

ONLINE MARKETING & ADVERTISING

Updated August 2022



CANCHAM WEBSITE

News and Promotions (Members only)

Corporate members: One (1) per month*

SME members: Four (4) per year

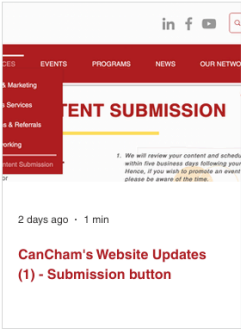
- Thumbnail image – (1160x870px)
- Title
- Text & Pictures (as long and as many pictures as you want)
- Link to your webpage (optional)
- Please submit content through our content submission page

*Unused monthly member promotions do not carry over to the following month.

Event - upon acceptance

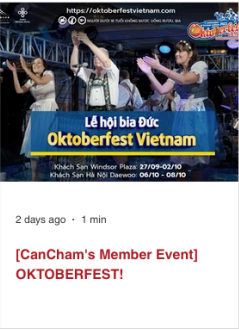
- Link of the event
- Details of the events
- 2 Post photos (360x200px & 400x800px)

NEWS & UPDATES




2 days ago · 1 min

CanCham's Website Updates
(1) - Submission button



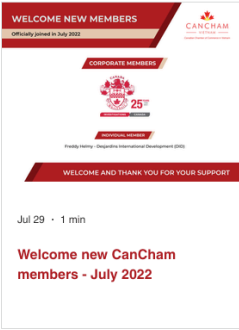
2 days ago · 1 min

[CanCham's Member Event]
OKTOBERFEST!



Aug 15 · 1 min


Sunlife New Flagship Office -
SOCIAL FABRIC EVENT



Jul 29 · 1 min


Welcome new CanCham
members - July 2022

UPCOMING EVENTS




16 Wed.
Jun. Maintaining an ...

Register Now




17 Thu.
Jun. How to apply I...

Register Now




17 Thu.
Jun. Entry procedur...

Register Now




28 Mon.
Jun. An Expert Over...

Register Now



19 Thu.
Aug. Marketing Cust...

Register Now



TBD Canada Day

Register Now

See all events

Banner

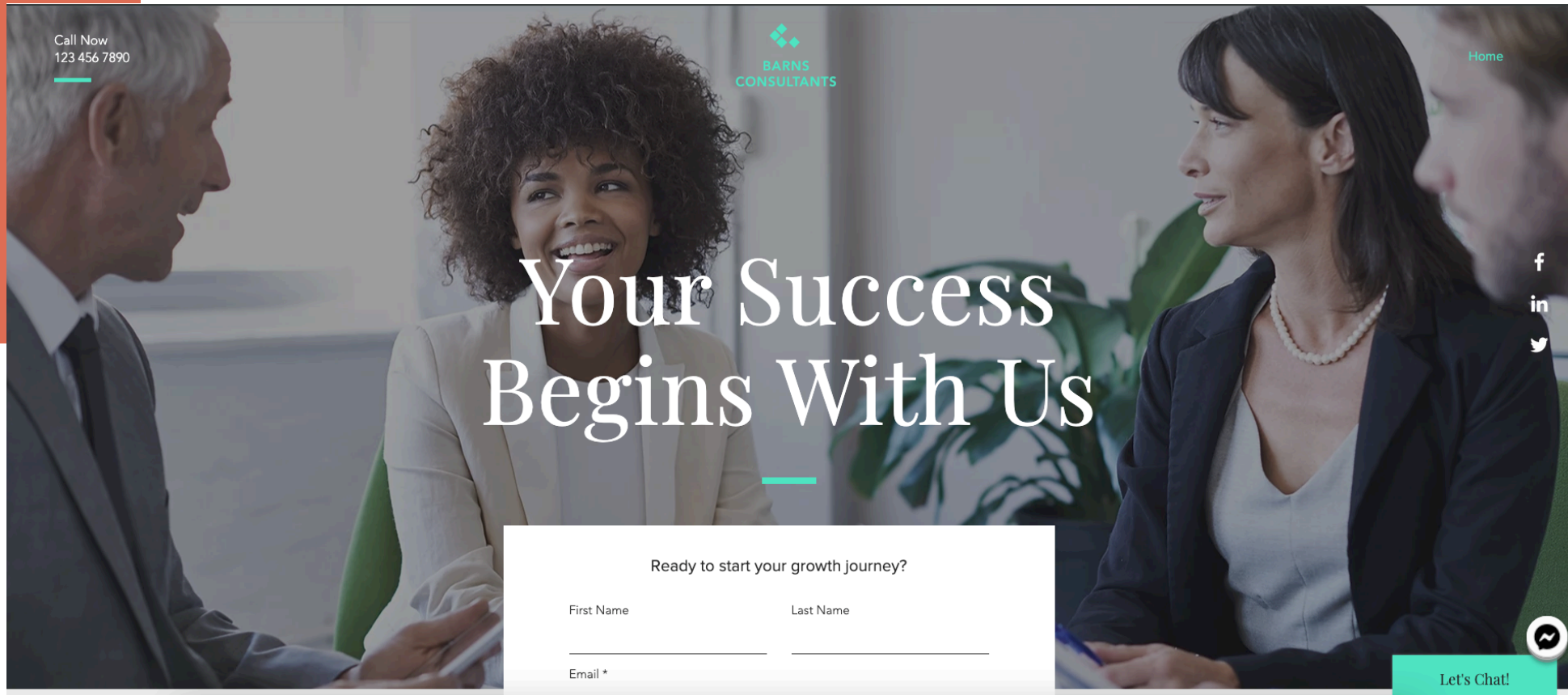
- Image – 1180 x 250 px
- Link to company website

