



Prodima
Global Expertise, Local Insight.

Agency Profile **2024**

Prodima Vietnam



2nd Floor, Toong Co-working Space
126 Nguyen Thi Minh Khai, Ward 6, District 3, Ho Chi Minh City





Meet The Team

Global Expertise, Local Insight.



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Prodima Values

Your Vietnamese Digital Transformation Partner



Honesty

Prodima believes that honesty is the foundation of trust and respect. We are transparent and ethical in all our dealings. Prodima never compromises with any form of corruption.



Passion

Prodima works with great involvement in its projects. Passion is the driving force behind excellence and innovation. We love to help our partners achieve their goals.



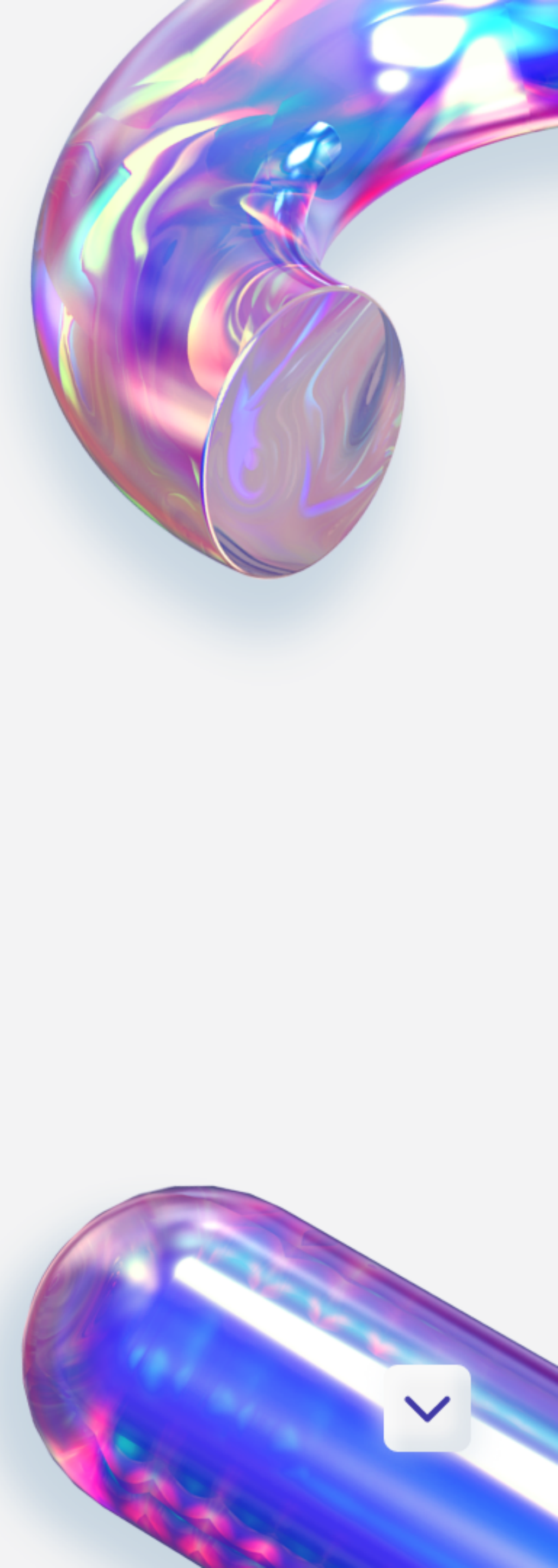
Performance

Digital performance is key to growth in the digital world. Prodima is both data and ROI-driven. Thanks to our team, your business will stand out from your competitors.



Customer Care

Prodima is attentive and responsive to the needs and expectations of its partners, and always puts them first. We proudly provide ongoing support to our clients.





Prodima Differentiation

Your Vietnamese Digital Transformation Partner



Digital Expertise

Prodima is a team of online experts with extensive knowledge in the digital marketing industry. We master web development, SEO, online ads, and social media.



Vietnam Insight

Prodima has a deep understanding of the Vietnamese market, culture, and consumer behavior. We work with both local and international businesses, in Vietnam and abroad.



