

# COMMUNICATION IN EDUCATION

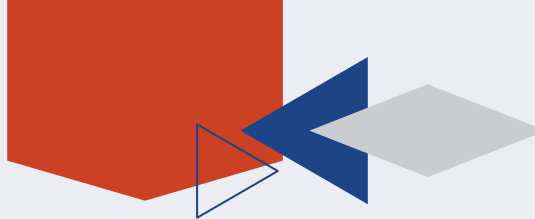
*Applied since 05/2024*





# CONTENT

- 01** Competitive advantages
- 02** Why choose Vietnamnet?
- 03** Solutions & Rate card



# 01

## Competitive advantages

Nationwide student number

2021 - 2022
<b>21.816.400</b>

Total number of schools across the country \*

- Kindergarten: **15.422**
- Primary School: **12.527**
- Secondary School: **8.744**
- High School: **2.380**
- Inter-level School: **2.596**
- University, College, Academy: **About 460**

\*Data from the Ministry of Education and Training in 2021-2022

Number of Inter-level School **increase**

**dramatically** in 2015 - 2022

Schools	2015	2022
Inter-level School (Primary + Secondary school)	<b>597</b>	<b>2035</b>
Inter-level high school (Secondary + High school)	<b>389</b>	<b>561</b>

When recruitment season rolls around again,  
what makes students **choose your school over another**  
and what constitute the **best school growth strategies?**

It's time for **communication!**



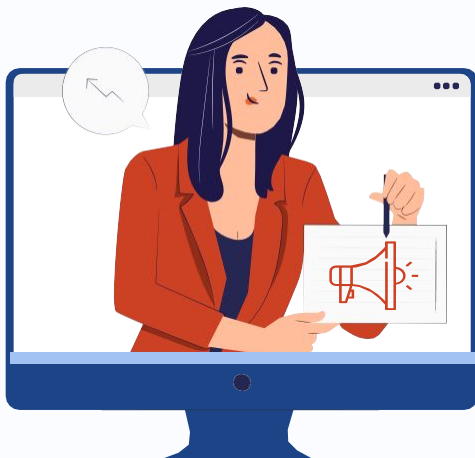
How to attract more students to your school?

How to make your school **a top priority**  
when parents choose the learning  
environment for their children?



## SCHOOL COMMUNICATION

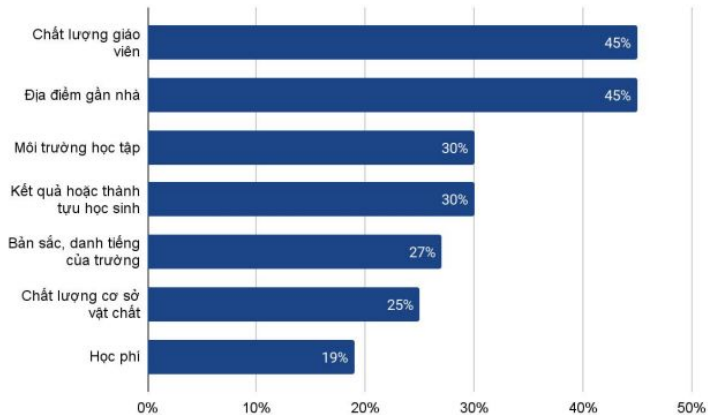
The importance of "need" in boosting competitive advantage



- ★ Every parent who has a child of school age or who is in a transitional level worries about finding the best school for their child.
- ★ Every decision regarding a school is one that is measured using a variety of criteria and referencing numerous sources.
- ★ Effective communication plan is a necessary component for any school. In addition to highlighting and communicating the school's advantages, communication plan is very important in influencing parents' and students' psychology when choosing a study environment.

Highlight the school's advantages based on the topics that parents and students find interesting.

### Decisions are made based on many factors



\*Based on Survey published by Varkey Foundation in 2018

### Information about school is chosen from many sources



Advice from family and friends



Information in the press



Discussion topics on social networks



Directly from school



Communication hits the psychology of parents and children when choosing which schools to attend at each stage

1

### Need awareness

Communication demonstrates the significance of selecting a school: In addition to having an emotional impact on the learning process, a school also has an impact on students' futures.

2

### Look for information

Communication helps locate your school on a large scale and provides information such as location, school features, strengths...

