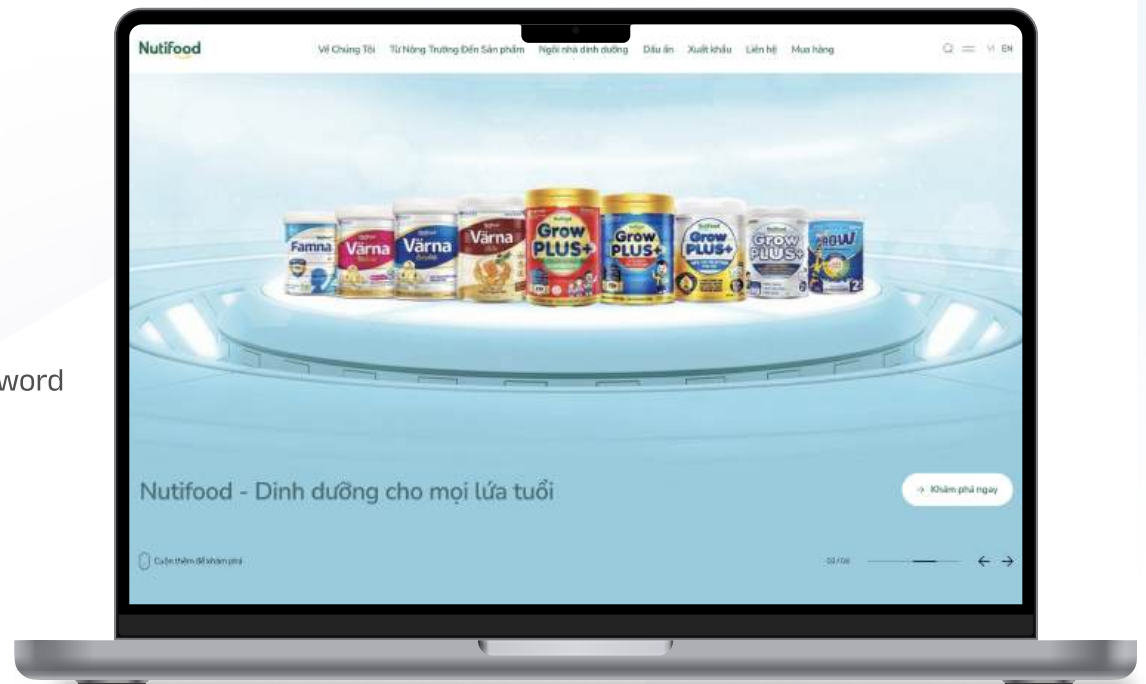
- Optimizing the Malnutrition campaign
- Developing content, increasing traffic, and improving keyword rankings by 400%



## 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

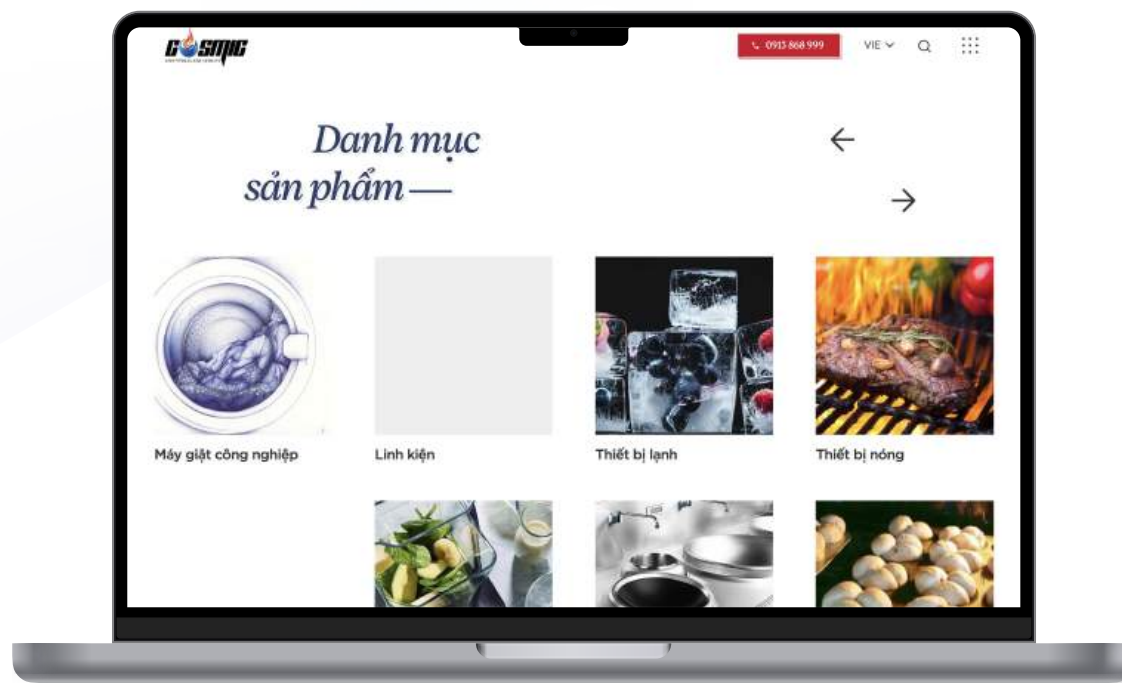
### ● Phase 2 (2019-2020)

- 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**

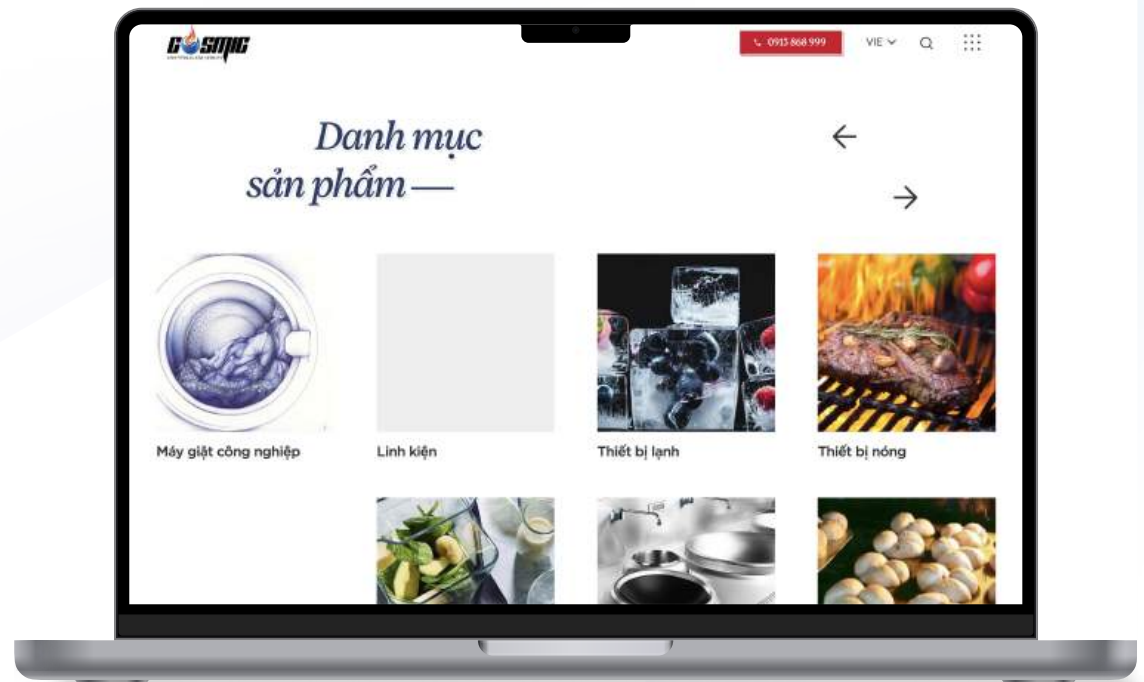
deep, trustworthy, and  
motivational content  
pieces

**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



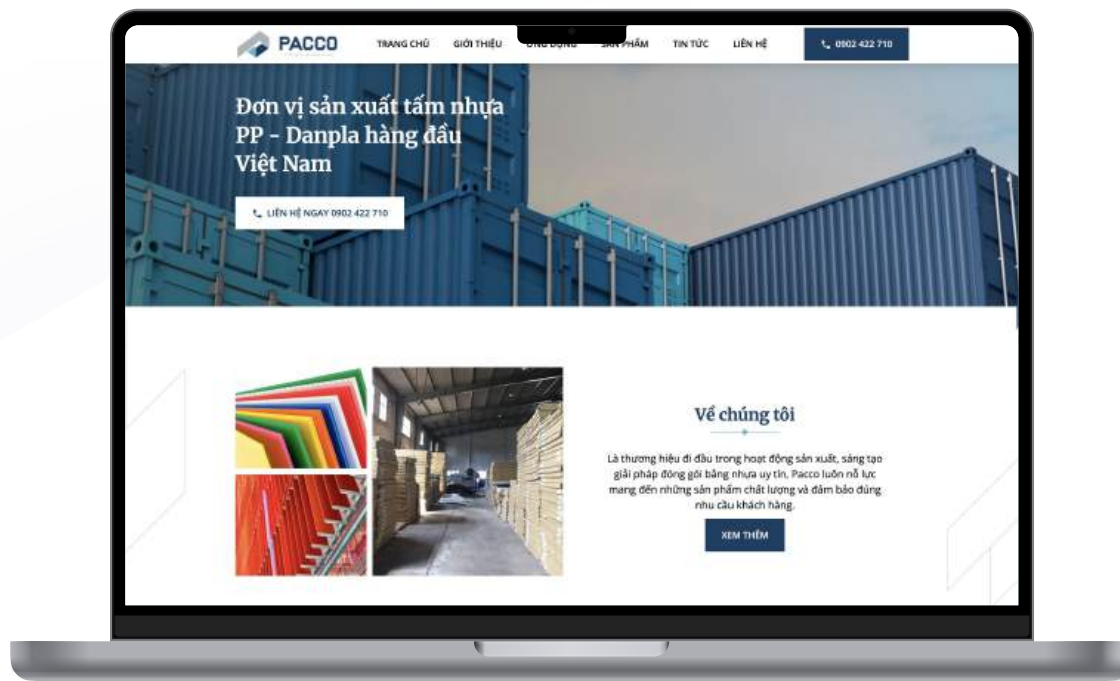
## Result

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 situation
- Design website and all website content
- Implement comprehensive marketing strategies: SEO, Google Ads, content marketing