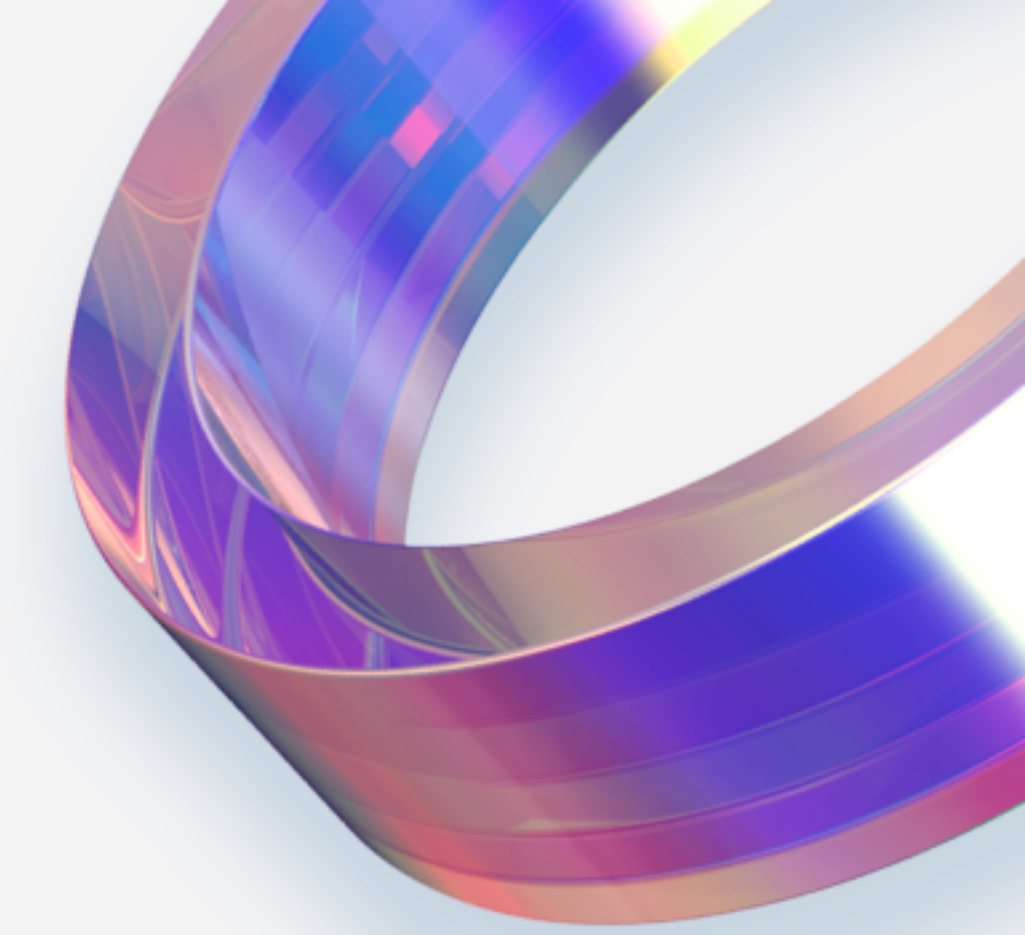
Quality

We are committed to overcome client expectations, thanks to our digital experience. Prodima balances time and budget constraints with quality to deliver top results.



Long-Term Vision

Prodima is your digital transformation partner. Marketing campaigns are not one-time projects. We are rather interested in providing long-term value and impact.





Our Journey

Global Expertise, Local Insight.

2021 December

Served 32 brands



2020 November

Prodima establishment

2022 May

Worked with clients from the U.S., U.K., Singapore, and Australia



2023 March

Launched SEO Course



2023 October

11 full-time teammates

2024 January

Served 91 brands



Prodima Vietnam kicked off with a small team of passionate digital experts. It quickly became a leading full-service digital marketing agency in Vietnam.

We have served clients from various industries, including retail, finance, insurance, real estate, legal, education, software, tourism, healthcare, cosmetics, and fashion.

Prodima is your Vietnamese digital transformation partner!



Marketing Partners





Our Digital Services

Global Expertise, Local Insight.



SEO Campaigns



SEO Courses



Online Advertising



Social Media Management



Web Development





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SEO CAMPAIGNS

Optimizing your website



SEO Campaigns

Global Expertise, Local Insight.

What it is?

Search Engine Optimization (SEO) is a digital process that helps web pages attract qualified online visitors and rank for keywords on search engines.

Monthly Retainer

Prodima offers SEO packages suitable to your business needs. The pricing mostly depends on the number of keywords you want to rank for. Other factors include the language, the target country, the industry competitiveness, and your current website shape.

What are SEO benefits?