3

### Evaluate options

Communication helps highlight strengths, increase competitive advantages while parents and students are considering

4

### Give decision

Parents, students make school selection decisions after being navigated by the media



## ONLINE NEWSPAPER

is an effective and reliable communication channel due to:



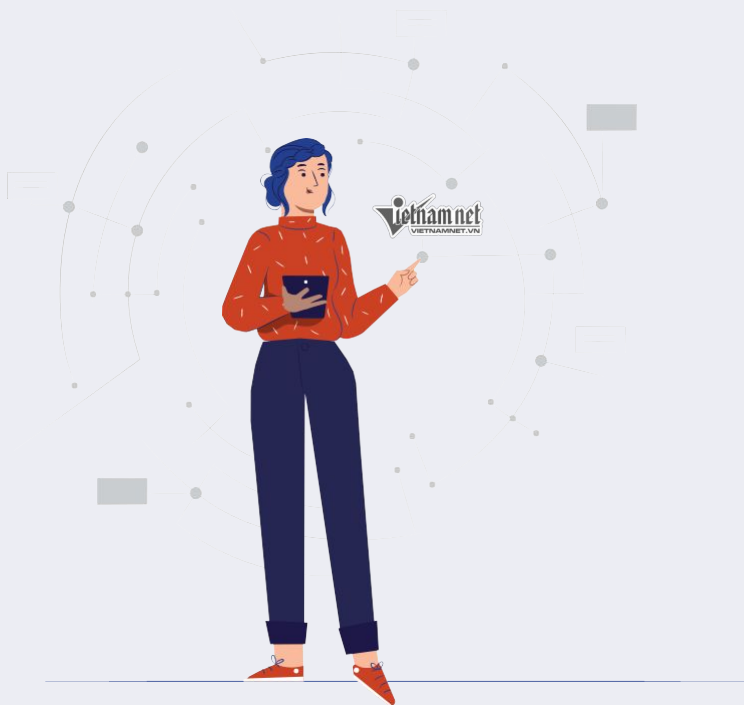
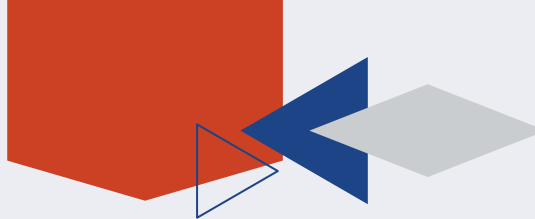
Objectivity



Reputation



Wide coverage



# 02

**Why choose  
VietNamNet?**

# Why choose VietNamNet?



## VIETNAMNET

is particularly **strong** in the area of education.

VietNamNet is not the shortest or fastest means for your school to reach parents and students because we require time to prepare each communication plan about your school.

However, VietNamNet will aid in creating and promoting your school's image in the best, most prestigious, and long-lasting manner possible.



## MAXIMUM EFFICIENCY

### Prestige, orthodox

With its position as Vietnam's leading official online newspaper, all information published on VietNamNet is rigorously vetted to ensure accuracy and reliability.

After more than 20 years of expansion, VietNamNet has a considerable following of committed readers.

### Experience, ability

VietNamNet has a team of experienced reporters, journalists, editors, etc. Competence is proven through quality and inspirational articles and reports that attract many readers and are confirmed through each exam event.

### Optimal solution

A media package created especially for schools guarantees targeted access to the audience, enhances the school's image, and guides readers to intuitively understand the school's benefits.