## Result

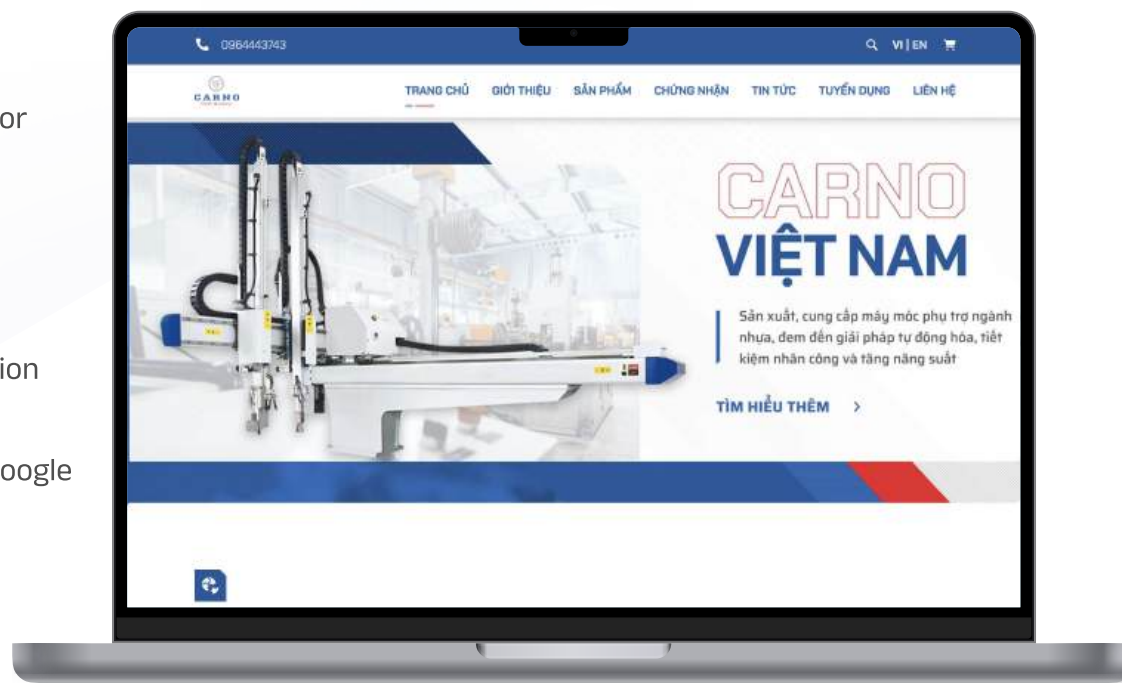
Increased potential customers:

**500%**

Total clicks increased

**12 x**

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



# Ottobock

facebook.com/OttobockVietnam



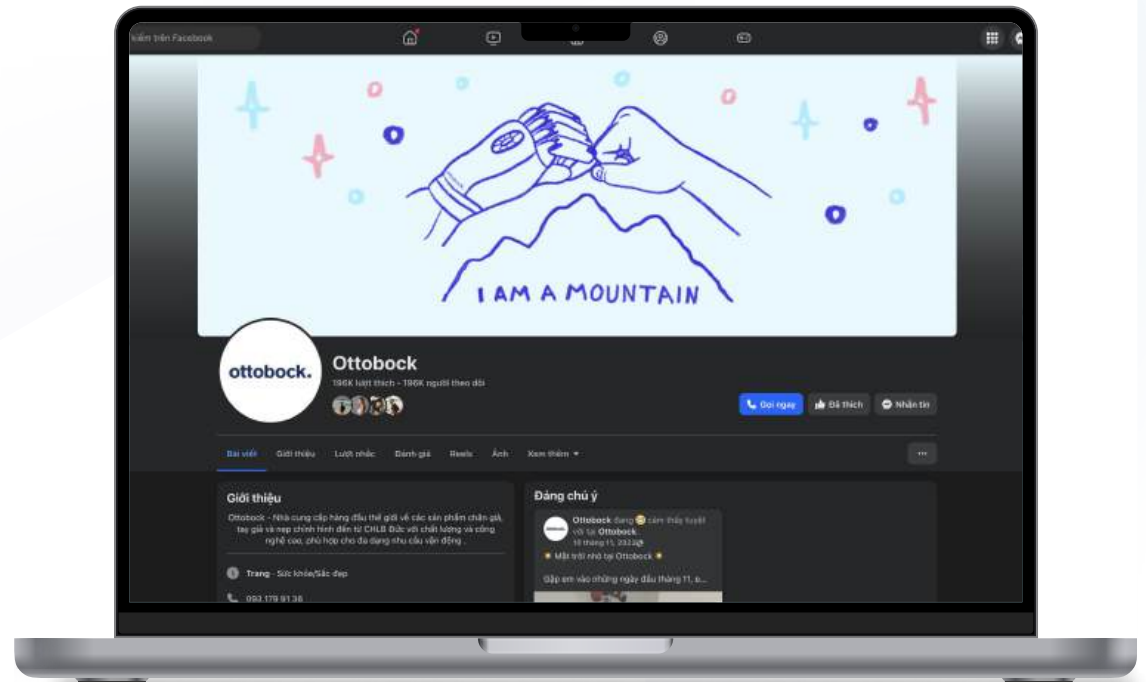
## Objective

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



## Solution

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



# Ottobock

facebook.com/OttobockVietnam



## Result

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

### 250%

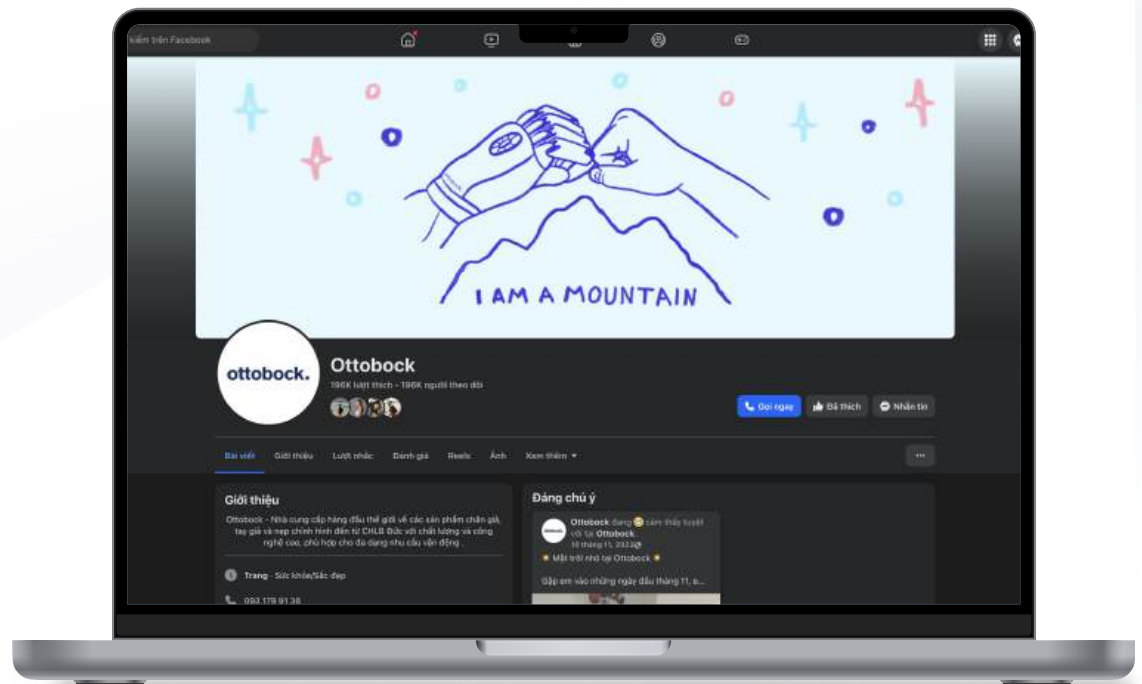
Fanpage engagement increased after 6 months (Feb-Aug/2020)

### 970K

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

### 300%

Message volume increased after the campaign



# 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

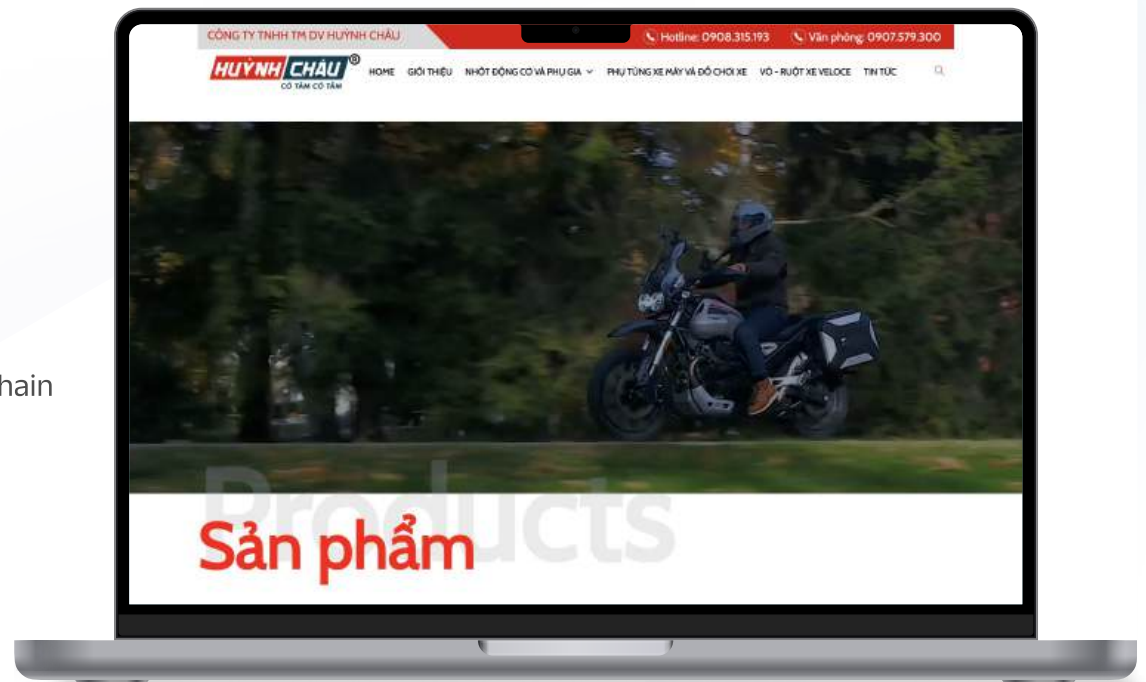
Through building an online brand, gained trust from partners and customers both inside and outside the country

