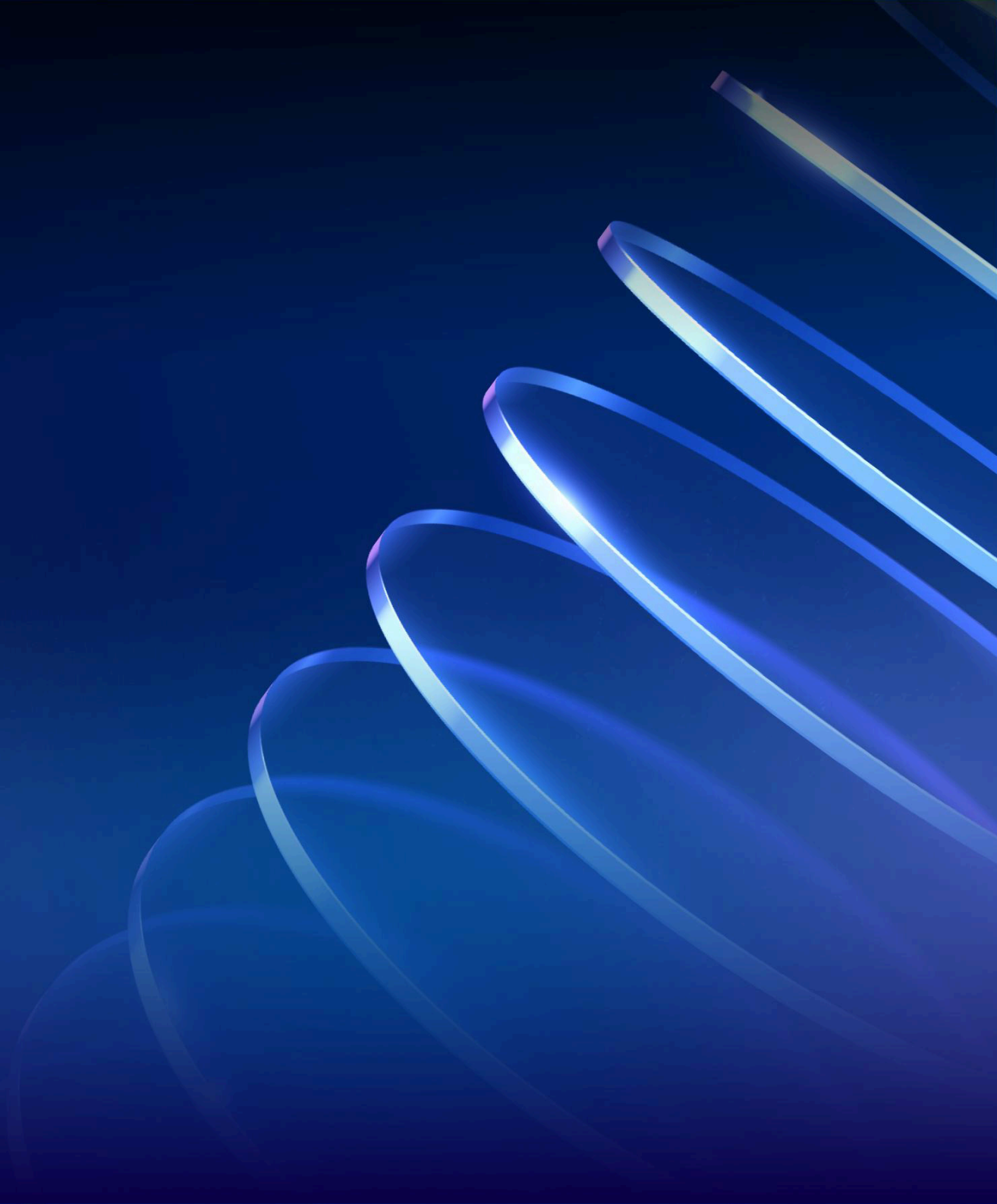
goha
GROWING HAPPINESS

Portfolio
2026



About goho

GROWING HAPPINESS

Performance Marketing Solutions for B2B Businesses that help you achieve sustainable growth, from zero to something, from something to more.

The Story of goha

GROWING HAPPINESS

Growing happiness

Sustainable and healthy growth. We are delighted to accompany businesses with great visions, building from the ground up.

Growth hacking

Fast and effective growth with specific situations for each business.

This core value has not changed since the establishment of the company. With a new identity, this core value is deeply and clearly portrayed. Customers can see a new GOHA, ready to quickly update market information and turn it into effective plans for your business.

Growing and happiness always go hand in hand when a business builds everything from the ground up and brings value to the community. Growing without happiness may not be sustainable. On the other hand, if a business only seeks pleasure or entertainment, its career may not reach its maximum potential.

Growing is also closely related to marketing. Effective marketing activities must be associated with growth figures and revenue streams that develop. GOHA is closely linked to growth because if we cannot help customers grow, we are wasting their money.

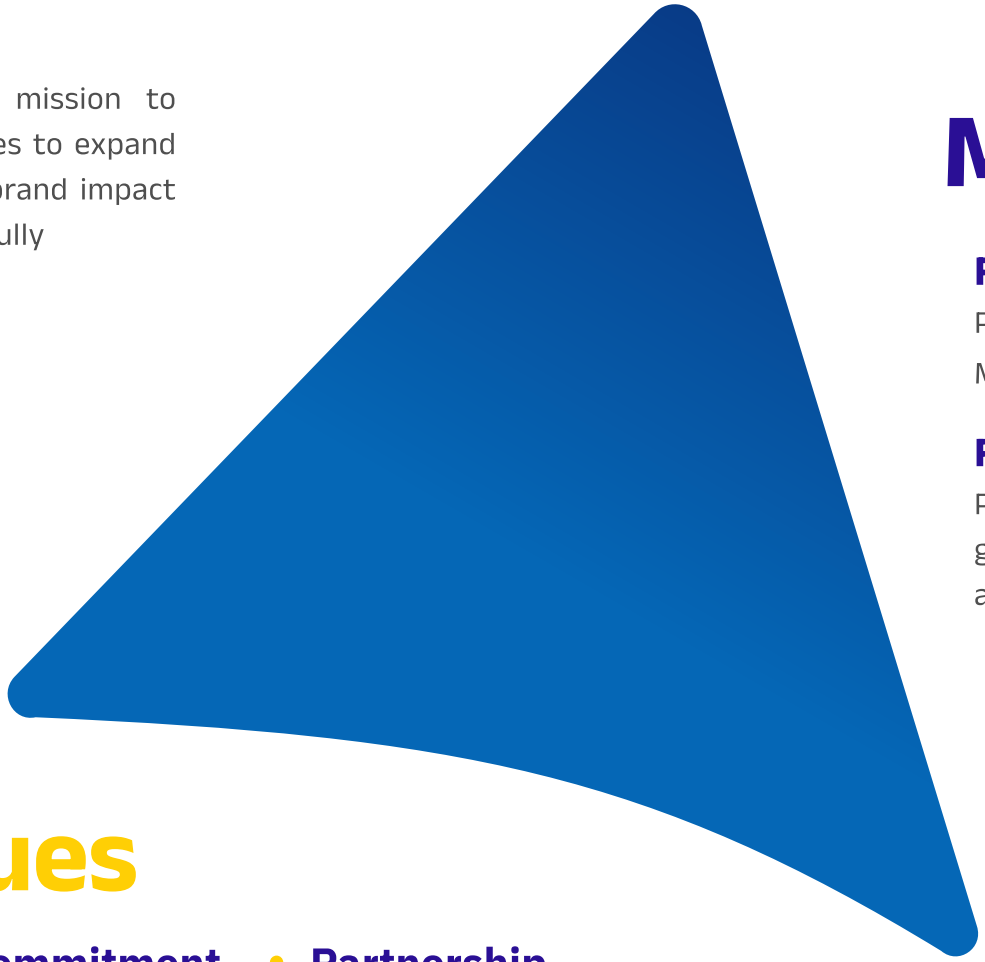
We do believe that with knowledge, experience in performance marketing, and integrity are the DNA deeply ingrained in each of our personnel at GOHA. We always seek solutions to accompany and develop with our customers, sustainably.

Contact GOHA if you are looking for a partner!

goha
GROWING HAPPINESS

Vision

By 2030, GOHA is on a mission to empower 100 B2B companies to expand their digital presence and brand impact —sustainably and meaningfully



Mission

For Customers

Providing truly effective Performance Marketing Solutions for B2B Businesses.

For Our Team

Putting people first, everyone at Goha is given the opportunity to develop themselves and feel happy at work.

Core Values

Walk the talk • Commitment • Partnership

Transparency and technology-driven execution

Our team

goho
GROWING HAPPINESS



Yến Kiều
CEO



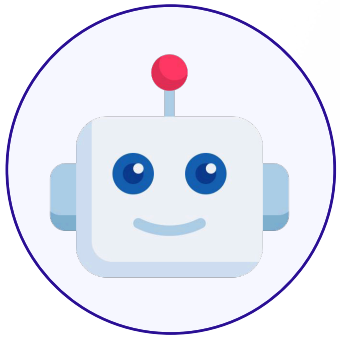
Toàn Bùi
CTO



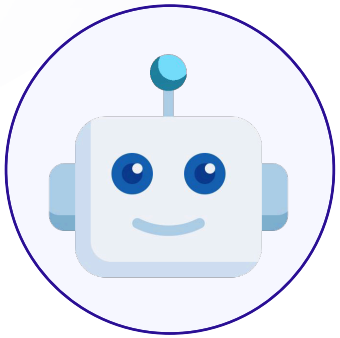
Tuyền Lê
BUSINESS DEVELOPMENT MANAGER



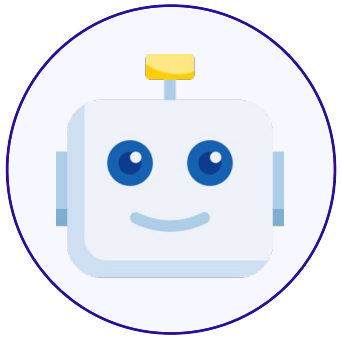
Luân Trần
AEO SPECIALIST



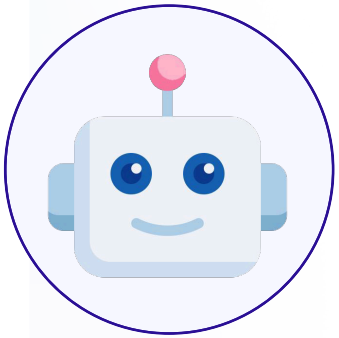
Jill
AI ASSISTANT



Tony
AI ASSISTANT



Thor
AI ASSISTANT



Luke
AI ASSISTANT

Our Services

goho
GROWING HAPPINESS



Comprehensive Digital Marketing Solutions



Marketing AI Solutions

- AI Copywriting
- Marketing Automation & AI Workflows
- Prompt Engineering & AI Strategy



Inbound Content Marketing



AEO/GEO/SEO

- AEO & SEO Consulting Services
- AI Visibility
- AI Search Audit
- SEO B2B
- SEO Maps
- AEO Content

Framework

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SEO **Layers**

AEO

Answer Engine Optimization



Chosen by AI Overviews

vs.