	1 Month	3 Months	6 Months
Member	2,000,000 VND	4,500,000 VND	8,000,000 VND
Non-member	3,500,000 VND	8,500,000 VND	15,500,000 VND

EXCLUSIVE LANDING PAGE

Inclusions:

- A post under “Highlight” section, linked to your company’s exclusive landing page
- Landing page (single page) designed by CanCham with your provided materials
- Additional rate: 4,000,000VND/post (members); 8,000,000VND/post (non-members)



SOCIAL MEDIA CHANNELS

*Facebook, LinkedIn, Instagram, Twitter

Company achievements and event promotion: one post inclusive of photos and/or URL upon acceptance

- Free for member
- Submit through content submission page

Channel	Rate
Facebook	1,500,000 VND
LinkedIn	1,500,000 VND
Instagram (coming soon)	1,000,000 VND
Twitter	500,000 VND



Canadian Chamber of Commerce Vietnam

2,185 followers

5mo •

Congratulations to [Canadian Chamber of Commerce Vietnam](#) member [Cturtle](#) and founder [Shane Dillon](#) for being named to the [#linkedintopvoices](#) for [#education](#)! Well deserved recognition!



Shane Dillon • 2nd

LinkedIn Top Voices in Education | Focused on graduate employment an...

5mo • Edited •

What an amazing start to the day waking up to find out I have been named in the [#LinkedInTopVoices](#) for [#education](#) with superstars like [Stephanie Espy](#), [Adam Geller \(he/him\)](#), [Elizabeth Leiba](#), [Doi](#) ...see more



LinkedIn Top Voices 2020: Education

George Anders on LinkedIn • 5 min read

10 • 1 comment

PROMOTIONAL SHORT VIDEOS

**Member only*

Highlights:

- Video posts include the logos and information of the members' organizations
- Video prepared by members, will follow the topic of the Canada-Vietnam dialogue, which may include, but is not limited to: business & marketing tips in both markets, market trends, Cancham members' insights, tips for living and working in Vietnam and Canada, cultural value promotion, holiday feels, etc.
- Rate upon acceptance: an additional 500,000VND/post/platform
- Submit through content submission page

All Videos



VCF_Brighter Path program & Girls' Clubs



LIN's Annual Cross-Sector Conference 2019 on HTV9

CANCHAM E-NEWSLETTER*

*CanCham's E-Newsletter publishes on the first business day of every month. Member and Advertising content must be received two (2) business days prior to the publish date to be included.

Members News



Exclusive Events – Priceless Memories

If you are currently looking for an exclusive organizer to plan and coordinate for your corporate travel, Mystery of Mekong is the one. We are the specialist in M.I.C.E that we always to provide excellence with authentic hospitality for domestic and international corporates. Organize your best events while enjoying great promotion as sometimes less is definitely more.

For more information, please contact:
E: info@mysteryofmekong.com
E: thang.phan@mysteryofmekong.com

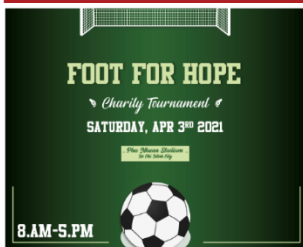
Member news & promotions (Members only)

- Thumbnail image – (650x500px)
- Title of 9 words or less
- Text content of 75 words or less
- Link to your webpage *or* content to populate a linked CanCham page
 - *Corporate members: two per year*

Event - upon acceptance

- Link of the event
- Post photos (500x400px)

Events



Foot For Hope

Date: April 3rd 2021

Location: Phu Nhuan Stadium



Spring Fair 2021

Date: April 2nd 2021

Location: CIS Maple Leaf Center



Banner

Member rate: VND 500,000 (66% discount)

Non-Member rate: VND 1,500,000

- Image only - 5:2 ratio (1000 x 400 px, for example)
- Link to your webpage OR content to populate a linked CanCham page

CANCHAM EDM*

**CanCham only send 2 promotional eblasts per month. We will follow first come first served basis.*



*This is a promotional email from
CanCham's member*

[View this email in your browser](#)

Le **MERIDIEN**
SAIGON

Taste of Hong Kong - Le Meridien Saigon



We have over 3000 leads, an average open rate of around 30% audience and an average click rate of about 4%-5% for each message.

Promotional Email (contents of your choice)

Member rate: 2,500,000VND/email

Non-member rate: 3,000,000VND/email


For more information or to reserve marketing/advertising slots on CanCham's website and/or E-Newsletter, please contact

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THE CANADIAN CHAMBER OF COMMERCE IN VIETNAM

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 CanCham Vietnam

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Manulife



Sun Life



VinaCapital

Maple Leaf National Corporate Sponsors

Gold National Corporate Sponsors