**>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

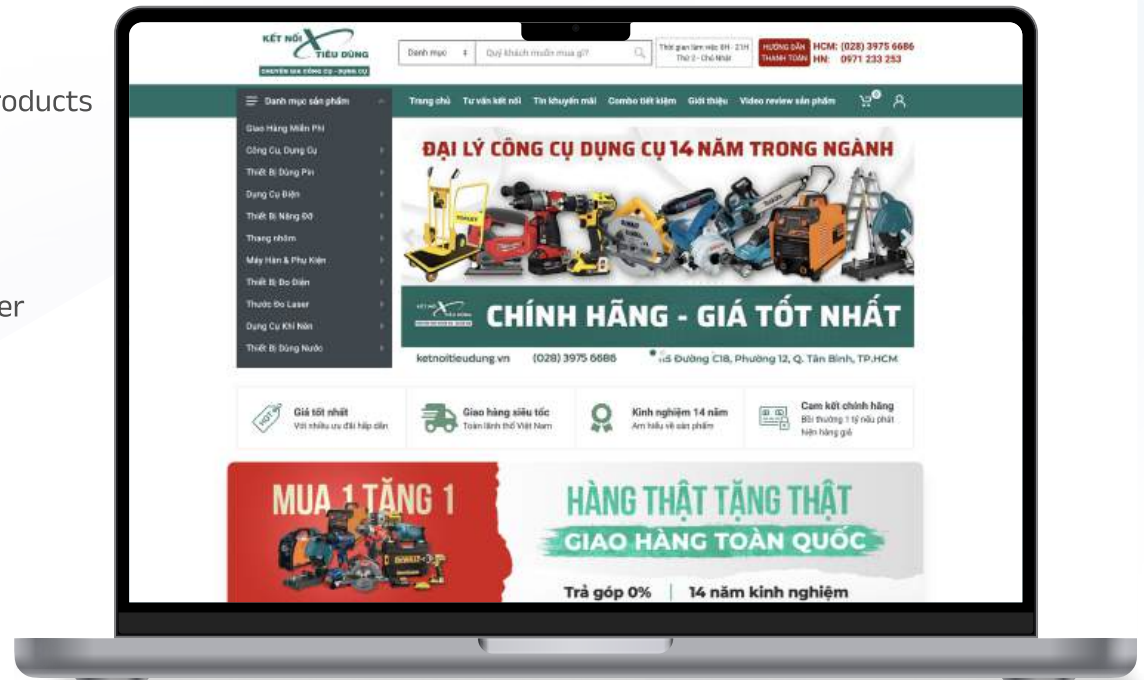
- Comprehensive marketing targeting increased customer profits
- Design and build a website to increase orders



## 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

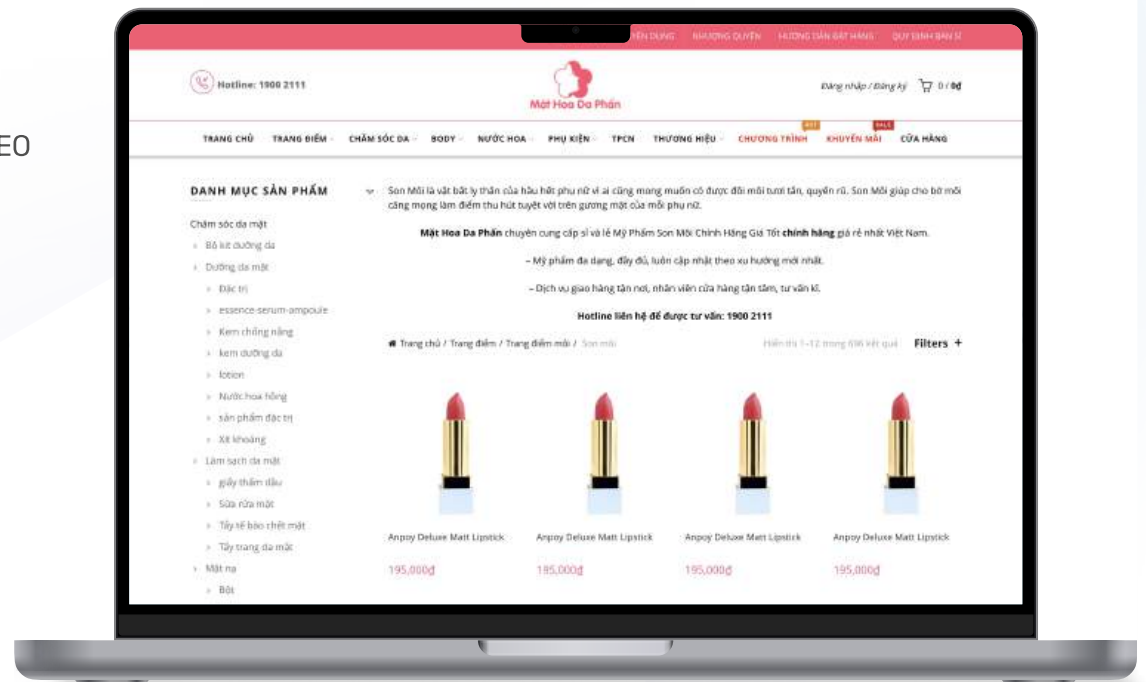
- Design the website
- Use Google and Facebook ads to increase traffic and orders