GEO

Generative Engine Optimization



Cited by AI

vs.

AIO

AI Integration Optimization



Scaled with AI

vs.

SXO

Search Experience Optimization



Converted via UX

Framework

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4 Elements **Shaping Search In 2026**

SEO — Traditional Search Engine Optimisation
Keywords and backlinks

What It Is:
Traditional search optimisation focused on ranking pages through keyword relevance and domain authority. The foundation of search visibility.

How It Works:
- Rank for product keywords
- Build domain authority
- Optimise pages & links
- Drive organic traffic

How It Impacts Visibility:
Gets your pages indexed and ranked in traditional search results. Without SEO, you're invisible to search engines.

EAO — Answer Engine Optimisation
(Direct answers)

What It Is:
Optimising to appear in direct answer formats: featured snippets, AI Overviews, voice results, and instant answers across platforms.

How It Works:
- Win featured snippets
- Surface in AI Overviews
- Answer questions clearly
- Drive instant visibility

How It Impacts Visibility:
Positions your brand as the authoritative answer to specific queries. Without AEO, users get answers without seeing your brand.

SEARCH VISIBILITY 2026

GEO — Generative Engine Optimisation
AI-ready content

What It Is:
Structuring content so AI platforms like ChatGPT, Perplexity, and Gemini can extract, summarise, and cite it in generated responses.

How It Works:
- Format for AI summarisation
- Add structured schema
- Create quotable content
- Power AI retrieval

How It Impacts Visibility:
Makes your content extractable and citable by AI platforms. Without GEO, AI can't parse or reference your content.

AIO — AI Integration Optimisation
AI ecosystems

What It Is:
Embedding your content into AI-powered tools, workflows, and platforms that users interact with daily, from CRMs to shopping assistants.

How It Works:
- Embed in workflows
- Integrate into platforms
- Get into training data
- Scale AI presence

How It Impacts Visibility:
Scales visibility beyond individual searches into persistent AI systems. Without AIO, you're limited to one-off query responses.

Framework

goho
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Comparison with **Traditional SEO**

Element	Traditional SEO	Framework 4-Layer 2026
Keyword Focus	Exact-match keywords	Semantic, intent-driven
Ranking Factors	Backlinks, on-page	Multi-channel authority, structured data
Content Structure	H1, meta tags	Schema, entity markup, inverted pyramid
Explore	Google SERPs	LLMs, AI search, zero-click
Update	Thỉnh thoảng	Liên tục, real-time

Benefits of collaborating **with Goha**

goha
GROWING HAPPINESS



No-fee consultation



Highly experienced teams



Committed to accompanying



Dedicated support



True solution, true results



Supported by our full-package ecosystem

Customers who have succeeded by cooperating with

goho
GROWING HAPPINESS

Heritage Magazine

heritagevietnamairlines.com

Request

- Improve the reading experience on the online environment through the website
- Increase traffic
- Maintain and grow related keyword rankings

Solution

- Design and optimize UI/UX for the website
- Implement comprehensive SEO for the website, while optimizing and adding content for news and blog section

Result

Users' reading and interaction experience on the website received positive feedback

379%
Organic traffic

400%
Keywords ranked in the top 10



Pacco

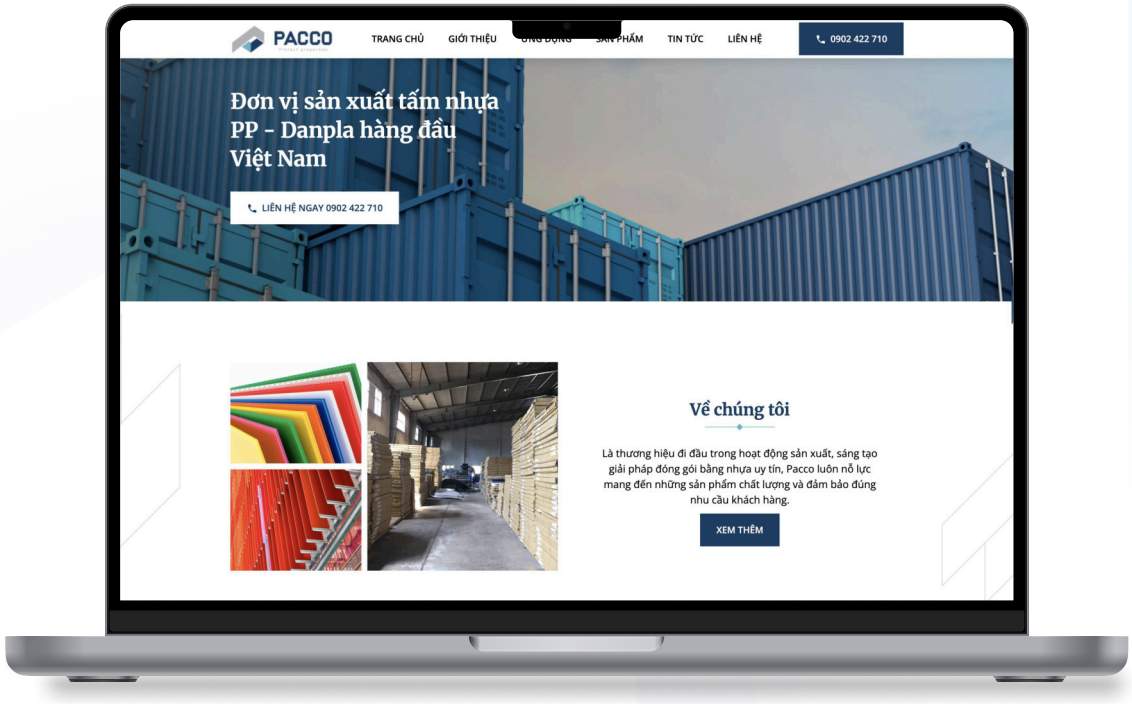
pacco.vn

Objective

- Increase brand recognition
- Educate users about the product
- Increase traffic and leads

Solution

- Analyze and research competitors in the same field
- Build brand recognition advertising strategies and attract customers through the website
- Optimize Google Ads and landing pages



Result

100+
calls per month

60,000
traffic in 12 months

Trung Nguyên TNT

https://trungnguyentw.com/

Request

- Build an online marketing funnel
- Increase the ability to reach potential customers
- Generate more leads from digital channels

Solution

- Build a tailored B2B marketing funnel
- Use the website as a key touchpoint to increase online consultation requests
- Leverage SEO to boost traffic and improve rankings for core service categories
- Google Ads
- Inbound content marketing



Trung Nguyên TNT

https://trungnguyentw.com/

Result

>200%
priority keyword group ranked in the top 10

>600%
keyword group ranked in the top 5

>100%
organic traffic

↑70%
leads after 5 months of optimization

<40%
bounce rate

~5 phút
time on site

- Cited in AI Overview across multiple topics and keywords
- Referred by AI



Nam Sơn Laser

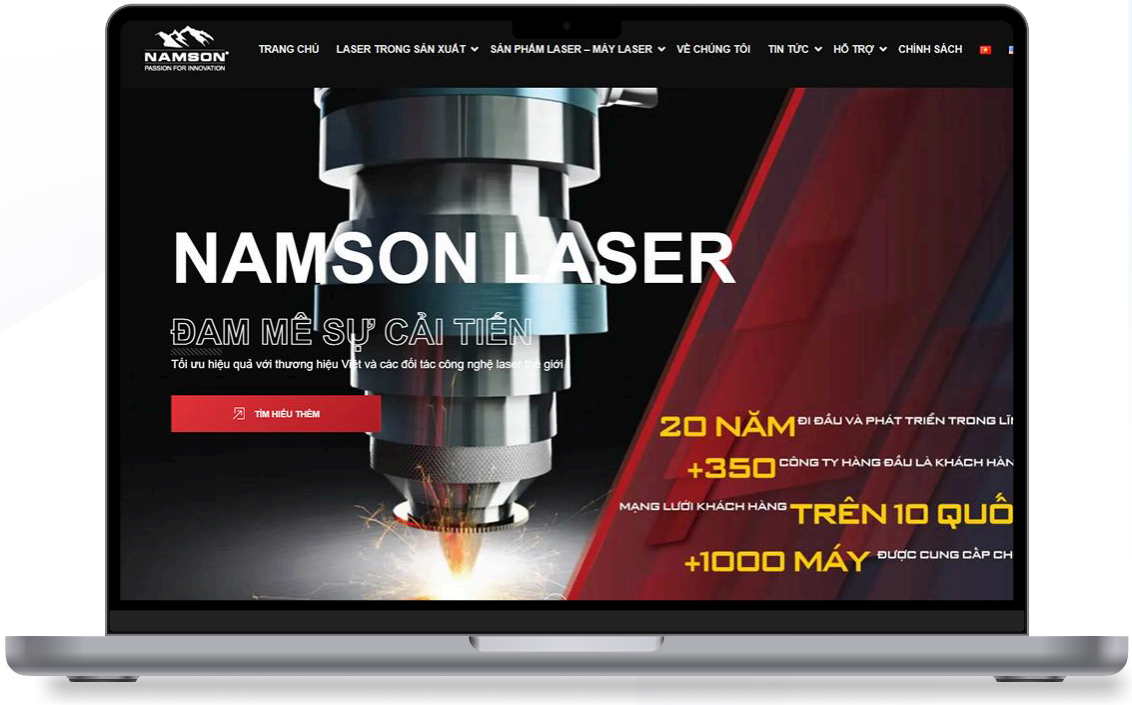
https://namson.com.vn/

Request

- Increase brand image and presence on page 1 of Google Vietnam through organic search results
- Maintain the top 10 ranking for primary keywords
- Bring at least 30 new keywords to the top 10
- Achieve 13,600 visits per year from organic search

Solution

- Keyword strategy centered around B2B device group & intent
- Content aligned with the B2B customer journey
- Technical and UX/UI optimization for conversion
- Increasing "expertise" through AI and in-depth content



Nam Sơn Laser

https://namson.com.vn/

Result

↑263%

79/30 keywords ranked in the top 10

↑160%

32/20 keywords maintained a top 10 ranking.

