

Company Profile



"Providing Omnichannel Digital Marketing & Digital Brand Management Services"

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Introduction

Global Online Branding Joint Stock Company (brand name is GOBRANDING) is a Japanese - invested company operating in the field of Providing Omnichannel Digital Marketing & Digital Brand Management Services.

GOBRANDING's leadership team are experts in Japan and Vietnam, with many years of experience in the field of consulting and providing online services.

Japanese experts have a deep understanding of technology techniques applied to the Japanese market. Meanwhile, Vietnamese experts understand the psychology and trends of their country's online users. With this combination, GOBRANDING is able to provide customers with the most suitable solution in the process of building and developing digital brands.

With an ISO 9001-certified implementation process, alongside a professional management and reporting system, GOBRANDING not only ensures world-class service quality but also empowers businesses to track marketing performance and foster the sustainable growth of their digital brand presence.

Owners & Investors



Eiji Shioda

Member of the Board of Directors
Of
BlockchainWork, GOBRANDING,
GSOFT

He is an expert with 20 years of experience in the field of Digital Branding. He is the founder and former manager of AllGrow in Japan, Allgrowlabo in Vietnam & AllGrowComm in Thailand. He has brought experience, models and technology from Japan and the United States to Vietnam.



Phan Trung Hieu

Chairman of the Board of Directors
- General Director
Founder of
GOBRANDING, GSOFT
BlockchainWork, GlobalChain

He is Digital Transformation Expert with a Master's degree in Computer Science, bringing over 15 years of experience in Software Outsourcing and more than 20 years of experience in Digital Marketing.



Koichiro Abe

Member of the Board of Directors
Of
BlockchainWork, GOBRANDING,
GSOFT

An expert in Investment Networking, specialized in Agriculture and Technology between Japan and Vietnam markets and many projects in the public and government sectors.

Mission & Vision

GOBRANDING's mission is to aid partners and customers maximize the value brought by the investment and development of digital brands.

GOBRANDING's vision is to become the leading partner to build and develop digital brands.

With the Slogan "All For Your Leading", GOBRANDING always accompany and support customers through every step of their journey to become leaders in their respective digital marketplaces.



Core Values



Concentration

GOBRANDING believes that maintaining high concentration in every tasks, even the simplest one, will create great results.



Optimum

If creativity helps solve challenging and emerging issues then optimum is an everyday practice that everyone can apply.



Improvement

Improving people and organizations helps GOBRANDING improve its products to meet diverse and ever changing needs.



Creativity

Creative thinking is essential for addressing emerging problems and challenges and is crucial in sustaining an innovative organization.



Speed

In the context of many rapid changes, in addition to adapting quickly, Speed helps GOBRANDING overcome difficulties and obstacles.

Partners & Subsidiaries

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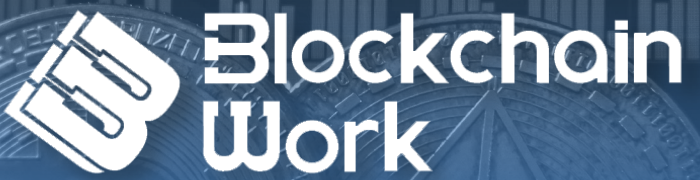
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CSOFT[®]

A desire for better life

CSOFT company has more than 18 years of experience in the field of information technology with strong understanding in the development of software algorithms in the 4.0 era. This advantage has helped GOBRANDING build a modern, timely and market-leading digital marketing strategy today.



Blockchain Work

With desire to become Web 3.0 trend-leader, BlockchainWork was born. We are a recruitment website that connects blockchain talents in Vietnam with domestic and international employers, constantly updating work opportunities and latest occupational offers from top companies and featured startups.



GLOBALCHAIN

MATCHING THE WORLD

GLOBALCHAIN provides information security solutions and AI-powered software applications that enhance interactivity, safety, and security in the management and administration of government agencies, public security organizations, military institutions, businesses, corporations, banks, schools, and hospitals.



GOBRANDING

ALL FOR YOUR LEADING

“Companion on your development journey”

We deeply appreciate the many years we have been accompanying you - our customers - in many projects in many different fields.

Our scale & Experience

13+

Years

100+

Personnels

5000+

Clients

10.000+

Campaigns

Area of Expertise

GOBRANDING has experience in implementing Online Marketing in many different fields.