## 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

Improvement in the number of customers from online channels

# 100%

Increased traffic after 6 months of implementing SEO



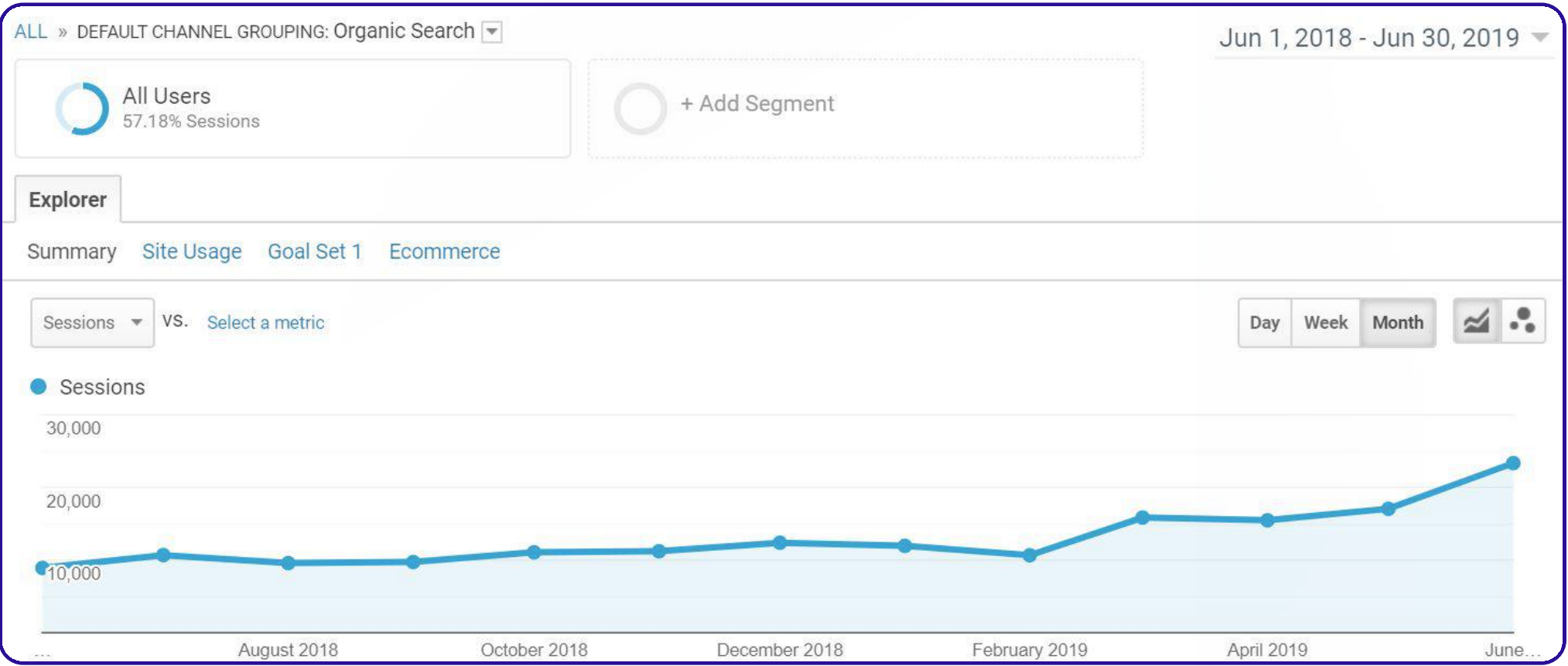
# Earthmama

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

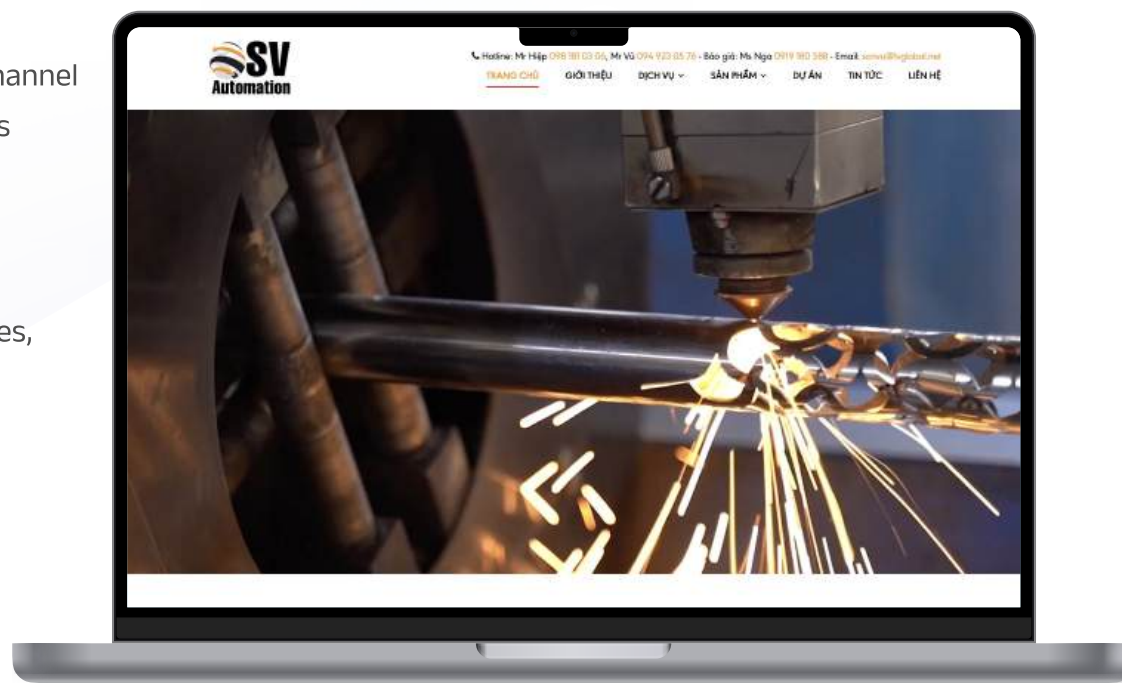


## Result

Revenue exceeded expectations

# 100%

Increased traffic after 6 months  
of implementing SEO



# Du Lịch TUGO

tugo.com.vn



## Challenge

- Optimize the entire page
- Increase traffic and booking rates

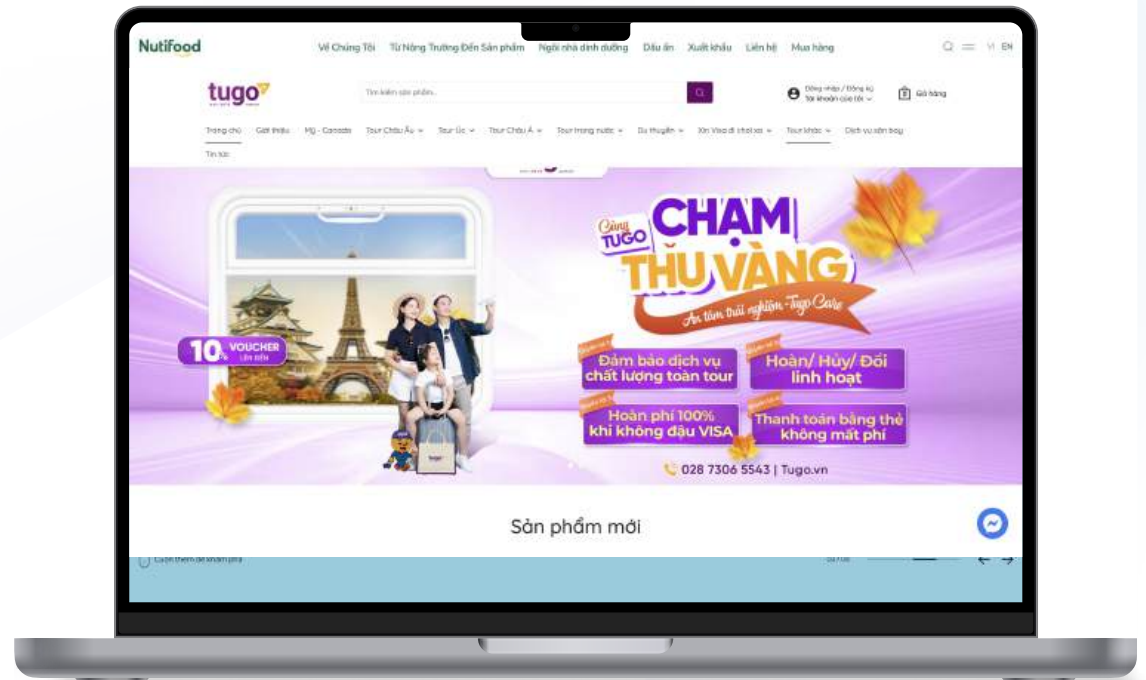


## Result

# 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	<b>196.00%</b>
Traffic	<b>118.59%</b>





# Stamford Skin Center

stamfordskin.com



## Challenge

- Optimize the entire page
- Increase traffic and consultation rates

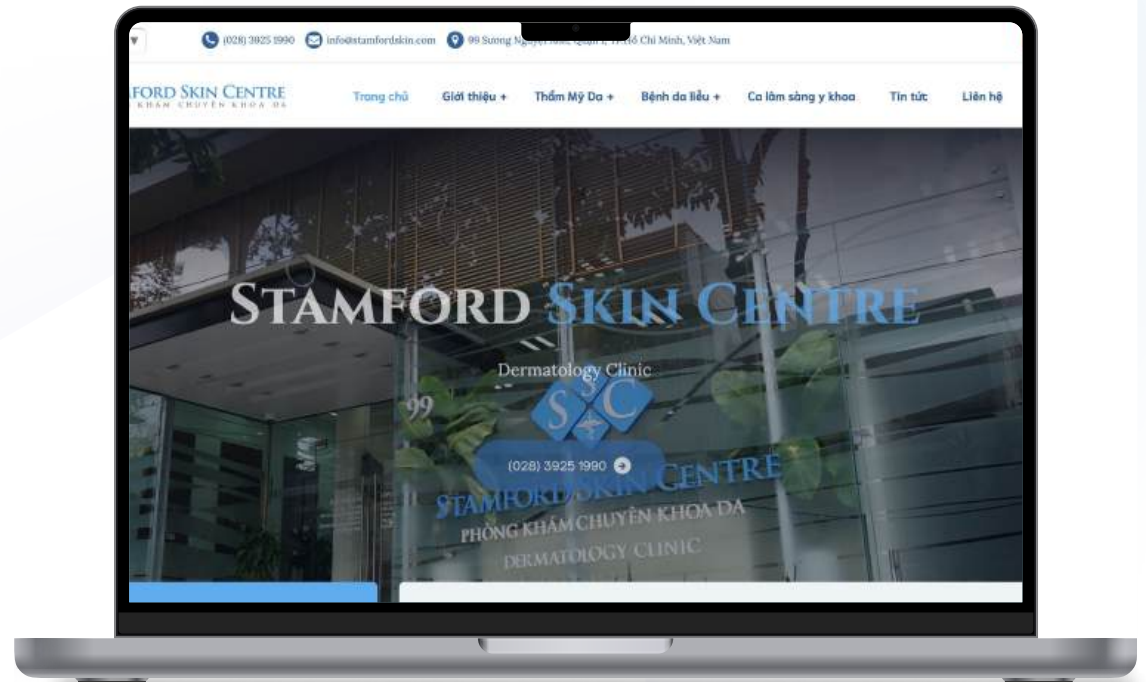


## Result

Revenue exceeded expectations

# 100%

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



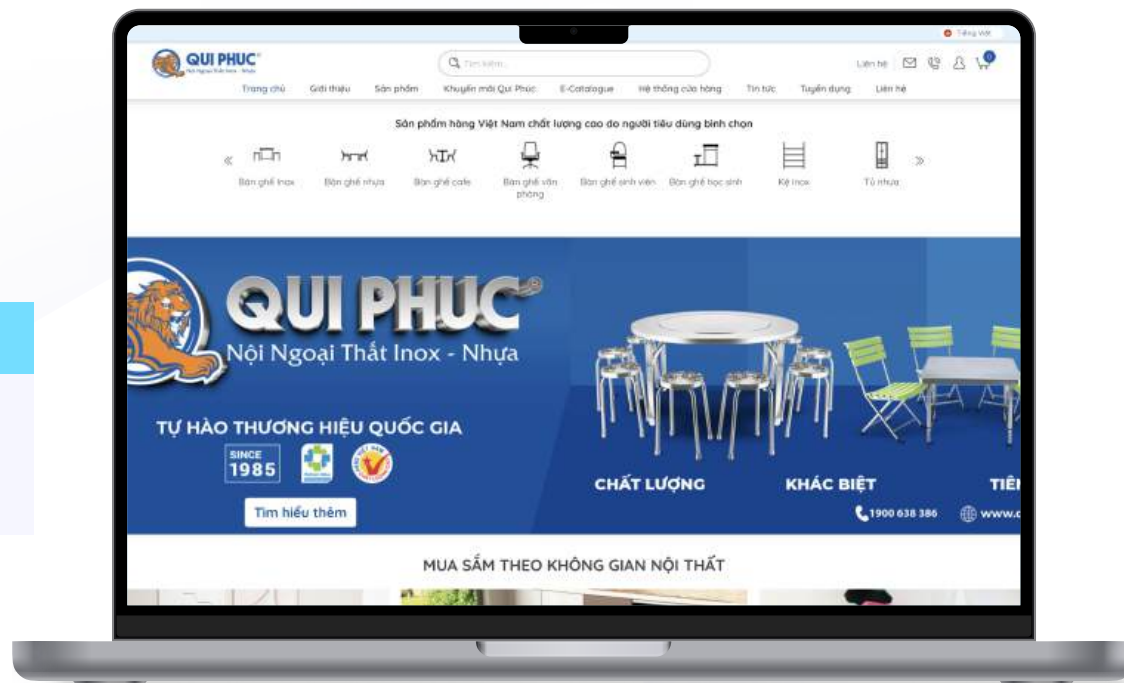
# Qui Phức

quiphuc.com



## Result

CATEGORY	% INCREASE
Increase rankings for top 10 keywords	<b>138,75%</b>
Traffic	<b>103,31%</b>