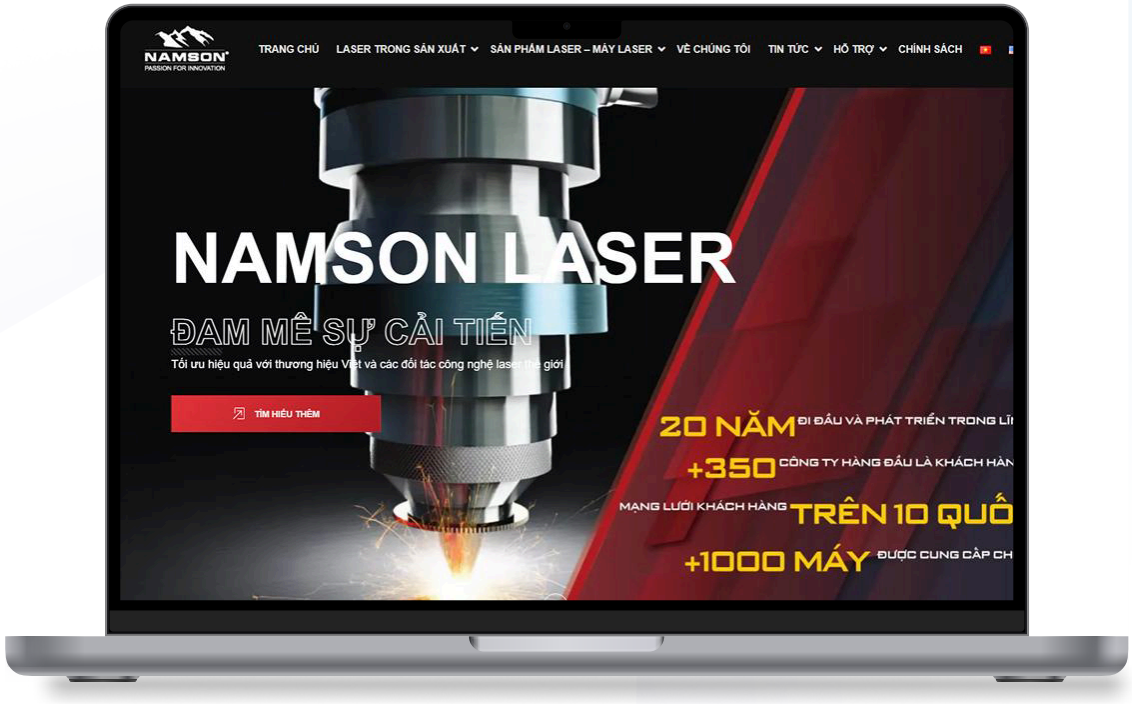
↑111%

5,112/13,600 organic traffic (after 12 months)

↑2,3%

website conversion rate

- Nam Son is starting to appear in suggestions and answers from several AI tools.
- Combining traditional SEO with AI optimization helps brands gain a presence on Google and next-generation question-answering platforms.

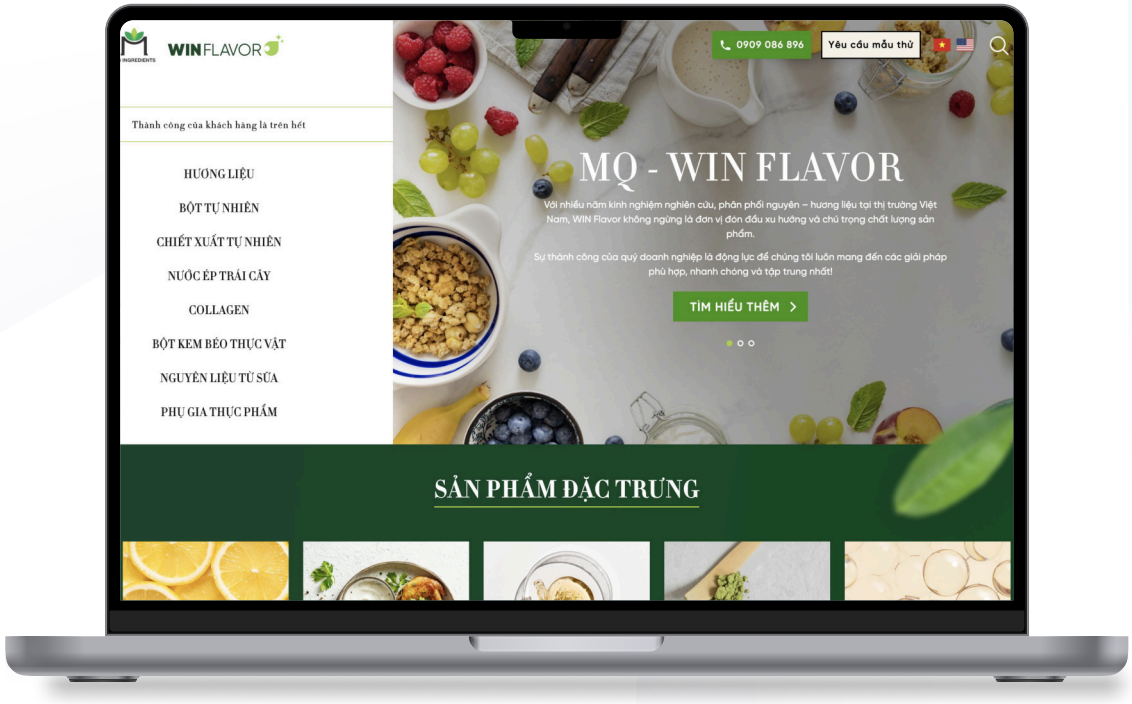


Win Flavour

mqflavor.com

Request

- Increase brand recognition
- Increase engagement on social channels
- Maintain and increase top 10 keyword ranking and organic traffic



Solution

- Design a SEO-optimized product introduction website and satellite sites, preparing for future SEO campaigns
- Build a fanpage with a consistent brand identity
- Implement Content Marketing: create in-depth website content, maintain fanpage with fresh content and attractive design
- Implement overall SEO since August 2020

Result

250
keywords ranking in top positions on Google's organic search results

30x
website traffic

22%
Reduce bounce rate

5x
Time on site

RMIT Fintech Blockchain

facebook.com/rmit.tbs

Request

Promote the competition, attract high school and university students nationwide to register for the competition

Solution

- Facebook Ads - Traffic
- Facebook Ads - Post engagement
- Booking PR suitable for Target Audience



Result

Vẫn đang tiếp tục tối ưu và phát triển fanpage, tăng qualified lead

180%
Facebook Ads - Traffic đạt được nhờ chiến dịch

3 đơn vị
Booking PR báo: Ybox, YanTV, Kenh14

3x
Post engagement (từ Facebook Ads) đạt được so với cam kết

Telos Academy

telos.vn

Request

- Exceeded monthly enrollment target
- Affirm brand identity
- Increases the ability to reach customers



Solution

- The multi-channel 020 marketing strategy combines various channels to reach the target audience. It incorporates events, online and offline workshops, social media channels, website SEO, multi-platform teaching, and other video marketing channels.

Result

TELOS Academy has become the top-of-mind choice for UI/UX courses in the market

1200+
students have successfully completed the course

800+
teaching hours have been implemented

45+
classes have been opened

10+
workshops

Huỳnh Châu

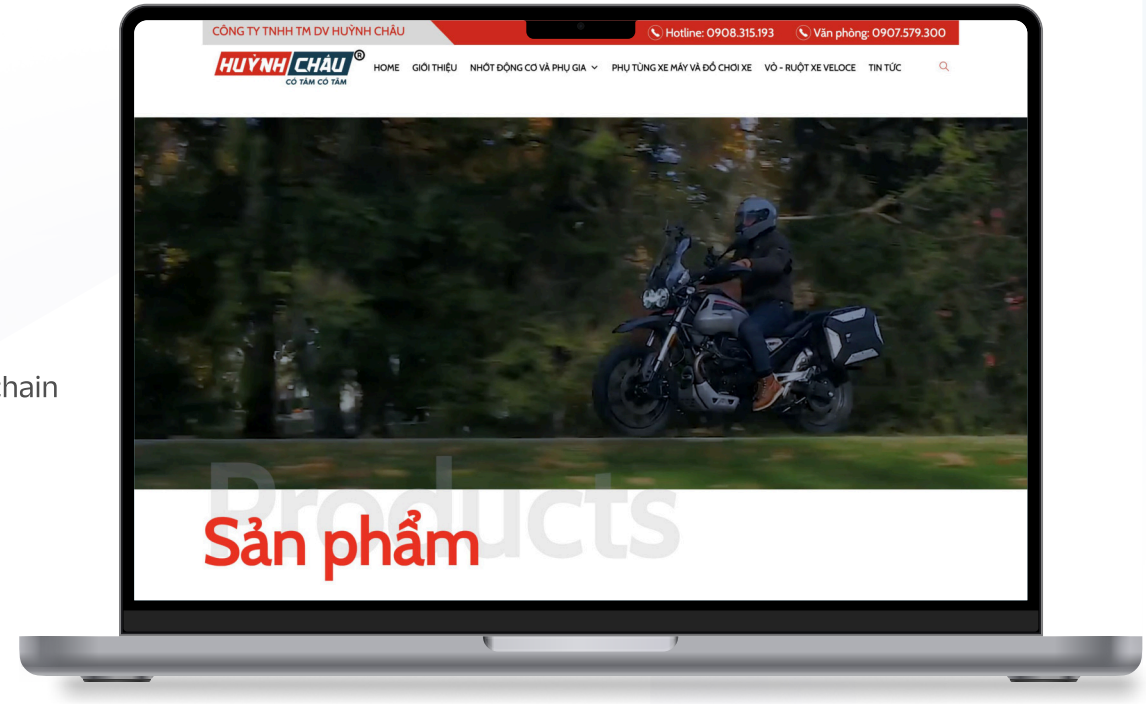
daunhothuynhchau.com

Challenge

- There are many competitors in the market
- The number of agents does not meet expectations
- Competitors are starting to shift to online platforms

Solution

- Analyze and research competitors in the market
- Consult on a comprehensive marketing plan
- Implement comprehensive marketing strategies: SEO, chain fanpage development, content marketing



Result

Through building an online brand, gained trust from partners and customers both inside and outside the country