Software



Banking
and Finance



Real Estate



Build



Education



Law



Logistics



Transportation



Beauty



Consumption



Interior



Design &
Architecture



Industry



Kitchen
appliances



Medical



Online
Services

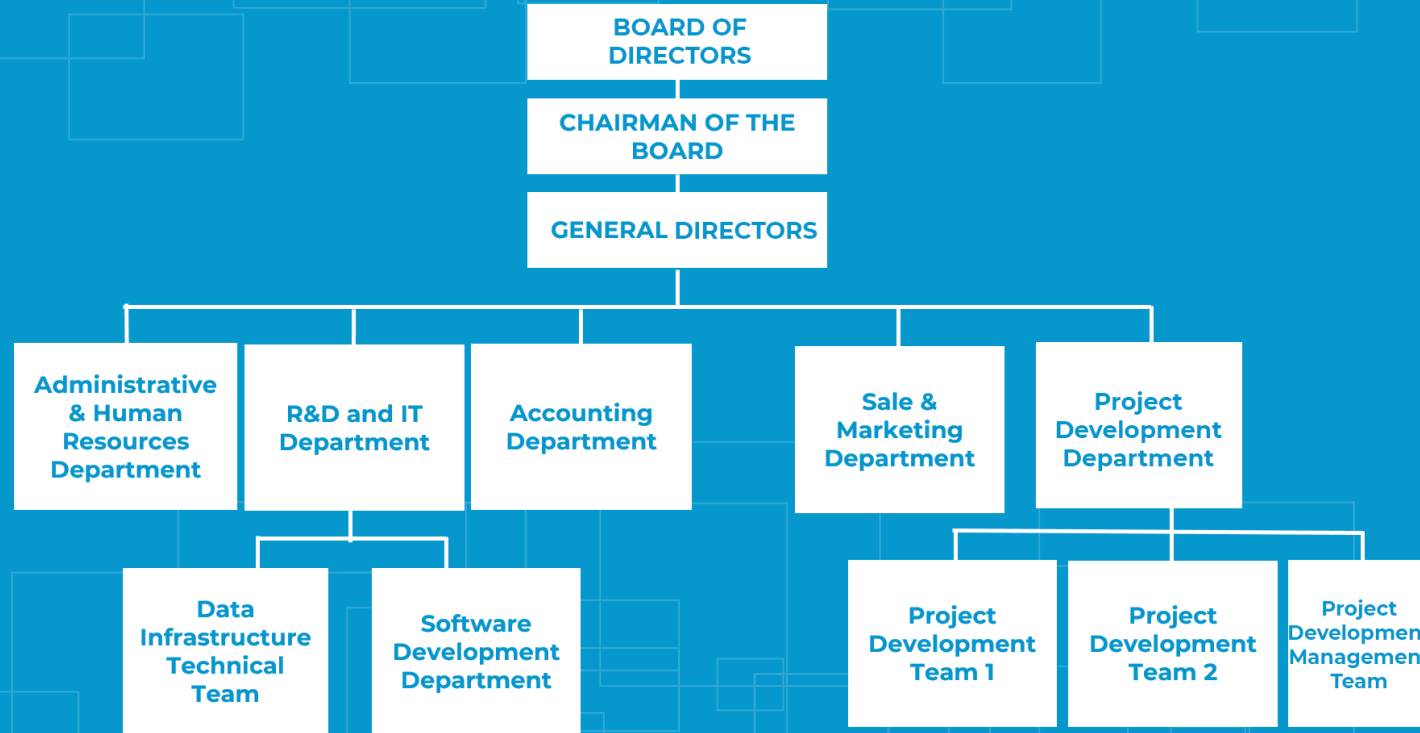


Tourism



Manufacturing

Organizational Structure



Talented Human Resource

At GOBRANDING, we always consider each employee a Talent and Teammate.

The company's welfare policy is built under the motto "Value all efforts and dedication" in order to turn human resources into a strategic competitive advantage and play a decisive role in creating high-quality products and services fulfilling the development goals of the company.

The company implements an advanced recruitment process that selects the most suitable candidates based on qualifications, achievements and experience. Employees with knowledge, skills, creativity, speed and flexibility are always preferred.

GOBRANDING is committed to creating and maintaining an open, respectful and professional working environment.