# 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

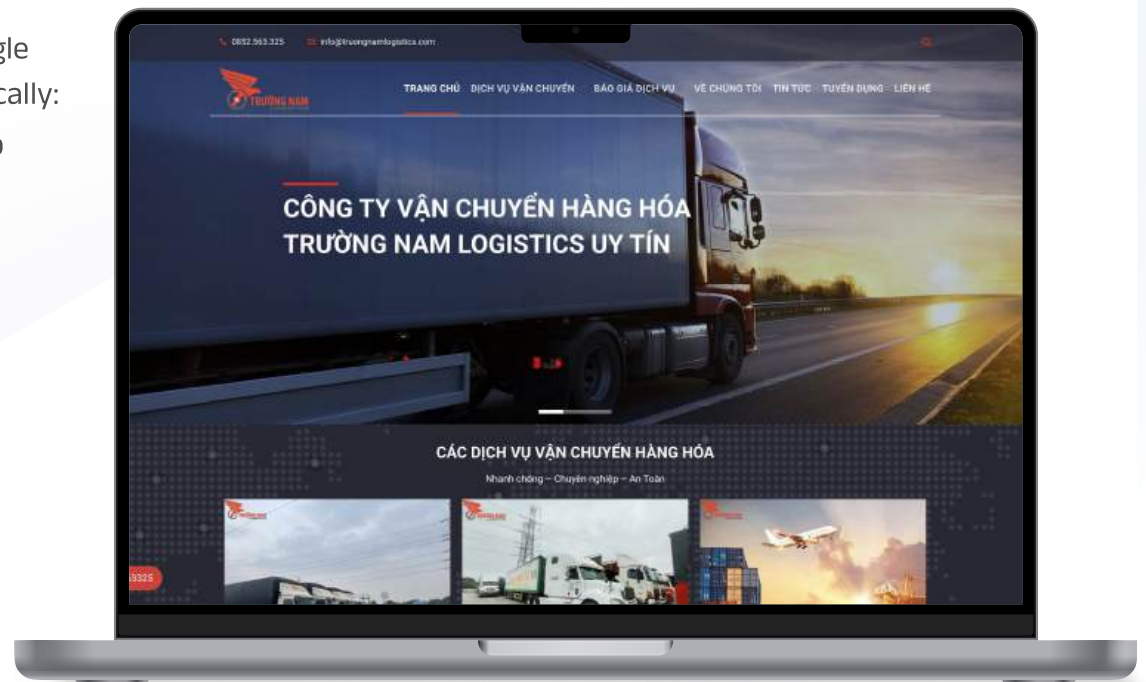
- SEO for Google Maps



## 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



# Tạp Chí Heritage

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%**

Organic traffic

**400%**

Keywords ranked in the top 10



# 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

Vẫn đang tiếp tục tối ưu và phát triển fanpage, tăng qualified lead

**180%**

achievement for  
Facebook Ads - Traffic

**3 chanel**

Booking PR coverage:  
Ybox, YanTV, Kenh14

**3x**

Post engagement  
(increased in Facebook Ads)  
compared to the commitment





# Anh Văn Hội Việt Mỹ (VUS)

vus.edu.vn



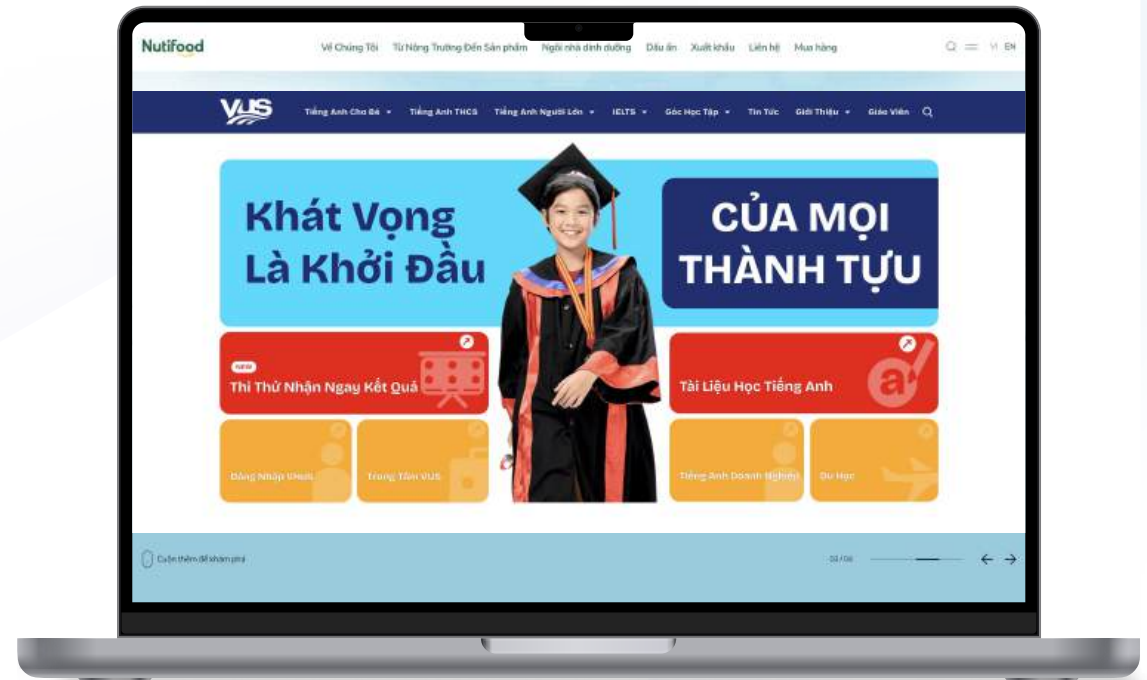
## Request

- 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



# Anh Văn Hội Việt Mỹ (VUS)

vus.edu.vn

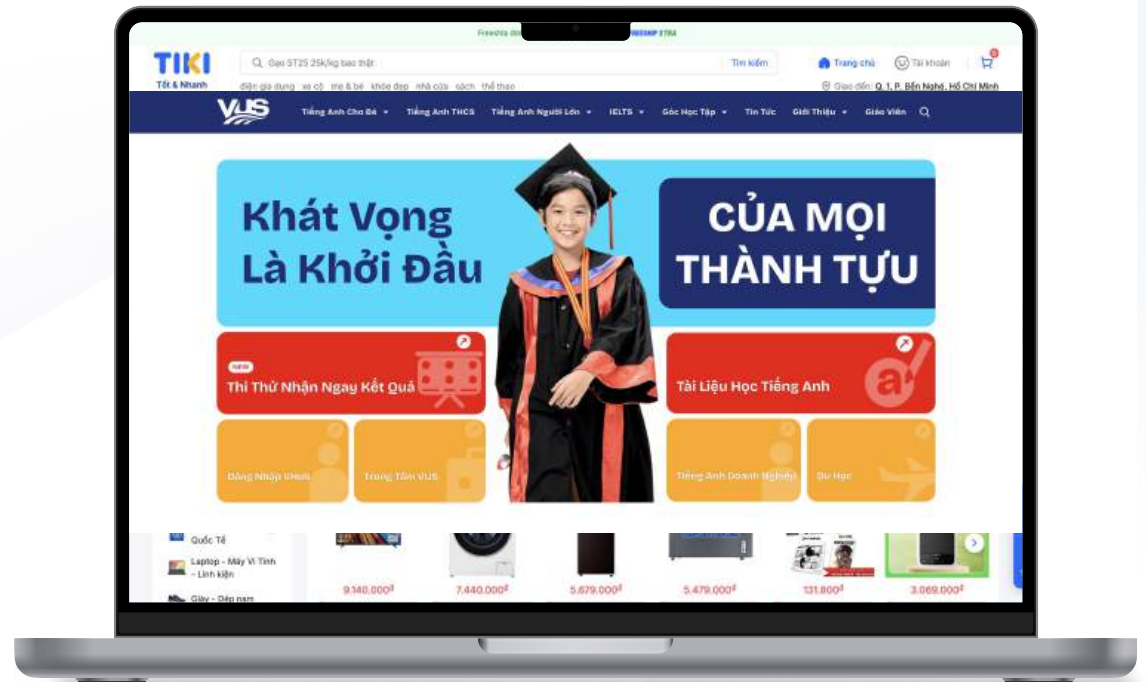


## Result

- Thousands of new customers registered
- Percent of parents visiting and enrolling their children achieved