>200

Keywords ranked in the top 10 with over 60,000 traffic per year

3 regions

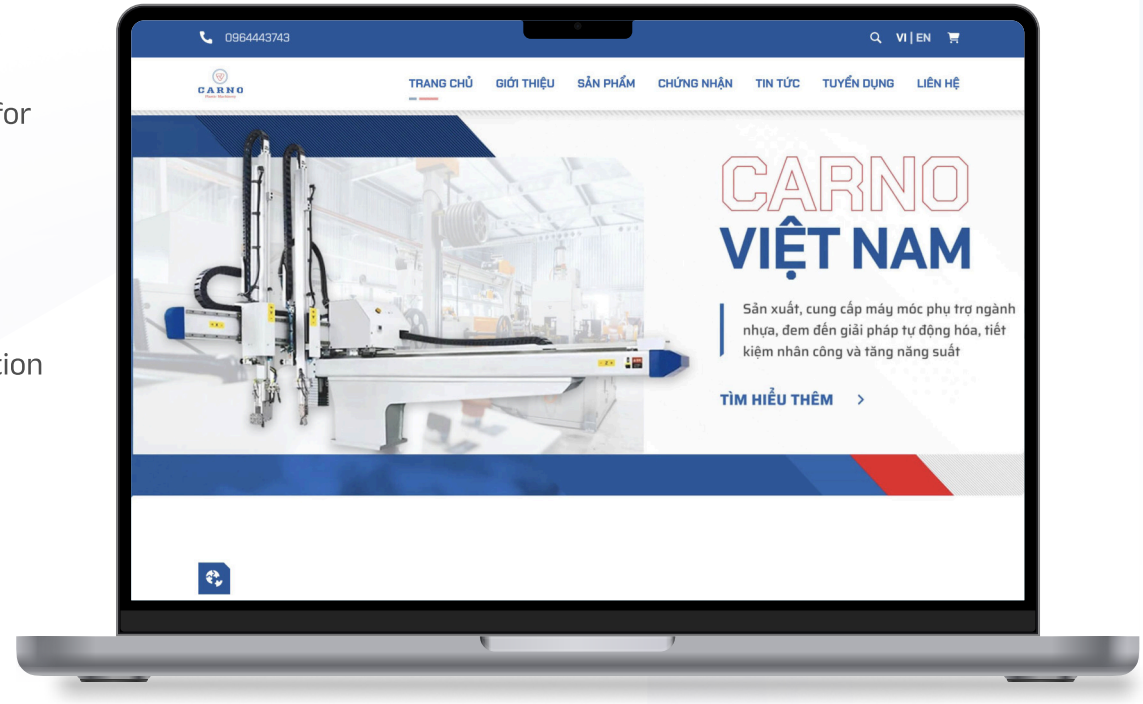
Expanded distribution agents in all 3 regions

Carno

carnovn.com

Objective

- Establish Carno Vietnam as a leading supplier of plastic machinery in Vietnam
- Increase visibility on Google Search when users search for strategic keywords/products



Solution

- Consult on marketing solutions based on real-life situation
- Design website and all website content
- Implement comprehensive marketing strategies: SEO, Google Ads, content marketing

Result

Increased potential customers:

500%

Total clicks increased

12 x

Revenue from Google Ads orders was 12 times higher than the initial investment cost

Ottobock

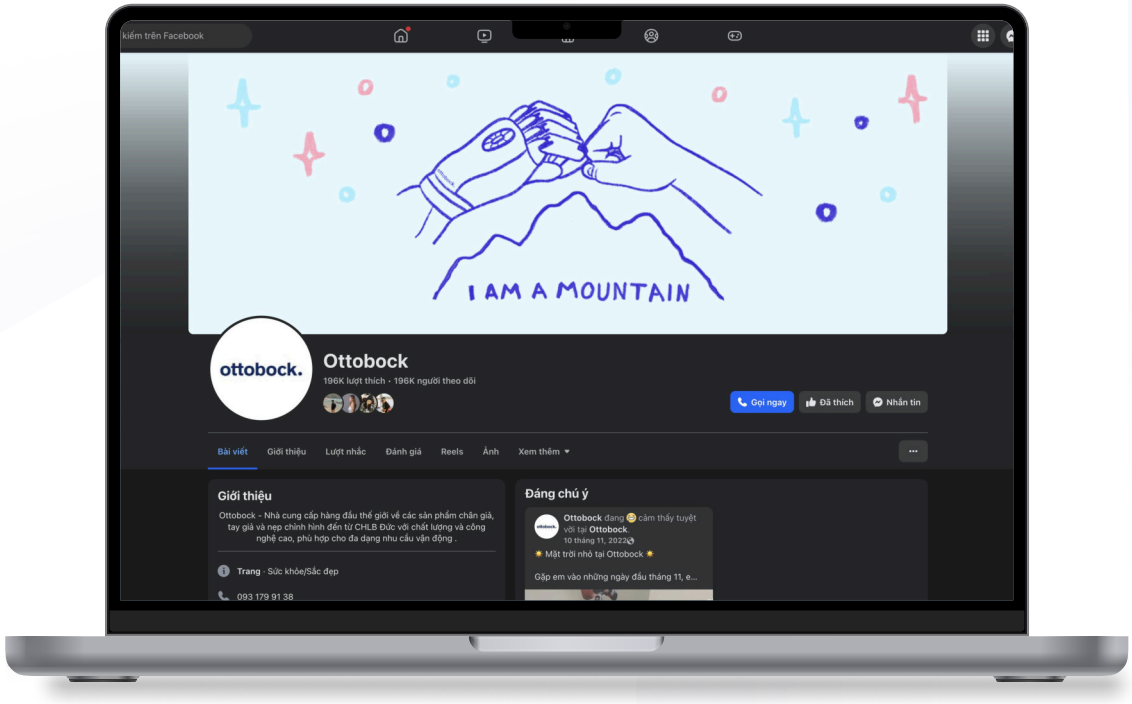
facebook.com/OttobockVietnam

Objective

- Educate customers about prosthetic and orthotic product
- Increase brand recognition
- Increase lead quantity: inbox and fanpage interaction

Solution

- Market research, competitive analysis, potential customer group
- Develop fanpage and increase leads through Facebook Ads



Ottobock

facebook.com/OttobockVietnam

Result

Continuously optimize and develop fanpage, increasing qualified leads by 250%

250%

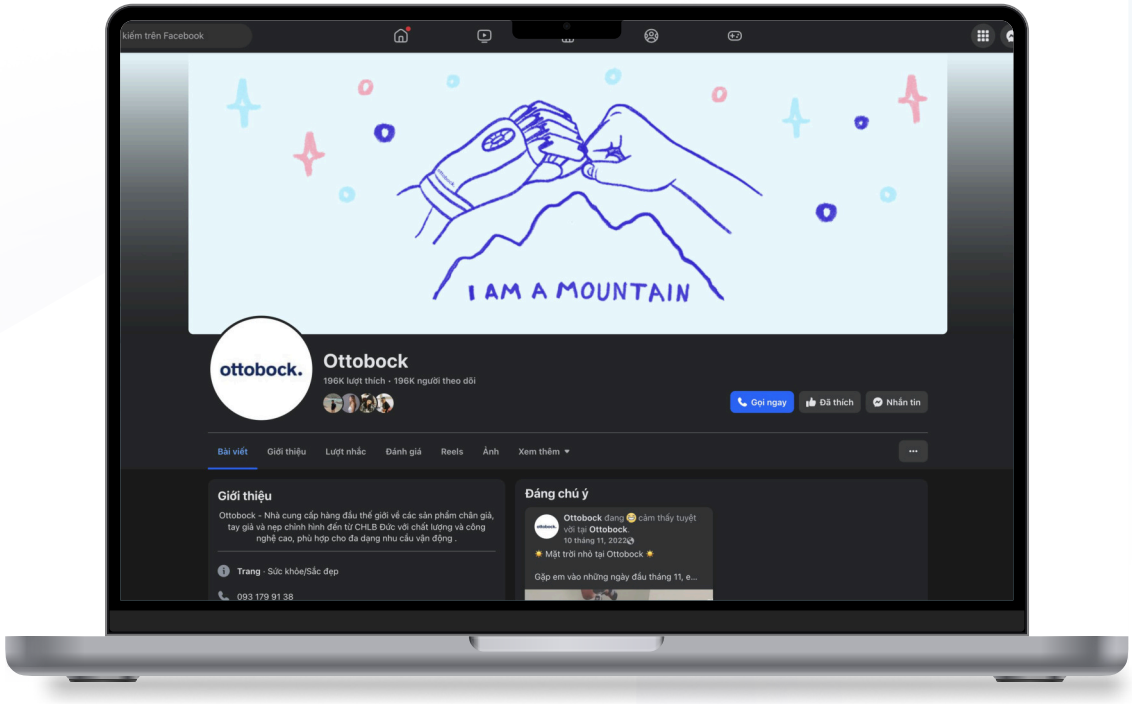
Fanpage engagement increased after 6 months (Feb-Aug/2020)

970K

Number of reactions on fanpage after 2 months (June-Aug/2020)

300%

Message volume increased after the campaign



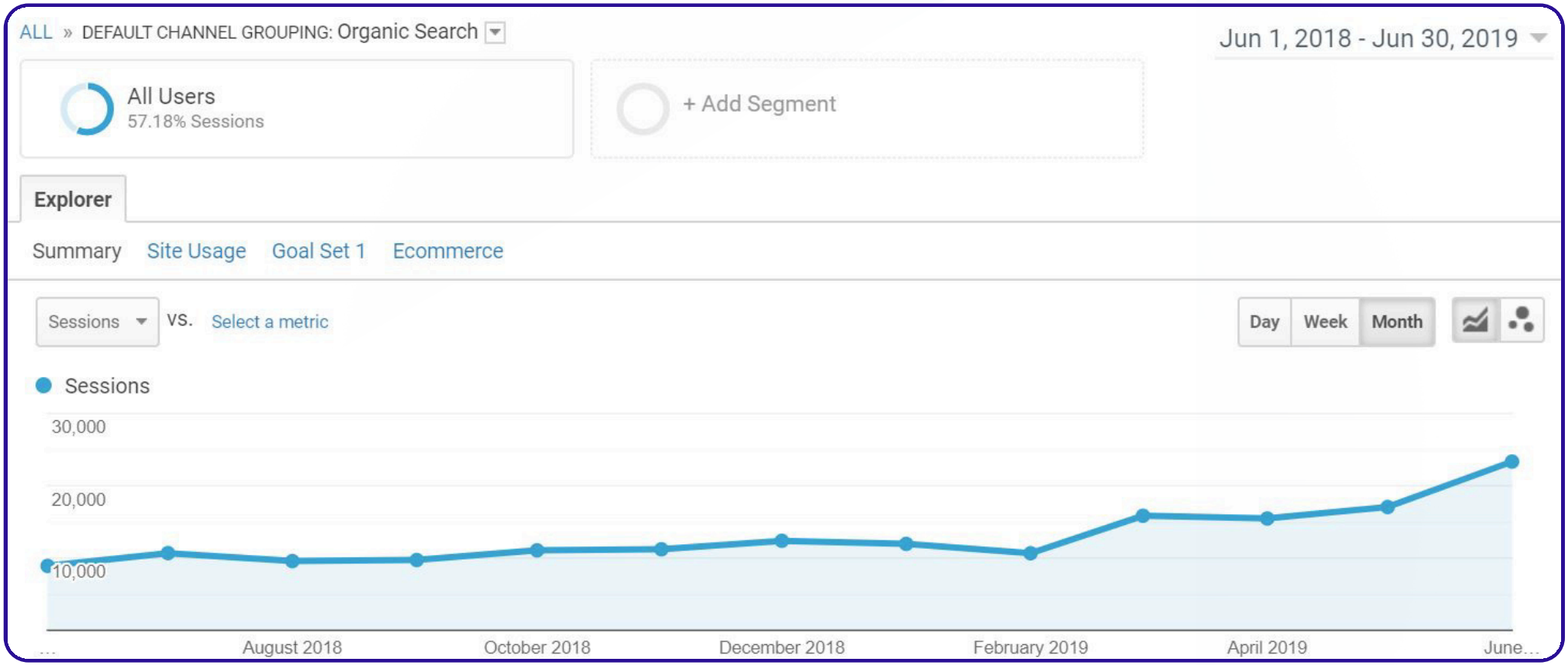
Earthmama

earthmama.vn

25% Traffic 159.05% Progress: achieved KPIs after 9 months of implementation, saving 25% of time