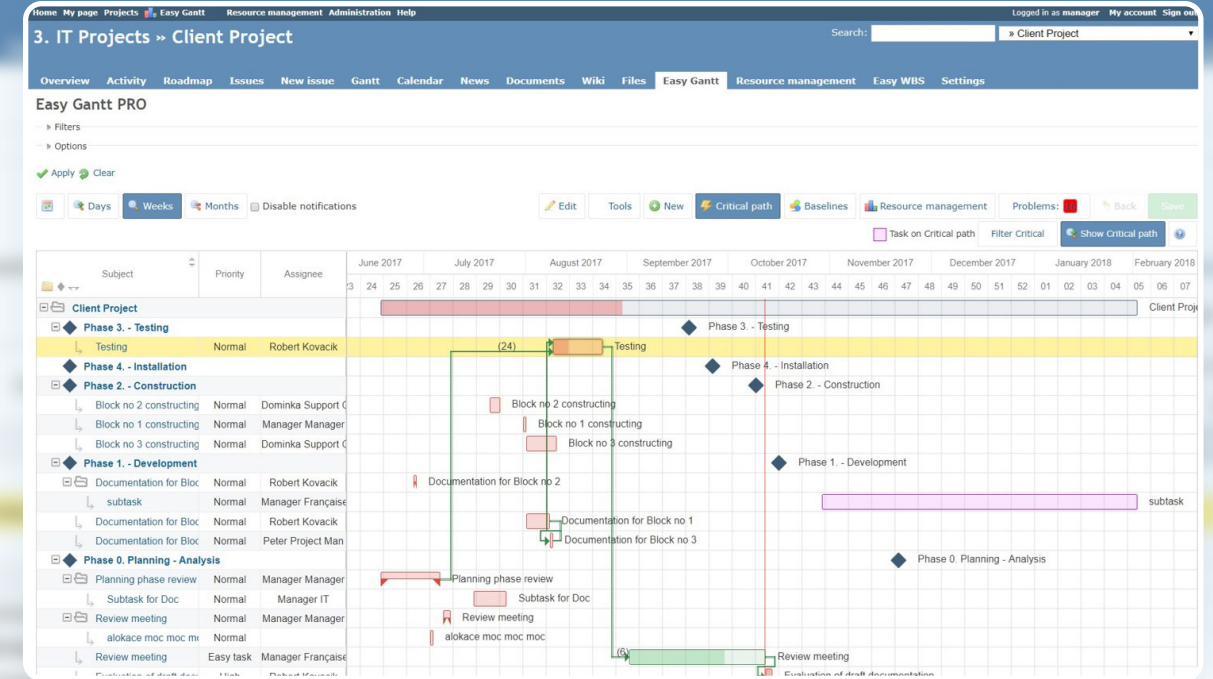
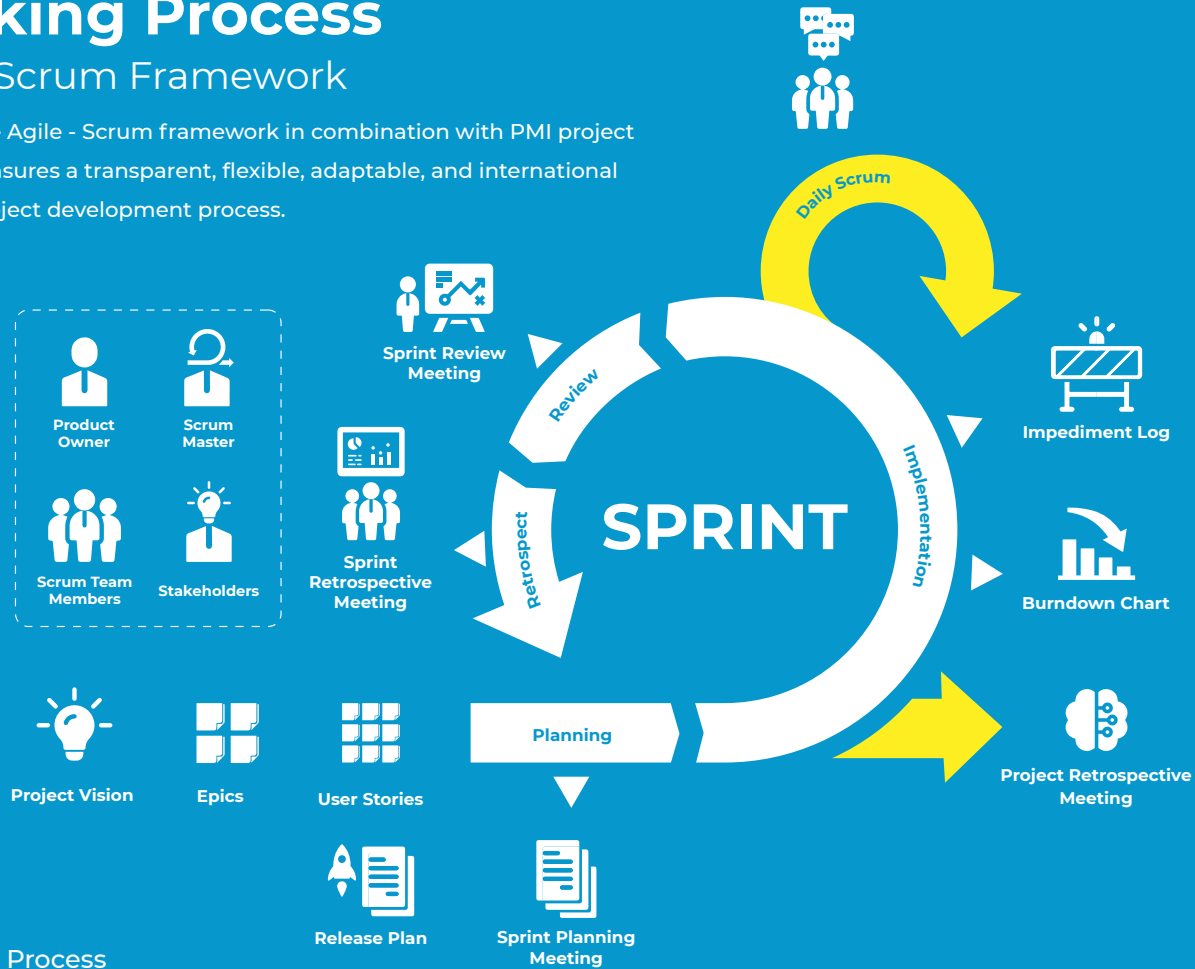
All efforts and dedication are recognized and appreciated. The company is a place where everyone can contribute to create collective success according to the motto.