# 105%

KPI achieved in 3 months



# Tiki

tiki.vn



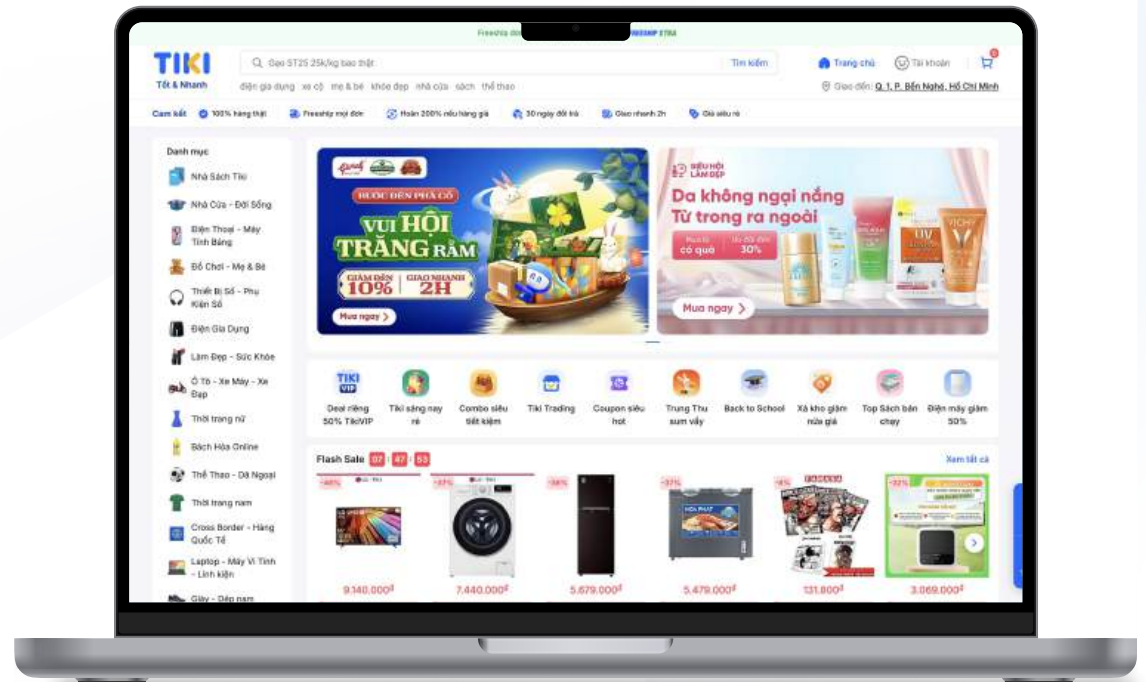
## Request

- 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



## Result

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



# Tiki

tiki.vn

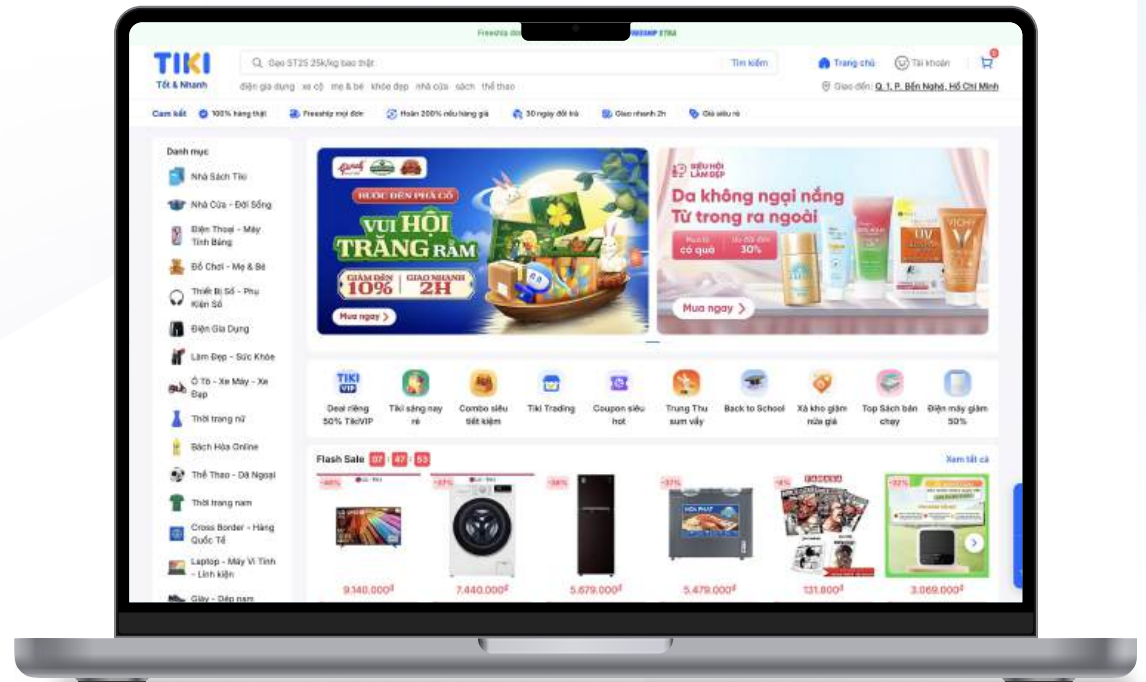


## Result

- 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**

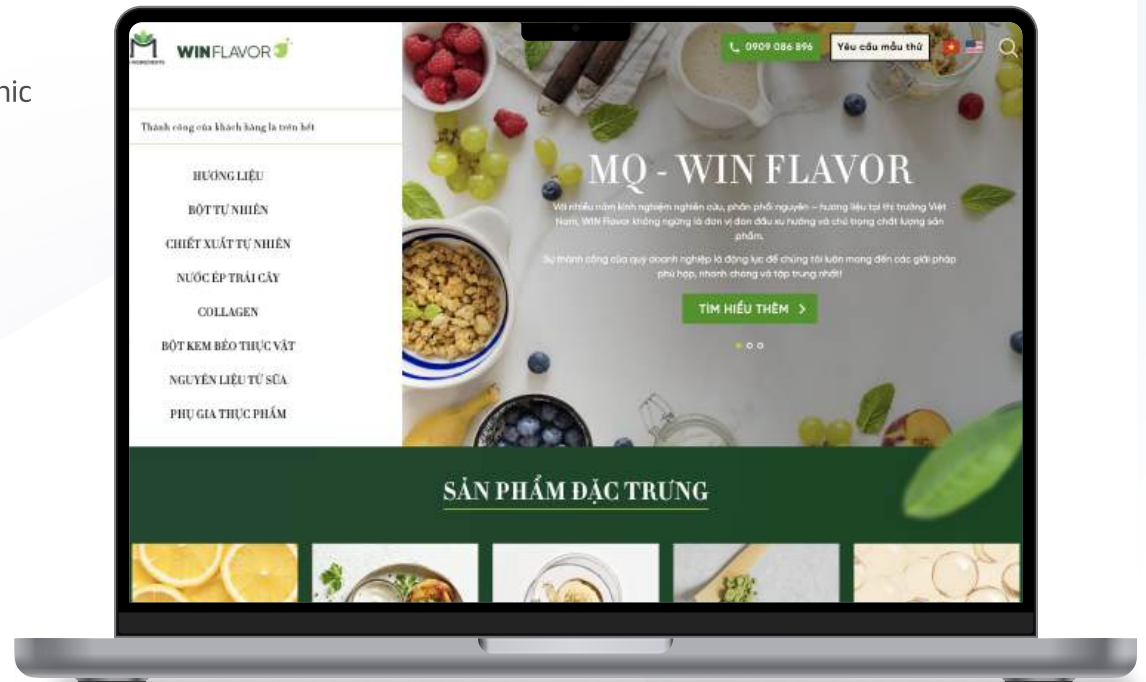
website traffic

**22%**

Reduce bounce rate

**5x**

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+**

workshop



# 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

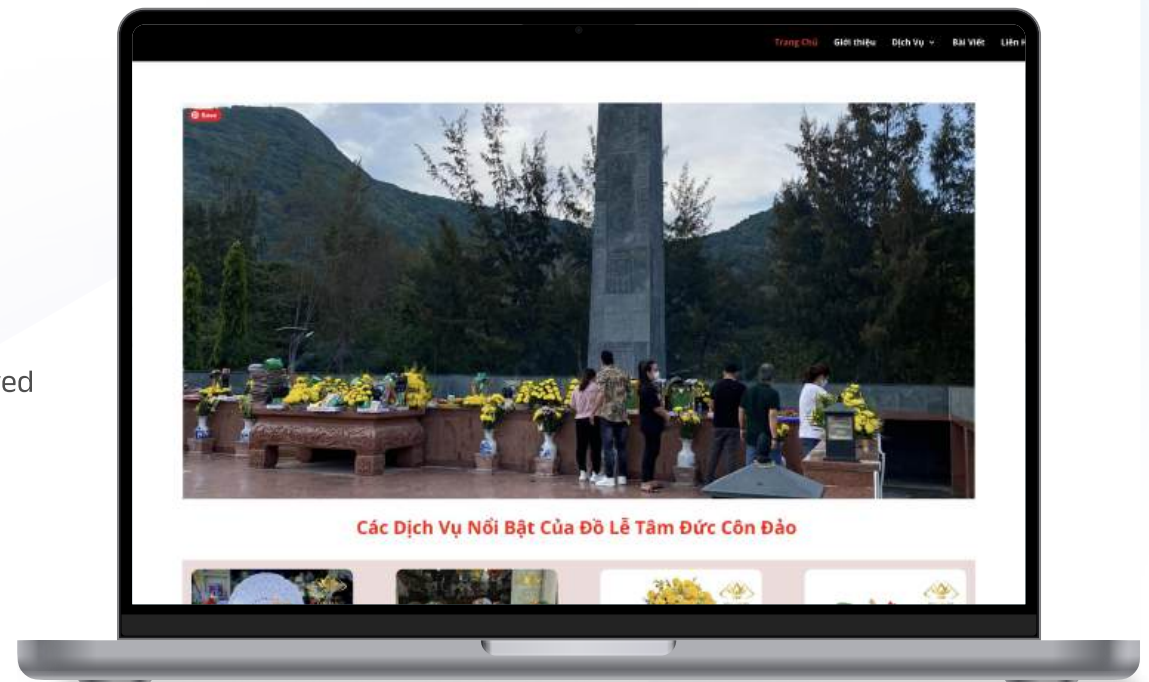
- Reached the goal earlier than the committed timeframe of 3 months
- Entered top 10 rankings after only 4 months of implementation, resulting in an increase in revenue direction effectiveness