Maintain KPIs until the 12th month, project results:

CATEGORY	% INCREASE
Maintain top 10 keywords	**220.00%**
Increase rankings for top 10 keywords	**196.67%**
Traffic	**159.05%**



Earthmama

earthmama.vn

Challenge

- Build a comprehensive SEO strategy
- Increase brand awareness for Earthmama on the Search
- Increase the number of agents and individual customers



Solution

- Research and build positioning, communication messages, and brand identity systems online
- Analyze customer behavior and optimize website structure
- Implement comprehensive SEO strategies

Result

Improvement in the number of customers from online channels

100%

Increased traffic after 6 months
of implementing SEO

CHINT Việt Nam

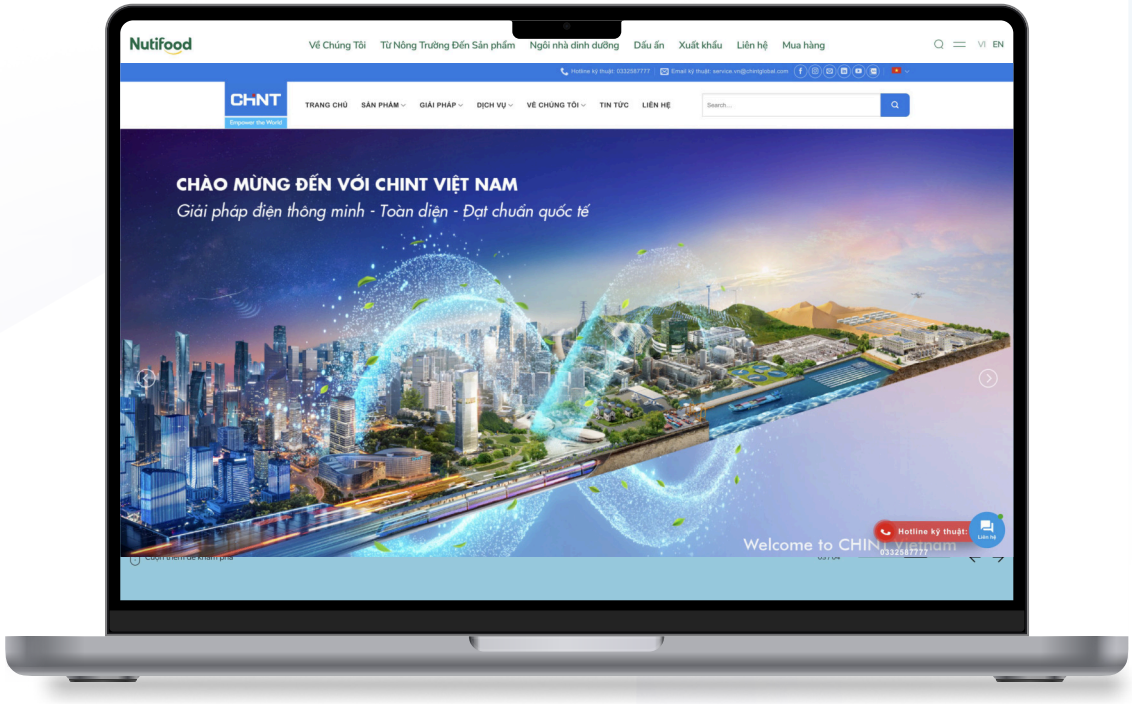
goha.vn/showcase/chint-viet-nam

Request

- Increasing and maintaining the keyword ranking
- Increasing organic traffic
- Developing content with a focus on branding and education

Solution

- Comprehensive SEO
- Refining UI/UX and user flow on the website for improved user navigation



CHINT Việt Nam

goha.vn/showcase/chint-viet-nam

Result

Top 5

For keywords
“Chint Việt Nam”,
“Chint Global Việt Nam”

100%

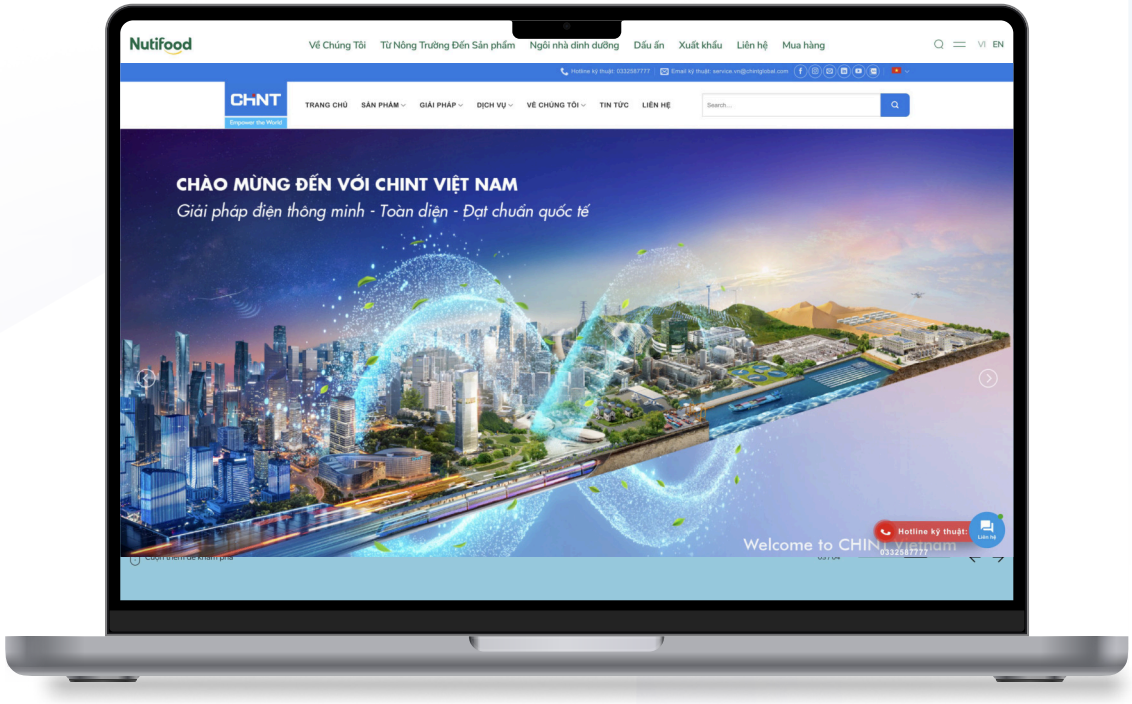
KPI for top 5
keyword
rankings

160%

KPI traffic

80+

useful and
highquality content



Khang Điềm Sâm

https://www.facebook.com/khangdiemsam

Result

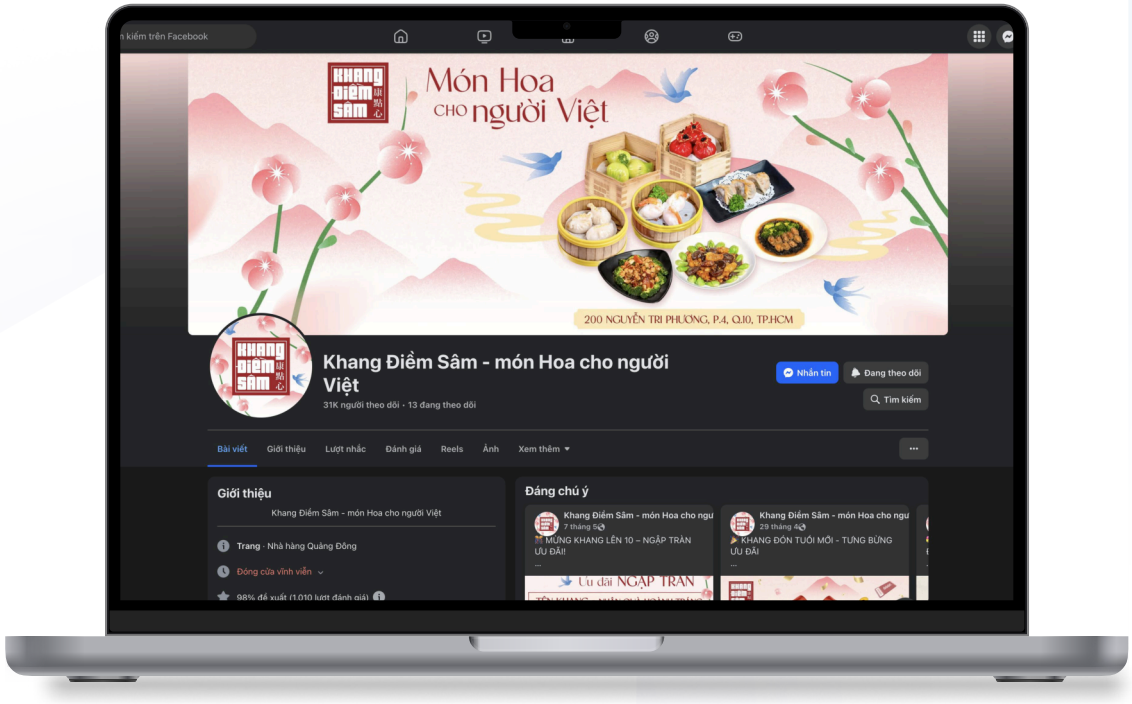
Continuing to optimize and grow the fanpage, increasing qualified leads

