

Building a digital marketing strategy to develop the brand of SME enterprises in Hanoi City.

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Abstract: In the context of the digital economy driving rapid changes in the commercial service industry, this study focuses on building a digital marketing strategy for brand development among SME enterprises in Hanoi. The objective is to analyze market trends and identify key factors influencing the success of digital marketing strategies in the local context. Accordingly, specific solutions are proposed to support small and medium-sized enterprises in enhancing their brand promotion effectiveness on digital platforms. The research methodology includes synthesizing information from existing literature combined with local field surveys. This study aims to contribute to the understanding of digital marketing strategies in the Vietnamese context and provide practical recommendations for local businesses.

Keywords: Digital marketing strategy, SME brand, Hanoi, digital, brand development