# 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



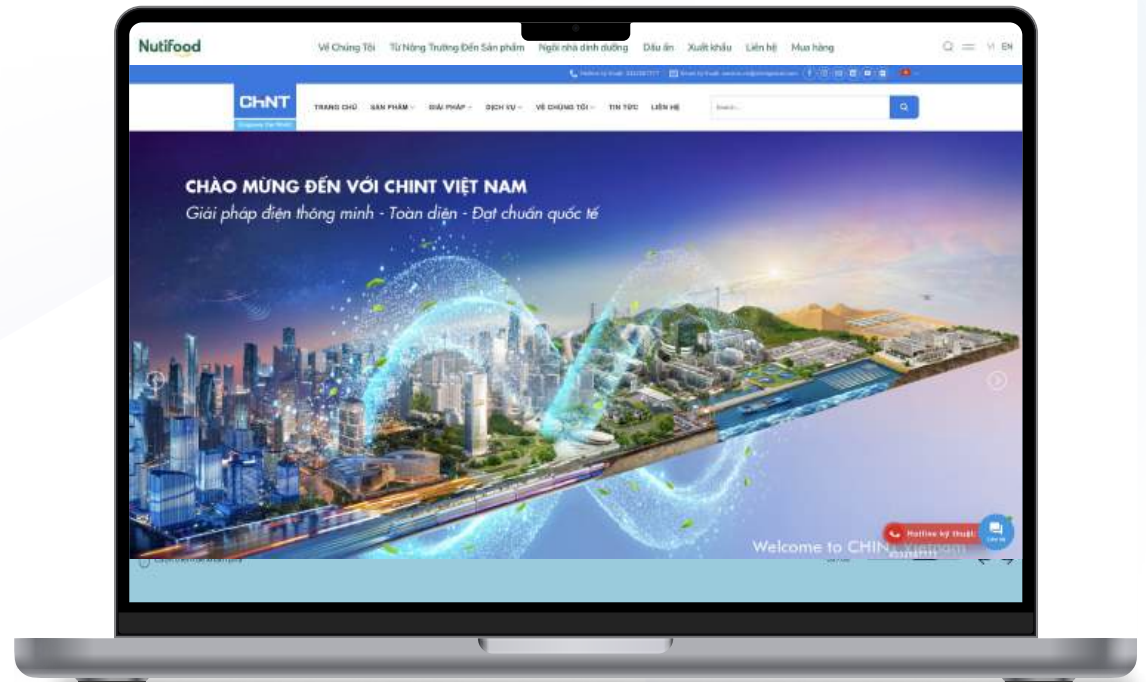
## Request

- 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



# CHINT Việt Nam

goha.vn/showcase/chint-viet-nam



## Result

### Top 5

For keywords

"Chint Việt Nam",

"Chint Global Việt Nam"

### 100%

KPI for top 5 keyword

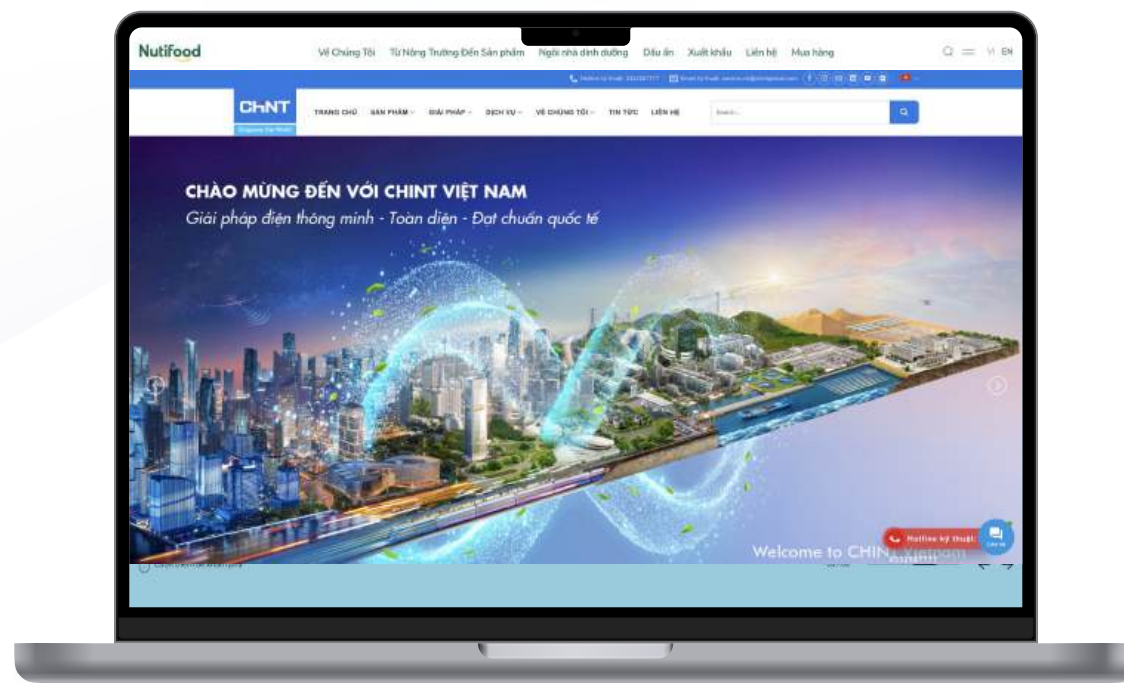
rankings

### 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

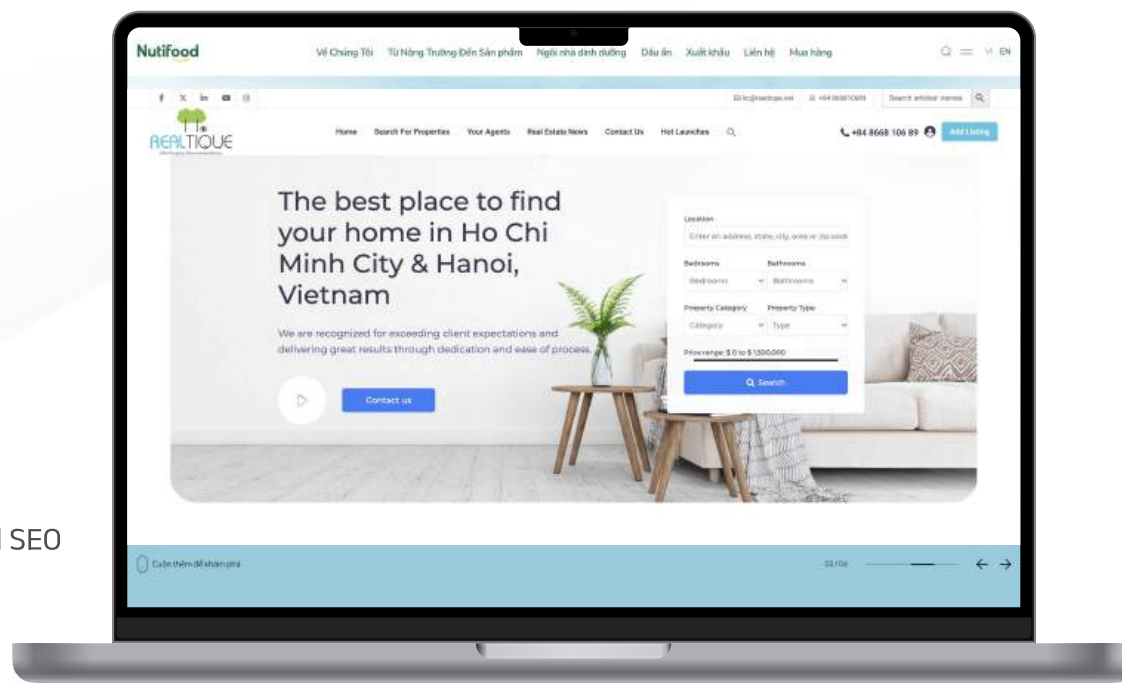
- Profit increases in proportion to the number of visits
- Implementing a sustainable SEO system for the internal SEO team to inherit

# 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%** **970K** **400%**

inbox

engagement

traffic



# GTR

gtrworldwide.com.vn



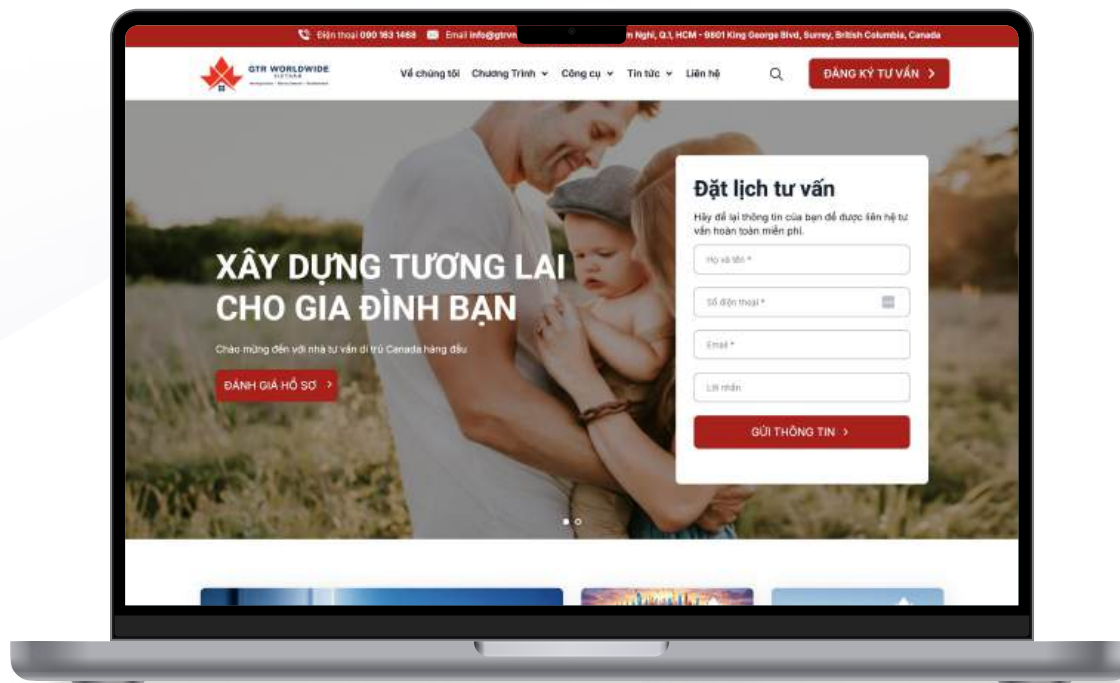
## Request

- Increasing organic traffic
- Increasing high-quality keyword
- 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