5,100%
ROAS

300%
committed KPI

↑130%
number of table bookings per week

↑17%
monthly revenue



Khang Điềm Sâm

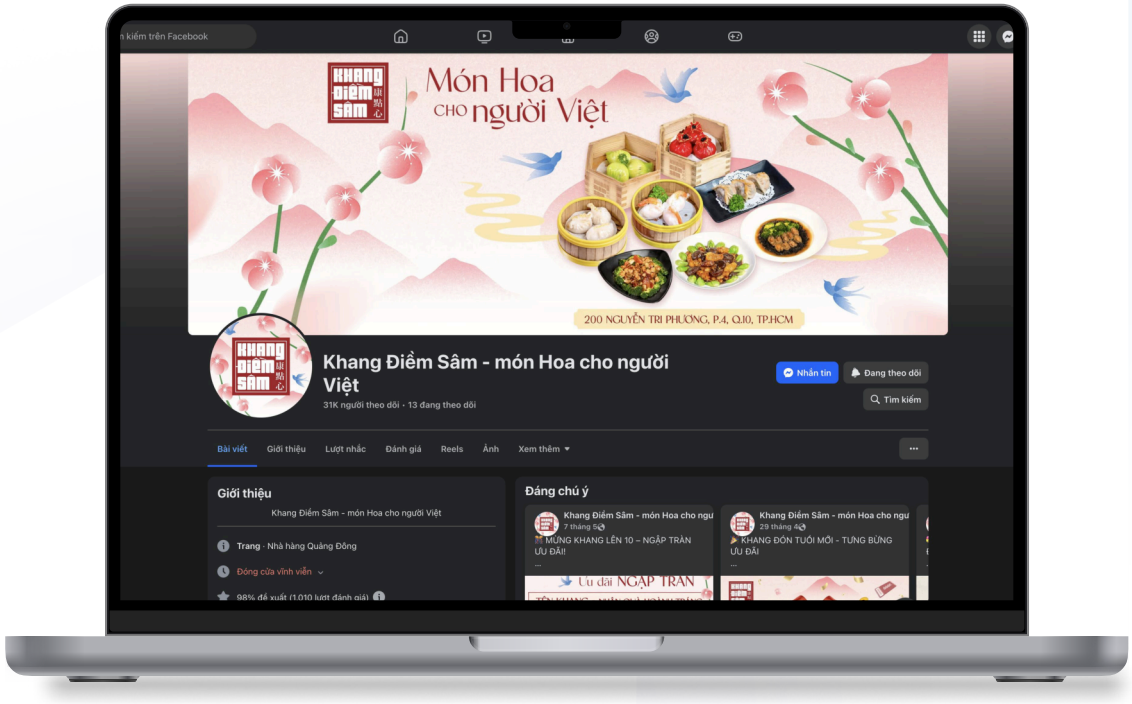
https://www.facebook.com/khangdiemsam

Request

- Increase brand awareness
- Boost brand love
- Grow online table bookings

Solution

- Brand mascot
- Fanpage development
- Paid advertising
- Community engagement
- Map reviews

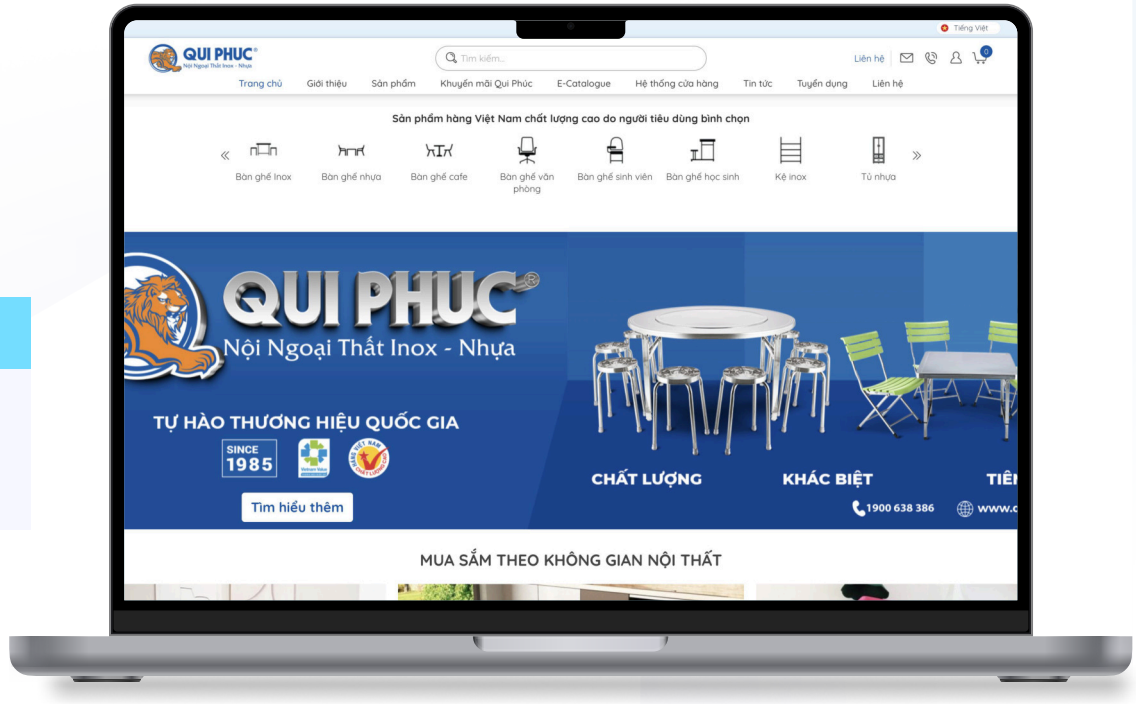


Qui Phúc

quiphuc.com

Result

CATEGORY	% INCREASE
Increase rankings for top 10 keywords	**138,75%**
Traffic	**103,31%**



Nutifood

nutifood.com.vn

Challenge

- The website needs to build comprehensive content
- Increase brand recognition for GrowPlus+ milk

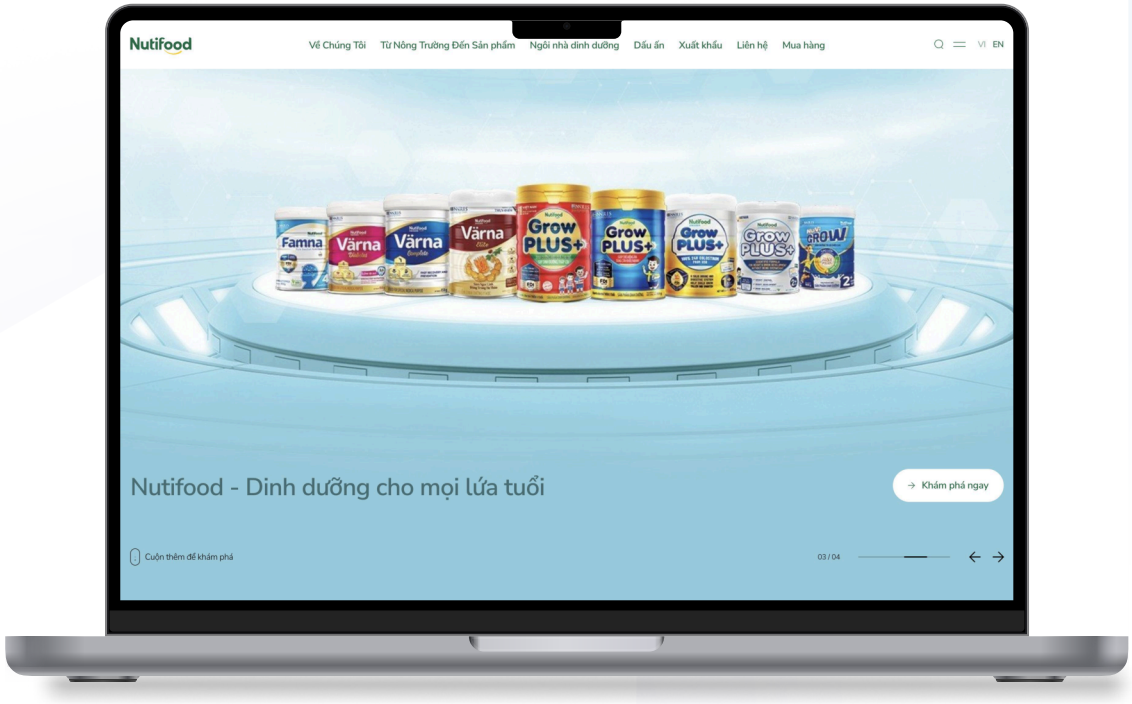
Solution

- Optimizing the Malnutrition campaign
- Developing content, increasing traffic, and improving keyword rankings by 400%

Result

400%

Exceeded commitment

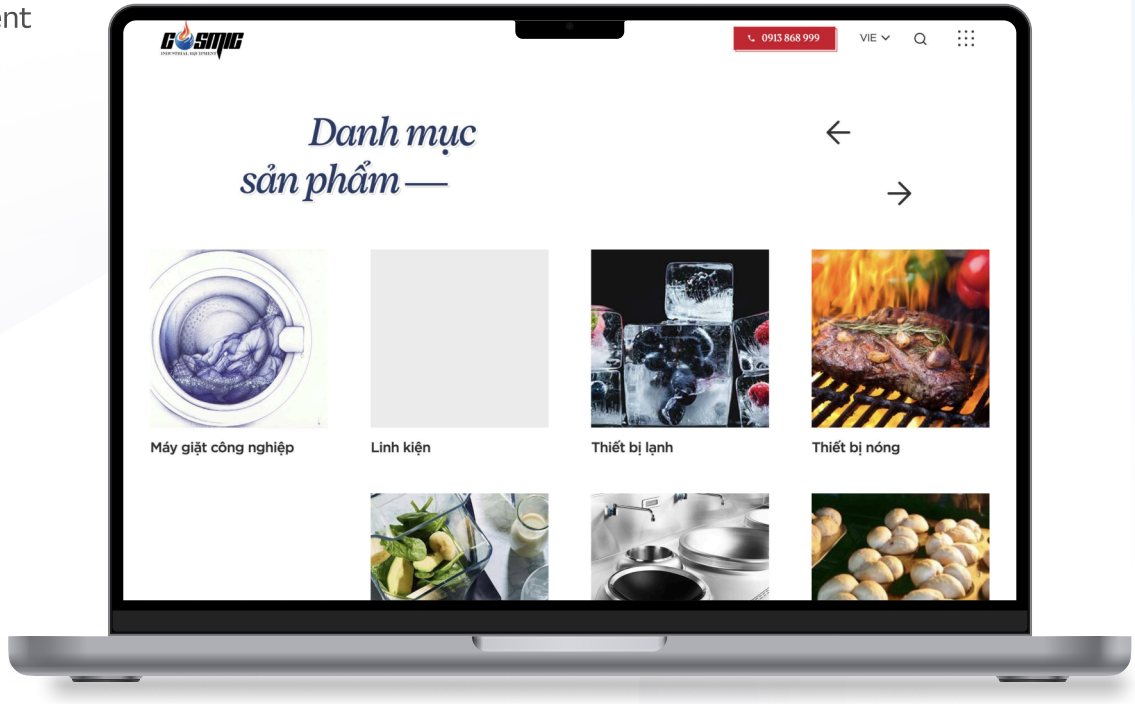


Cosmic

cosmic.vn

Objective

Bringing Cosmic product and brand to the digital environment to expand the customer base and increase revenue



Solution

Phase 1 (2018-2019)

- Building a website system and fanpage
- Developing inbound content to attract customers to the website

Phase 2 (2019-2020)

- Increasing lead quantity
- Optimizing user touchpoints
- Enhancing activities to improve potential customer experience

Phase 3 (2021 - Ongoing)

- Maintaining and increasing rankings for more than 100 top 10 keywords
- Increasing traffic
- Increasing lead quantity

Cosmic

cosmic.vn

Result

After 2 years of implementation:

>200

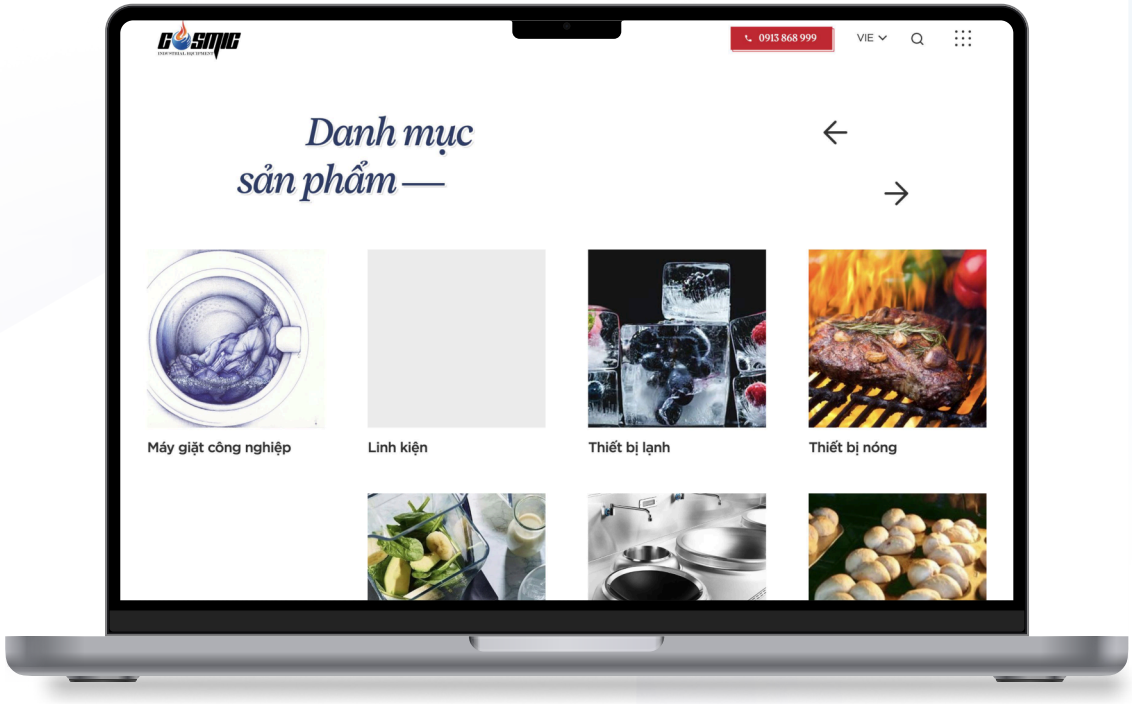
deep, trustworthy, and motivational content pieces

200+

calls each month

500%

increase in organic traffic

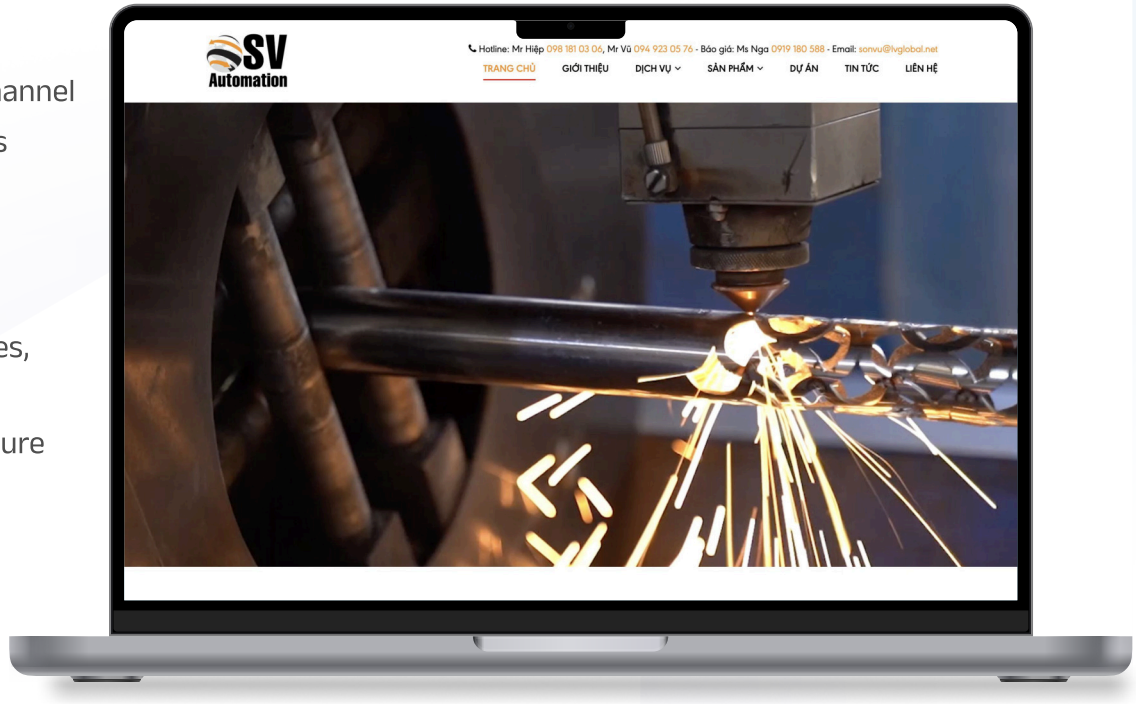


Laser Sơn Vũ

lasercut.com.vn

Request

- Build a comprehensive Search Marketing strategy
- Increase brand awareness for Lasercut on the Search channel
- Increase the number of agents and individual customers



Solution

- Research and build positioning, communication messages, and brand identity systems online
- Analyze customer behavior and optimize website structure
- Implement comprehensive SEO and SEM strategies

Result

Revenue exceeded expectations

100%

Increased traffic after 6 months
of implementing SEO

Du Lịch TUGO

tugo.com.vn

Solution

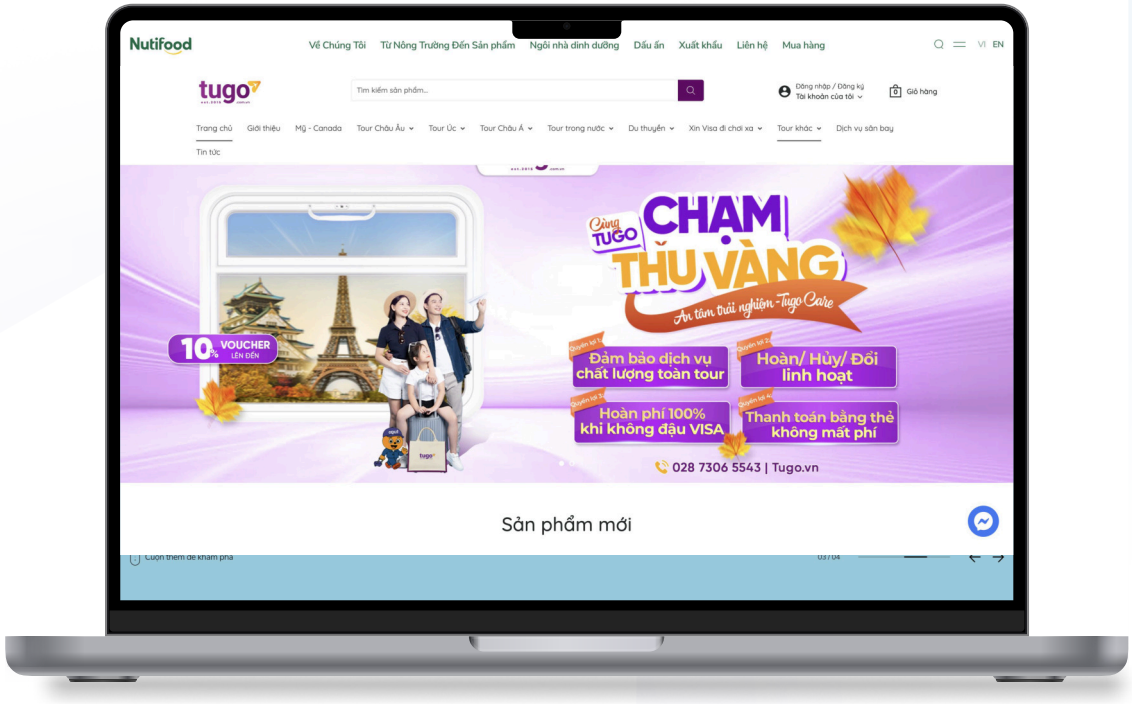
- Optimize the entire page
- Increase traffic and booking rates

Result

100%

Increase in visits, reaching the top 5 for many competitive keywords such as 'cheap Korea tour', 'cheap Korea travel tour', 'Japan travel'

CATEGORY	% INCREASE
Increase rankings for top 10 keywords	**196.00%**
Traffic	**118.59%**



Anh Văn Hội Việt Mỹ (VUS)

vus.edu.vn

Request

- Increase the number of parents registering with a budget three times higher than the current one
- Measure the effectiveness of the campaign based on the number of parents who register
- Ensure that the registration information is targeted correctly and has a high conversion rate to actual students

Solution

- Analyze customer behavior and highlight the advantages of VUS courses and brand
- Organize Google and Facebook advertising campaigns to increase registration numbers
- Coordinate with internal marketing department to promote branding programs



Anh Văn Hội Việt Mỹ (VUS)

vus.edu.vn

Result

- Thousands of new customers registered
- Percent of parents visiting and enrolling their children achieved

105%

KPI achieved in 3 months



Tiki

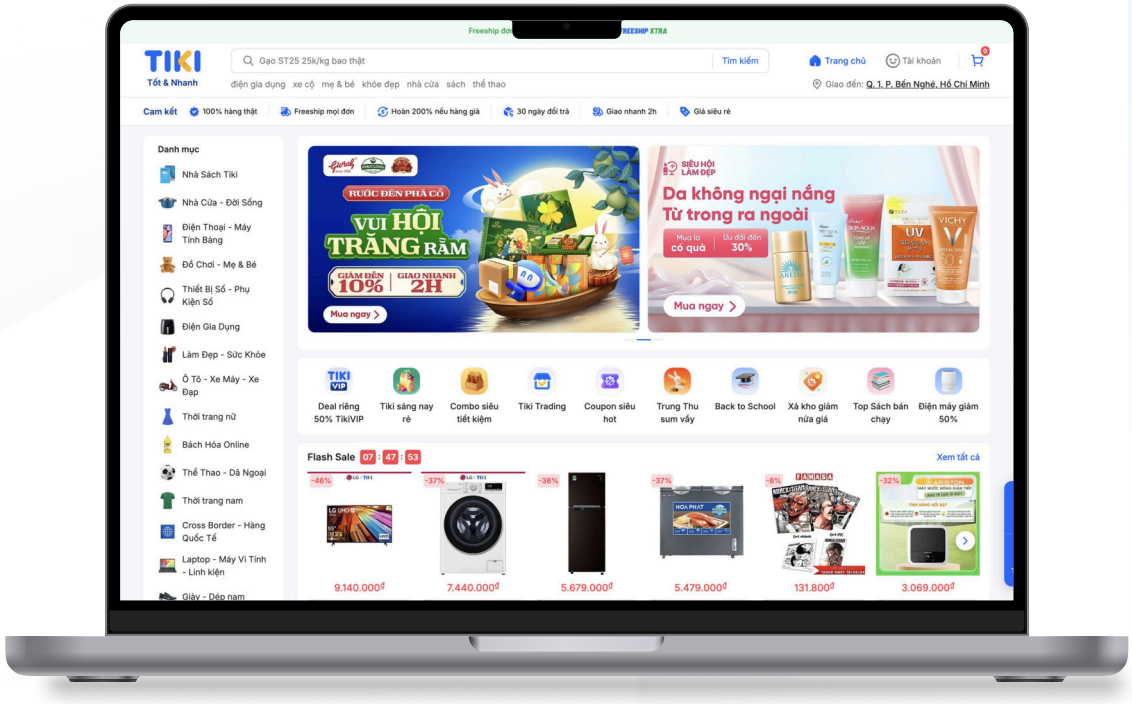
tiki.vn

Request

- Consult on sustainable SEO strategy
- Execute the campaign for a year and support building a long-term SEO team
- Increase natural and sustainable traffic inproportion to revenue growth