## TRAFFIC

230.000.000

Pageviews

00:04:30

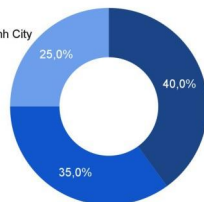
Time on site

30.000.000

Users

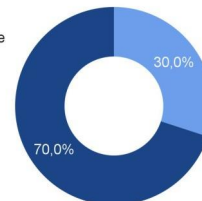
### Regions

- Ha Noi
- Ho Chi Minh City
- Others



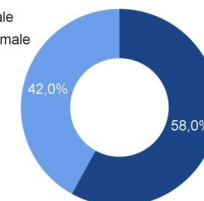
### Devices

- PC
- Mobile

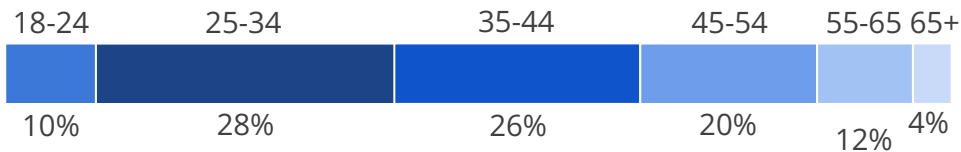


### Gender

- Male
- Female



### Age



## Illustration of VietNamNet's Competitiveness in Education

### Entrance examination for the 10th grade in Hanoi in 2021

The index is at the top in comparison to other online  
newspaper

Google Visibility

**Above 80%**

Google Search

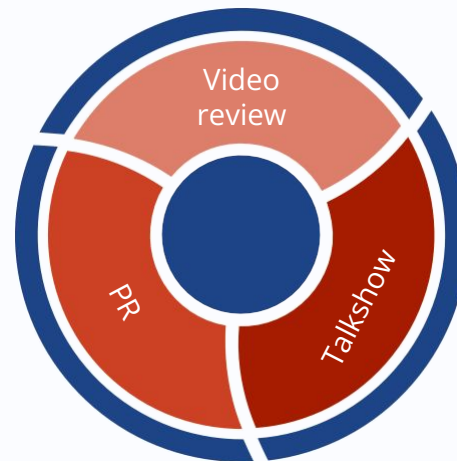
**Top 1 - 1.8**



## Customized communication packages

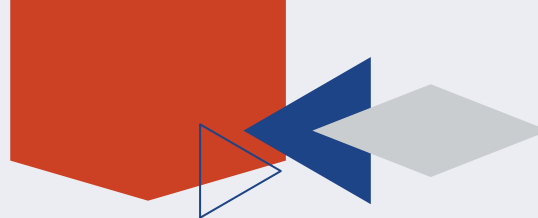
VietNamNet is aware that there isn't a universal method for expressing all branches of knowledge. Education, real estate, and pharmaceuticals each have unique traits and modes of communication.

We create a special communication package for schools based on the psychology and actions of parents and students.



Communication package includes  
3 main items

>> See overview of media package



# 03

## Solutions & Rate card

Details of the school evaluation package  
built exclusively by VietNamNet

## Solution package

**185.000.000 VND \***



### Video review

Bring the clearest visualization of facilities, studying environment

**Impress**



### PR Article

Provide typical, highlighted information and the most interesting contents

**Understand**



### Live webcast

Answer questions publicly; access to parents and students directly

**Believe**

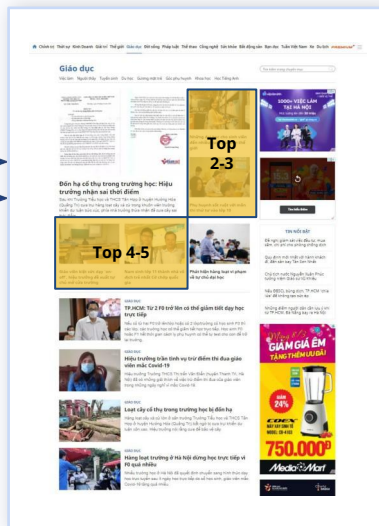
No	Content	Detail	Position/ Size
1	Video review	Video production	Maximum 10 minutes
		Upload video on Education category	Top 2 - 5 of Education category in 2 hours
		Upload video on Video category	Top 2 - 3 of Video category in 2 hours
2	PR article	Topic: Successful students	Top 2 - 5 of Education category in 2 hours
		Topic: Enrollment activities	Top 6 of Education category in 2 hours
		Topic: School background	Top 2 - 5 of Education category in 2 hours
3	Live webcast	<b>1<sup>st</sup> PR article:</b> An article introduces the topic, brand name and the urgency of that event. It also receives questions from audiences	Published on Top 7-14 of Hot News section on Vietnamnet.vn Homepage (co-published on Top of suitable category) in 2 hours, then stored in an appropriate subcategory
		<b>Center banner 3</b> links to the article introducing the event	Dimension of banner: 980x250px.
		<b>2<sup>nd</sup> PR article:</b> An article introduces the event published on Homepage (adding more details from the 1 <sup>st</sup> PR article)	Published on Top 7-14 of Hot news section on Vietnamnet.vn Homepage (co-published on Top 3 of a suitable category) in 2 hours, then stored in an appropriate subcategory
		<b>3<sup>rd</sup> PR article:</b> An PR article reports and summarizes the event	Published on Top 7-14 of Hot news category on Vietnamnet.vn Homepage (co-published on 3 <sup>rd</sup> Top of suitable category) in 2 hours, then stored in an appropriate subcategory