# GTR

gtrworldwide.com.vn



## Result

- Brought back keywords ranked in the top 10
- After 4 Google algorithm updates, GTR continued to grow with no signs of “being affected” or “experiencing a drop in traffic or keyword rankings”

### 150%

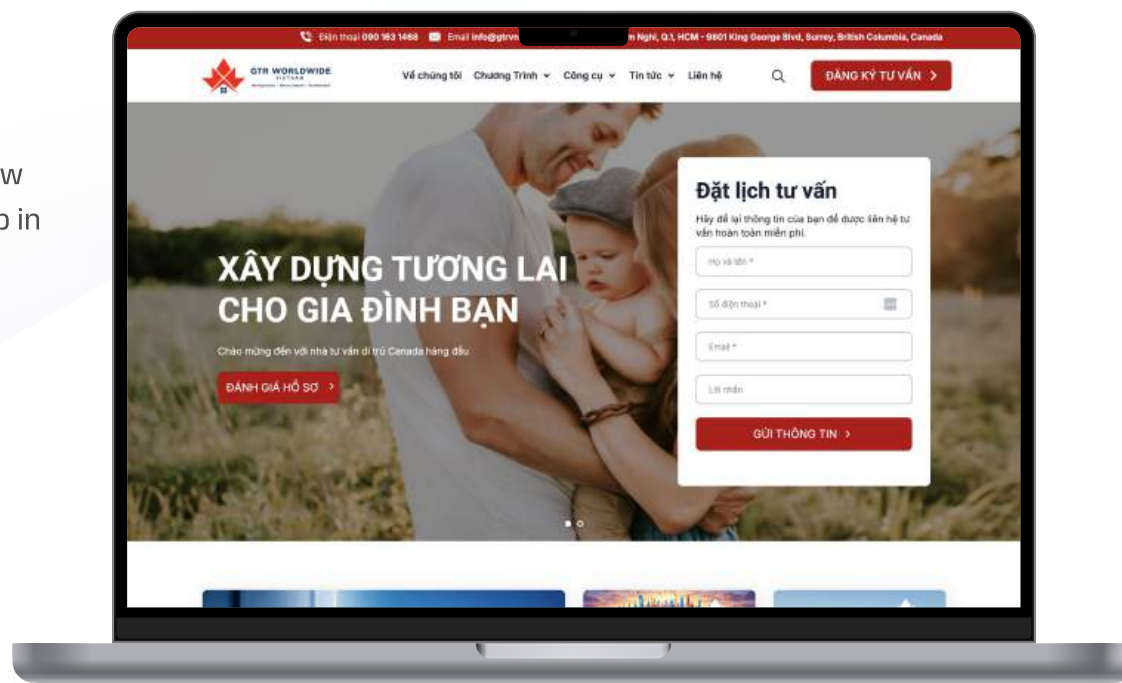
compared to the initial commitment with keywords reaching the top 10 from "out top 100", the number of keywords reaching the top 10

### 4 mins

time on site, from attractive content and correct insights

### 17x

increased in domain rating



# Trung Nguyên TNT

<https://trungnguyentw.com/>



## Request

- Build an online marketing funnel
- Increase the ability to reach potential customers
- Generate more leads from digital channels



## Solution

- Build a tailored B2B marketing funnel
- Use the website as a key touchpoint to increase online consultation requests
- Leverage SEO to boost traffic and improve rankings for core service categories
- Google Ads
- Inbound content marketing



# Trung Nguyên TNT

<https://trungnguyentw.com/>



## Result

**>200%**

priority keyword  
group ranked in the  
top 10

**>600%**

keyword group  
ranked in the top 5

**>100%**

organic traffic

**↑70%**

leads after  
5 months of  
optimization

**<40%**

bounce rate

**~5 mins**

time on site

- Cited in AI Overview across multiple topics and keywords
- Referred by AI





# Khang Diễm Sâm

<https://www.facebook.com/khangdiemsam>



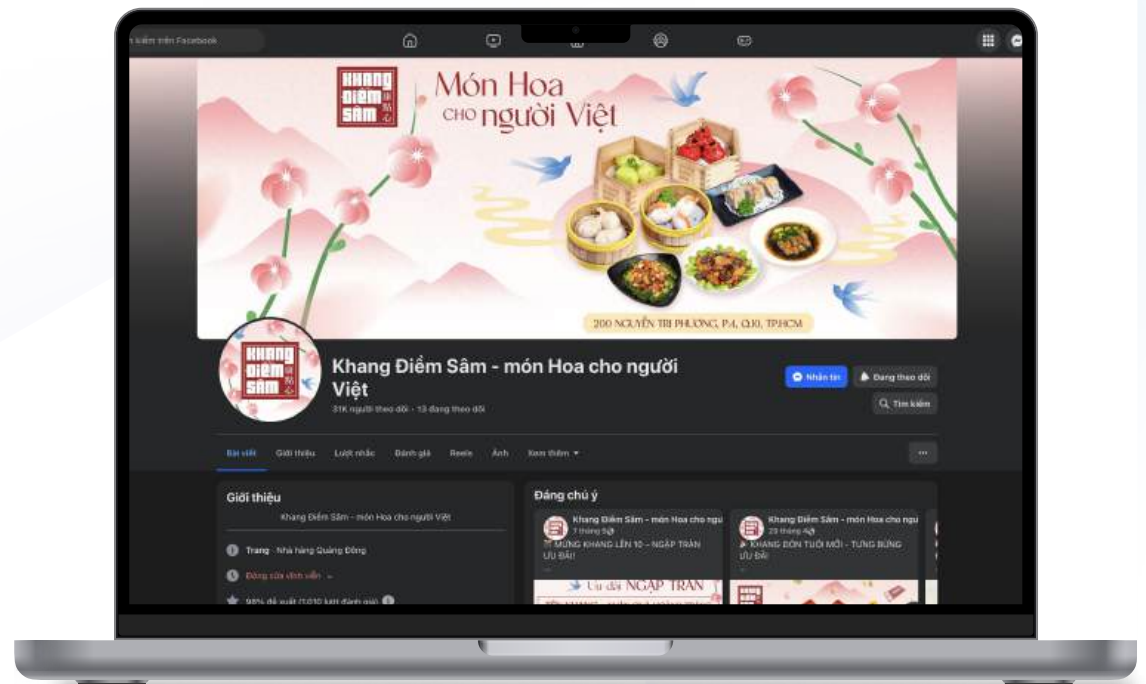
## Request

- Increase brand awareness
- Boost brand love
- Grow online table bookings



## Solution

- Brand mascot
- Fanpage development
- Paid advertising
- Community engagement
- Map reviews



# Khang Diễm Sâm

<https://www.facebook.com/khangdiemsam>



## Result

Continuing to optimize and grow the fanpage,  
increasing qualified leads

**5,100%**

ROAS

**300%**

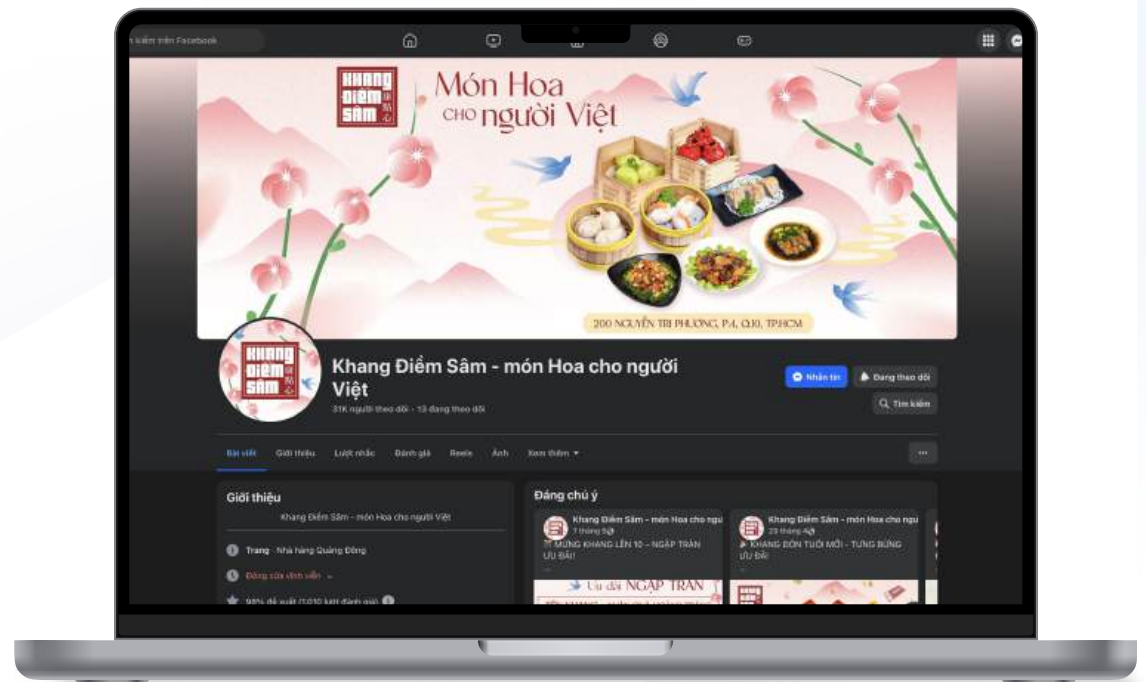
Committed KPI

**↑130%**

number of table  
bookings per week

**↑17%**

monthly revenue





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](http://goha.vn)



Brand position consulting from core values

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



B2B Inbound content marketing

[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)

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