SEO is the most cost-effective digital marketing strategy. Its impact sticks forever to your website, knowing that most of traffic sources come from organic searches.

What is included

- Industry analysis
- Competitive benchmarking
- Website audit
- Keyword research
- Technical SEO
- On-page implementation
- Content production
- Off-page and outreach
- Backlinking
- Reporting
- SEO consulting



SEO COURSES

Learning Search Engine Optimization



SEO Courses

Global Expertise, Local Insight.

For Corporates

Prodima offers professional SEO courses with 16 in-person classes (8 theoretical and 8 practice cases). The goal is to have students able to run SEO campaigns independently.

One-Off Fee

The corporate SEO course costs 25,000,000 VND per person (VAT not included) and includes the 16 classes with a certificate of completion. The individual SEO course costs 10,000,000 VND per person (VAT not included) and includes the 8 theoretical classes with a certificate of completion.

For Individuals

It is the light version of the full SEO course above, with only the 8 theoretical classes and no practice session. This option is great to quickly get started with SEO.

What is included

- SEO fundamentals
- Website structure
- Keyword research
- On-page SEO
- Technical SEO
- Off-page SEO
- SEO copywriting
- Course summary
- Course certificate
- Practice cases (corporate SEO course only)



ONLINE ADVERTISING

Interacting with your target audience on suitable online channels



Online Advertising

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Media Plan

Prodima does a market research to analyze the opportunities, target audience, and competition. Based on this data, our experts estimate the campaign forecasts.

Monthly Retainer

Prodima charges 15% of the media spending as agency fee, and there is 10% VAT on this. For example, if you spend 10,000 USD on ads, we take 1,500 USD agency fee (VAT not included). Please note that, for small media budgets, Prodima applies a minimum monthly agency fee of 500 USD.

Execution & Optimization

We run online advertising campaigns on channels including Google, Facebook, LinkedIn, TikTok, Zalo, Coc Coc, and DSP Programmatic. We ensure to bring you the best performance.

What is included

- Media plan forecasts (estimated KPIs)
- Ad account setup
- Ad copies
- Visual creatives (images & videos)
- Campaign activation
- Optimizations
- Prospecting
- Remarketing
- Lookalikes
- Reporting



SOCIAL MEDIA MANAGEMENT

Creating a brand-new image to interact with online clients



Social Media Management

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Organic Publishing

Prodima prepares a content calendar including text and visuals that you need to approve before any publication. It doesn't include social ads (see online advertising service)

Monthly Retainer

Our social media management fees depend on the frequency of publication, the language, the industry, and the complete scope. Our standard fee to publish organic content (post and visual) twice a week in Vietnamese language is 1,000 USD monthly (VAT not included).

Business Page Management

Based on your needs, our team of social marketers can help you set up your social fan page, install trackers and chatbots, and manage user queries.

What is included

- Industry analysis
- Competitive benchmarking
- Social media strategy
- Content calendar
- Social post production (Vietnamese & English)
- Visual creatives (images & videos)
- Content publishing
- Fan page management



Web Development

Building or improving your website



Web Development

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Design

Prodima crafts the visual assets of your new (or revamped) website. We use Figma software to share our designs and get your feedback.

One-Off Fee

Our web development pricing varies depending on your expectations, features, and project complexity. A simple standalone landing page may only cost 500 USD while a complex ecommerce platform could go up to 12,000 USD.

Coding

Once the design is officially approved, Prodima starts developing the backend and frontend of your website. We work in a local staged environment until having your go.

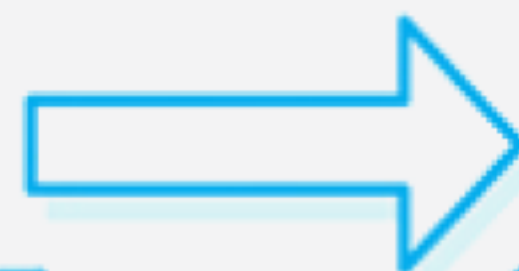
What is included

- Branding guideline (logo, typography, color palette)
- Wireframe
- Design mockup
- Coding
- Features implementation
- Domain name
- Hosting
- Mobile-responsiveness
- SEO structure
- 1-year free maintenance after live date