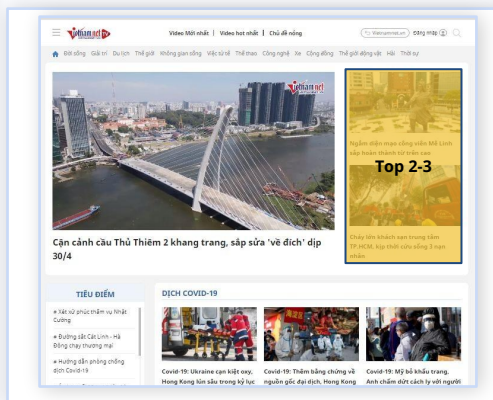
## Video review

Videos can last up to **10 minutes**. VietNamNet developed and provided input on the script.

Upload videos on Top 2-5 of Education category



Upload videos on Video category



**Maximum 10 minutes**

No	Categories	Posting location
1	Video producing (hosting, setting, character interviewing)	Maximum 10 minutes
2	Upload video on Education category	Top 2 - 5 of Education category
3	Upload video on Video category	Top 2 - 3 of Video category

VietNamNet based the video script on the school's best qualities, traits, and highlights.

Video photos that take advantage of the school environment, amenities, and student activities give readers a vivid visualization and lasting impression.

In order to promote intimacy and realism, the video incorporates interviews.





## PR ARTICLE

Three PR articles **take advantage** of the concerns people have when selecting a school to attend.

PR articles about Successful Students and School background  
Top 3 of Education category

PR Post



PR articles about enrollment activities  
Top 6 of Education category

No	Categories	Position
1	Topic: Successful students	Top 2 - 5 of Education category
2	Topic: Enrollment activities	Top 6 of Education category
3	Topic: School background	Top 2 - 5 of Education category

### DEMO OF PR ARTICLES

Exploiting outstanding student to demonstrate the effectiveness of the educational process



[Đỗ Bách Khoa - nam sinh gây 'sốt' là thành viên đội Olympic Toán quốc tế](#)

Describing the school's history and features, such as its convenient location, its exceptional teaching techniques, the range of extracurricular activities, and the possibility to take part in exchange programs



[Trường mầm non Việt Nam được giới thiệu trên trang web kiến trúc hàng đầu thế giới](#)

Providing readers with information about enrollment activities and study options

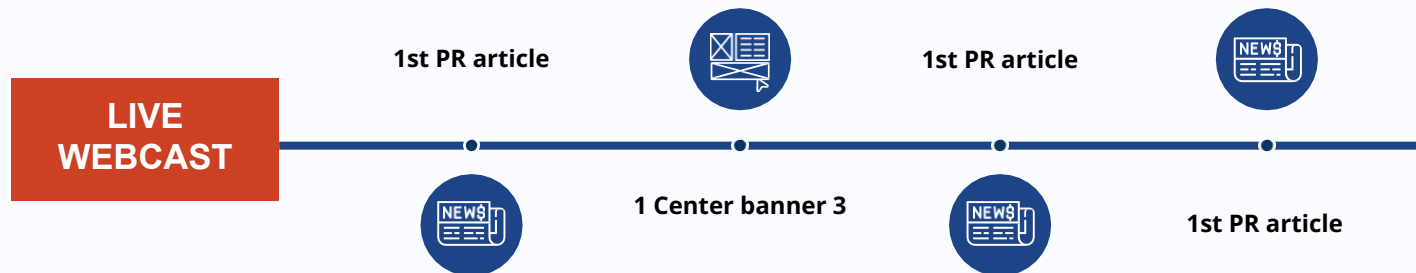


[Những điểm mới trong tuyển sinh Trường ĐH Bách khoa Hà Nội năm 2020](#)