"Your success is GOBRANDING's success".

Working Process

Agile - Scrum Framework

Applying the Agile - Scrum framework in combination with PMI project standards ensures a transparent, flexible, adaptable, and international standard project development process.



GOBRANDING is ISO 9001 certified in providing Omnichannel digital marketing and Digital Brand Management services, affirming international standards in service quality.



GOBRANDING

delivers

**Omnichannel Digital Marketing
and Digital Brand Management
solutions that are tailored,
effective**

and seamlessly integrated
with your business strategy.



Services & **Solutions**



Research and Analytics

Nghiên cứu và Phân tích



Design and Build Digital Channels

Thiết kế và Xây dựng



Digital Content

Nội dung số



Performance Optimization

Tối ưu hiệu suất



Search Engine Optimization

SEO

Research and Analytics

Nghiên cứu và Phân tích

Research effective marketing strategy orientation for businesses. Through research and analysis results to identify strengths, weaknesses, opportunities as well as challenges in the online market.



Research and analysis
Competitors.



Research and analysis
User behavior and trends.



Research and analysis
Internal force of enterprises in the online environment.



Measurement & Analysis
Brand recognition across digital platforms.

Design and Build Digital Channels

Thiết kế và Xây dựng

Synchronize digital marketing channels according to brand identity and improve marketing execution efficiency.



Design
Website



Set up
Social Media Profiles



Design
Landing Page



Optimize
UX, UI



*Implement the overall construction
of digital communication channels.*

Digital Content

Nội dung số

Build an overall content strategy and execute content creation - Digital Content in a variety of forms.



Content
Planning



Content
Marketing



Content
SEO



Content
PR



Content
Social



Video
Content AI

Performance Optimization

Tối ưu hiệu suất

Quickly and widely reach potential customers with multi-platform performance optimization campaigns.



Performance Optimization
Google



Performance Optimization
Youtube



Performance Optimization
Facebook



Performance Optimization
Zalo



Service
Email Marketing



Service
PR

GOBRANDING provides **Digital Brand Management services** featuring a evidence-based report system with keyword rankings, website traffic, on-site events, and more. This enables businesses to save time while efficiently tracking and managing the performance of their marketing campaigns.

SEO

Search Engine Optimization

Optimally develop a safe, reputable, effective and sustainable marketing channel.



Service
SEO Overall



Service
SEO Traffic



Service
SEO Keyword



Service
SEO AI

Clients

Clients all over the nation

GOBRANDING's customers
comes from various regions of
Vietnam with the majority
located in major cities and a
considerable number residing
in other provinces.



Our Clients



Acknowledgement

At **GOBRANDING**, we sincerely appreciate the trust and partnership of our valued clients throughout our journey.

Guided by our slogan, "**All For Your Leading**," we are committed to helping businesses achieve sustainable growth through integrated **Omnichannel Digital Marketing and Digital Brand Management** solutions. By combining strategic thinking, data-driven execution, and international quality standards, we strive to create long-term value for every client we serve.

We believe that our greatest achievement is not only delivering measurable results, but also building lasting relationships founded on trust, transparency, and mutual success.

Thank you for choosing GOBRANDING as your trusted digital growth partner. We look forward to continuing this journey together and contributing to your long-term business success.

We wish you and your organization continued health, prosperity, and success.

Best regards,

GOBRANDING.

Global Online Branding Joint Stock Company

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