Supported Online Platforms

Prodima grows your business on all major channels





Tech Stack

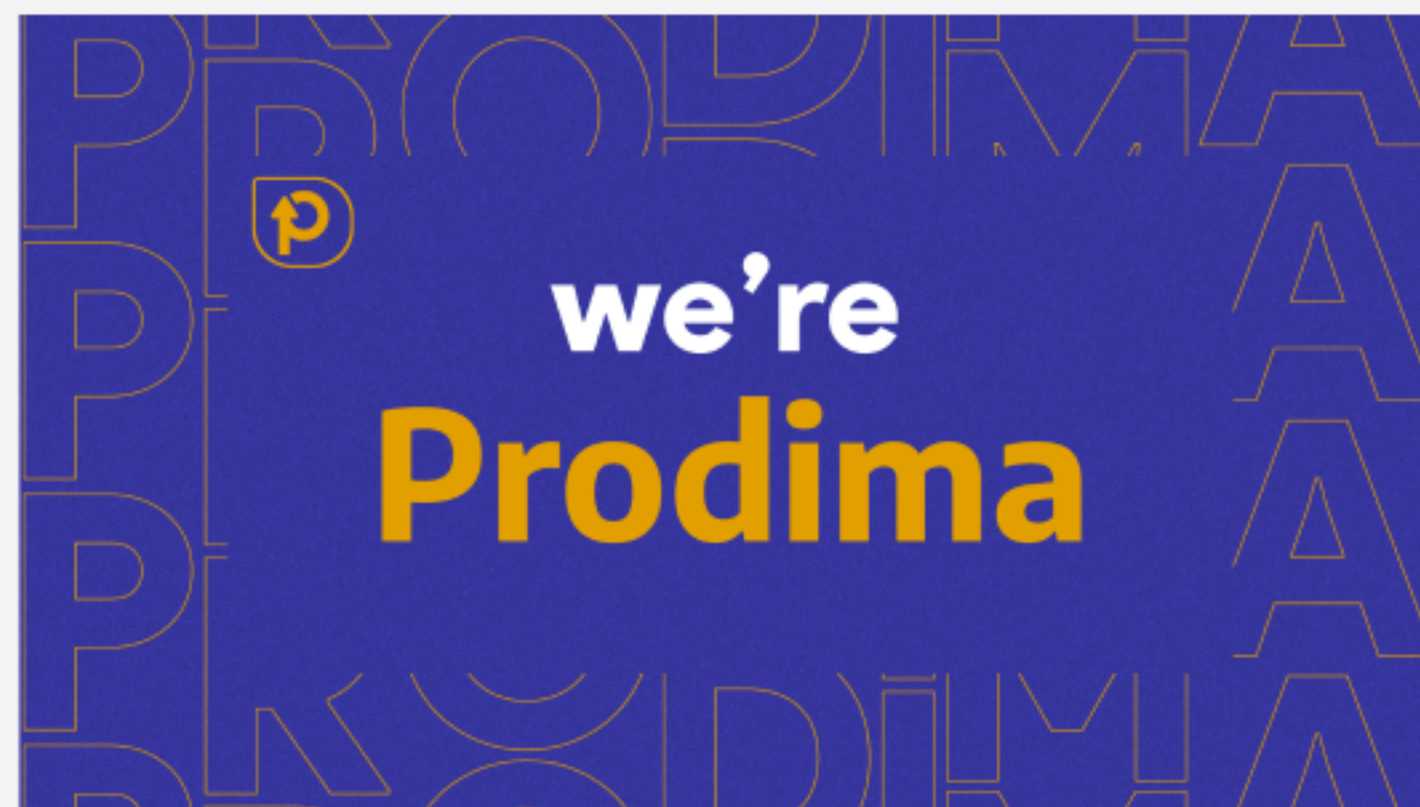
Prodima masters the following tools to develop your business





Digital Training

Prodima educates the market with its YouTube channel



<https://www.youtube.com/@prodimavietnam/videos>



Prodima Vietnam Featured

Vietnamese and International media





Our Clients

Prodima served more than 90+ businesses worldwide

IHG[®] HOTELS & RESORTS

FXCM

FXTM

vantage

ila
education for life



LACOSTE

émer

THE ORIGINAL
Silverette[®]