## Live webcast

**PR articles** and **banners** are used throughout the live webcast to introduce the content.



No	Categories	Posting location	Time
1	<b>1<sup>st</sup> PR article:</b> An article introduces the topic, brand name and the urgency of that event. It also receives questions from audiences	Published on Top 7-12 of Hot News section on Vietnamnet.vn Homepage (co-published on Top of suitable category) in 2 hours, then stored in an appropriate subcategory	03-07 days before the launching day (based on sponsor's requirements)
2	<b>1 Center banner 3</b>	Size: 980x250px	During 03 days until the launching day
3	<b>2<sup>nd</sup> PR article:</b> An article introduces the event published on Homepage (adding more details from the 1 <sup>st</sup> PR article)	Published on Top 7-12 of Hot news section on Vietnamnet.vn Homepage (co-published on Top 3 of a suitable category) in 2 hours, then stored in an appropriate subcategory	Half of day before the launching day
4	<b>3<sup>rd</sup> PR article:</b> An PR article reports and summarizes the event	Published on Top 7-12 of Hot news category on Vietnamnet.vn Homepage (co-published on 3 <sup>rd</sup> Top of suitable category) in 2 hours, then stored in an appropriate subcategory	On the launching day

## 1<sup>st</sup> PR article:

An article provides information about the main topic, brand name, and the urgency of that topic. It also receives the questions for the live webcast

## 2<sup>nd</sup> PR article:

An article published on the homepage updates more information about the live webcast than the 1st PR article

## 3<sup>rd</sup> PR article:

A PR article reports and summarizes information and results of the event

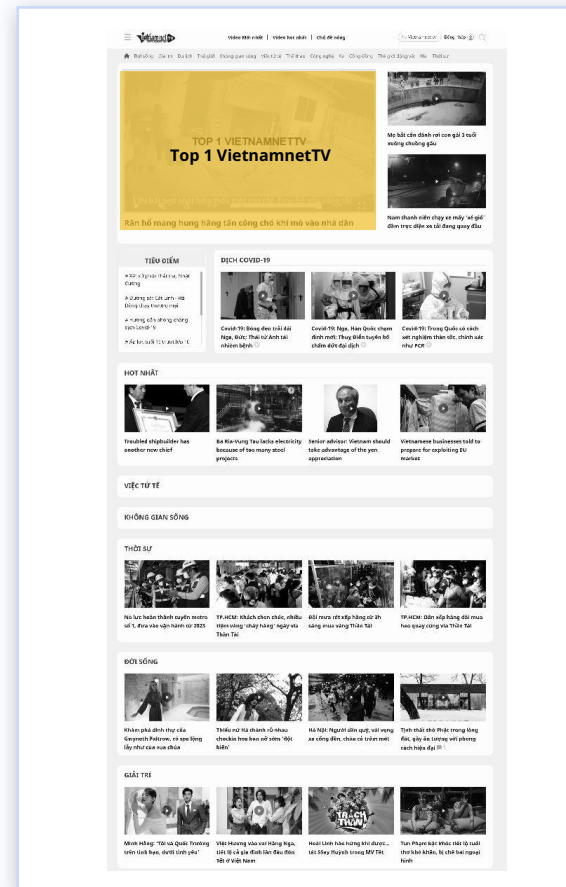
The screenshot shows a news website layout with multiple columns of text, images, and banners. A blue dashed arrow points from the text on the left to the top-left article. Another blue dashed arrow points from the text in the middle to a yellow banner titled '1<sup>st</sup>, 2<sup>nd</sup>, 3<sup>rd</sup> PR articles published on Top 7-14 of Hot news'. A third blue dashed arrow points from the text on the right to a yellow banner titled 'Center Banner 3'. At the bottom, there are more articles and a 'Center Banner 2'.

The screenshot shows a news website layout with a large yellow banner at the top titled 'Center Banner 3'. Below the banner is a video player with a large image of a building. To the right of the video player is a list of 'ĐỌC NHIỀU' (Most Read) articles. The text on the left of the page is partially obscured by the banner and video player.

## Center Banner 3:

links to the article introducing the event

3<sup>rd</sup> PR article  
contains the video of  
the live webcast



Video is embedded in  
the article updating  
the event and  
co-published on Top 1  
of VietnamnetTV  
Homepage in 2 hours



[CLICK TO VIEW DEMO](#)





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