kotex

HUGGIES

COCKSTOCK

TRILLBEADS
THE ORIGINAL SINCE 1976

SENTRY

WORKBEAN

RENOVA CLOUD

VORNADO

LE&TRAN

GT GotTrouble.org
A Social Impact Company

RUSSIN & VECCHI

GENERALI

PRUDENTIAL

Liberty Insurance

HOA SEN GROUP

ODM GROUP

minmed

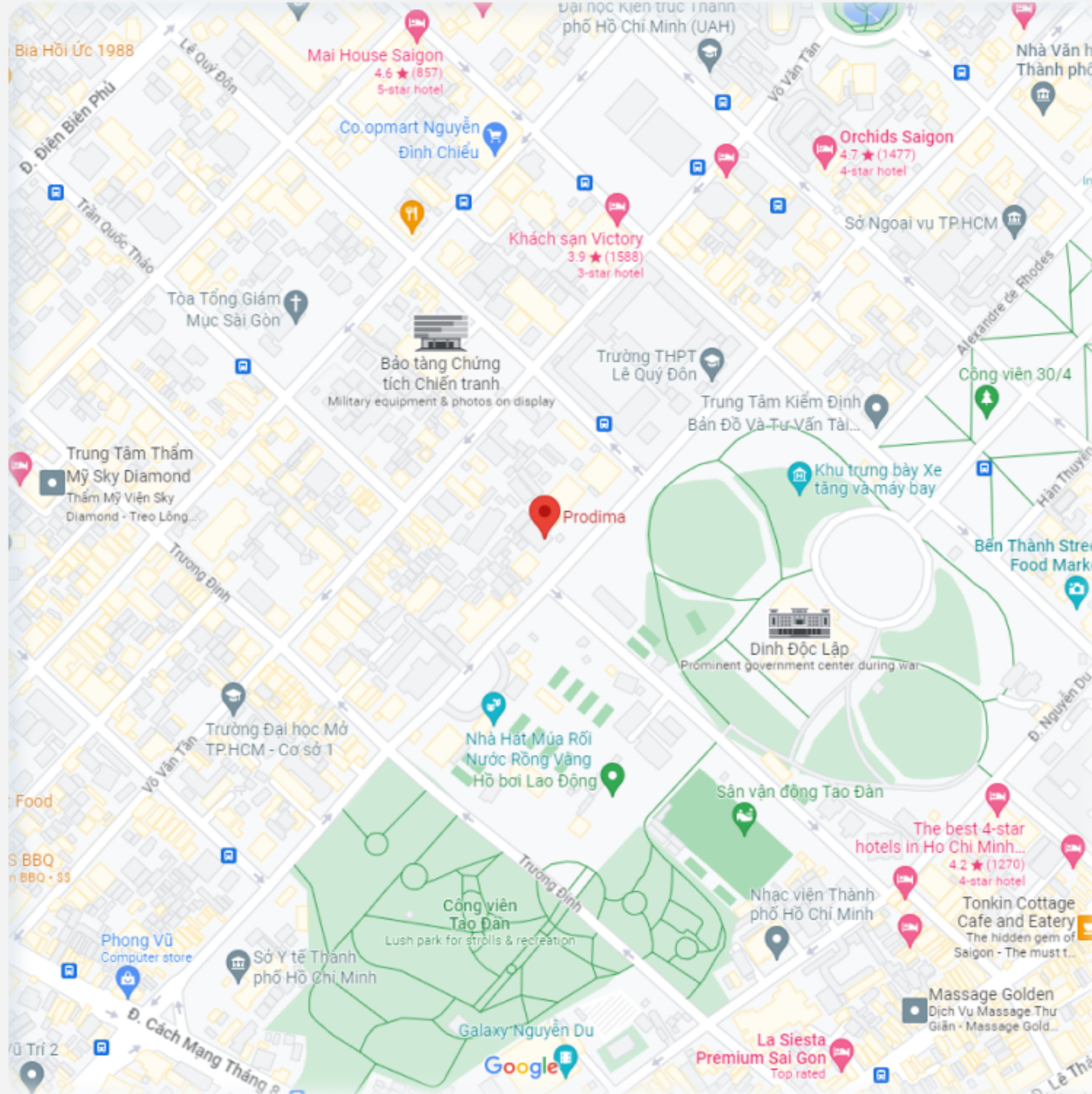
The ADORA
WORK OF PASSION

Eco Green Supplies





Prodima
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Contact us

Get started with your digital marketing strategy in Vietnam!



Email

info@prodima.vn



Hotline

+84 968 900 690



Address

126 Nguyen Thi Minh Khai, Ward 6,
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Working hours

From Monday to Friday (9am - 6pm)



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Thanks

For Your Valuable Time