Solution

- Corresponding profit growth with increased traffic
- Establish a sustainable SEO system for the internal SEO team to inherit



Tiki

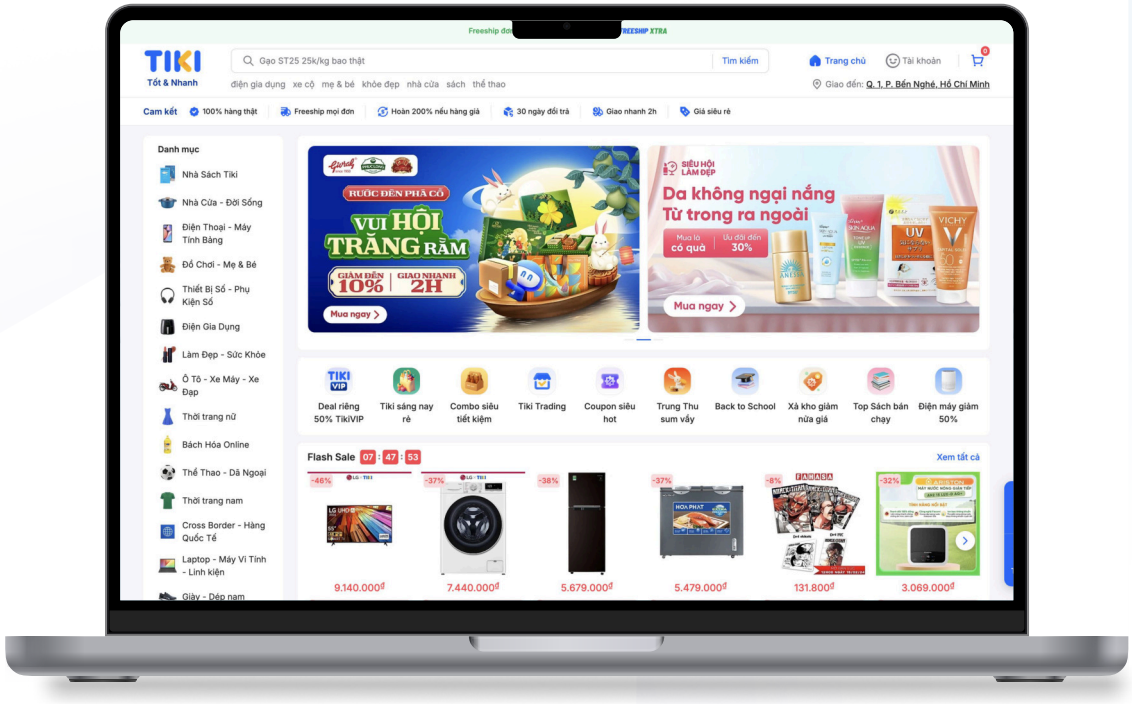
tiki.vn

Result

- Corresponding profit growth with increased traffic
- Establish a sustainable SEO system for the internal SEO team to inherit

100%

increased by 100% after 9 months



Stamford Skin Center

stamfordskin.com

Request

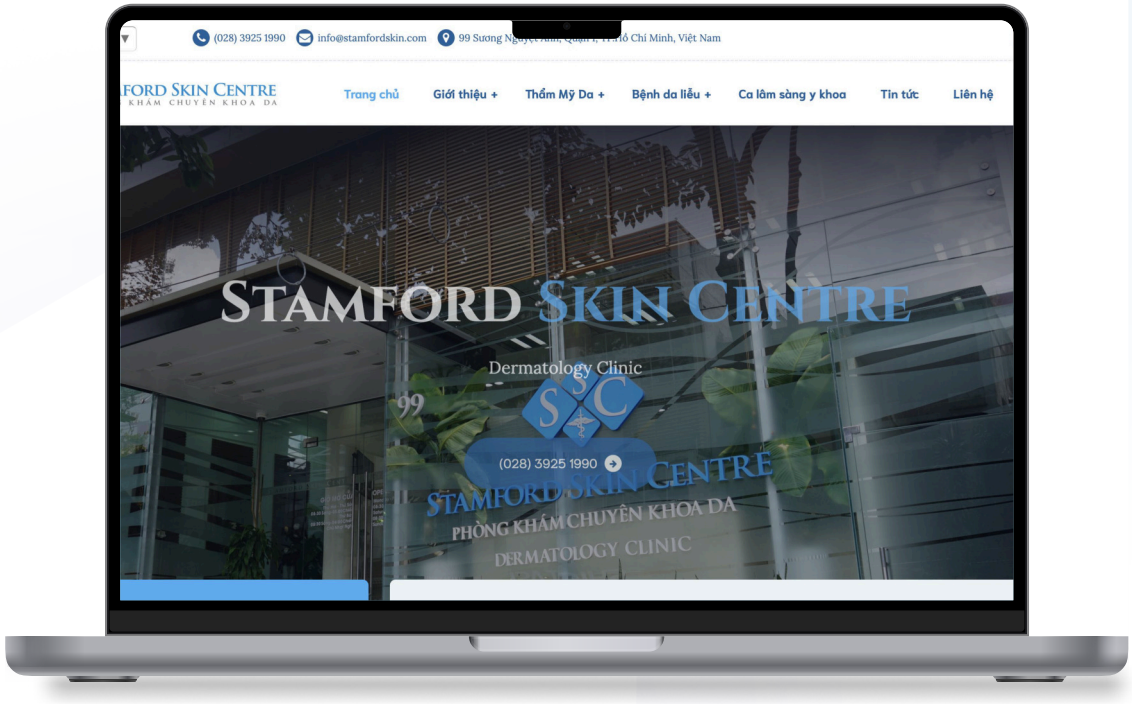
- Optimize the entire page
- Increase traffic and consultation rates

Result

Revenue exceeded expectations

100%

Increased traffic, reaching the top 5 for many competitive keywords such as 'dermatology clinic', 'dermatologist'



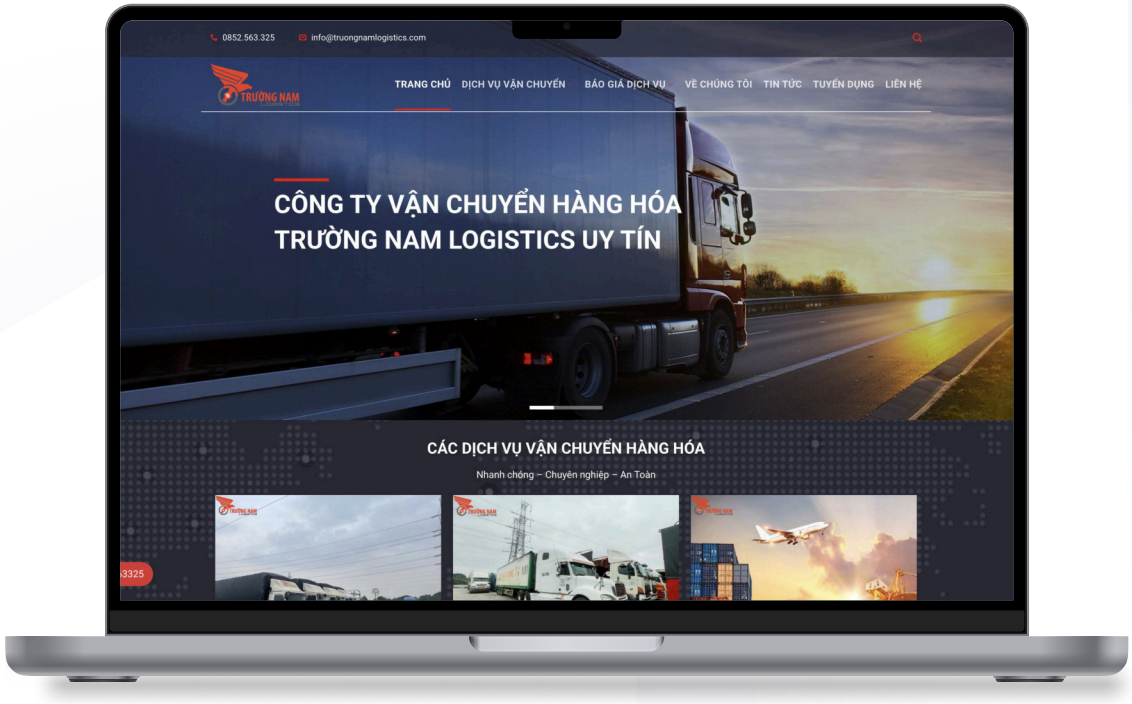
Trường Nam Logistic

truongnamlogistics.com

Request

Increase the ranking of high competition keywords on Google Maps and Google Search as per customer's request, specifically:

- Rank top 3 for the Truong Nam Logistics keyword group
- Rank top 10 for the GOHA keyword group



Solution

- SEO for Google Maps

Result

100%

100% exceeded KPIs set before the project ended by over 1 month. Despite achieving the team's results, they continued to optimize until the end of the project to achieve even more impressive numbers for the customer

Tâm Đức

goha.vn/showcase/do-le-tam-duc/

Request

- Increases organic traffic
- Increases keyword rankings with a focus on revenue growth

Solution

- Comprehensive SEO
- Refining UI/UX and user flow on the website for improved user navigation

Result

- Reached the goal earlier than the committed timeframe of 3 months
- Entered top 10 rankings after only 4 months of implementation, resulting in an increase in revenue direction effectiveness

110%

traffic compared to the commitment

70%

of the committed keywords entered the top 3 positions



Vitamin Life

vitaminlife.vn

Request

- Increase reach potential customers
- Increase awareness of VitaminLife's gift solutions on social channels

Solution

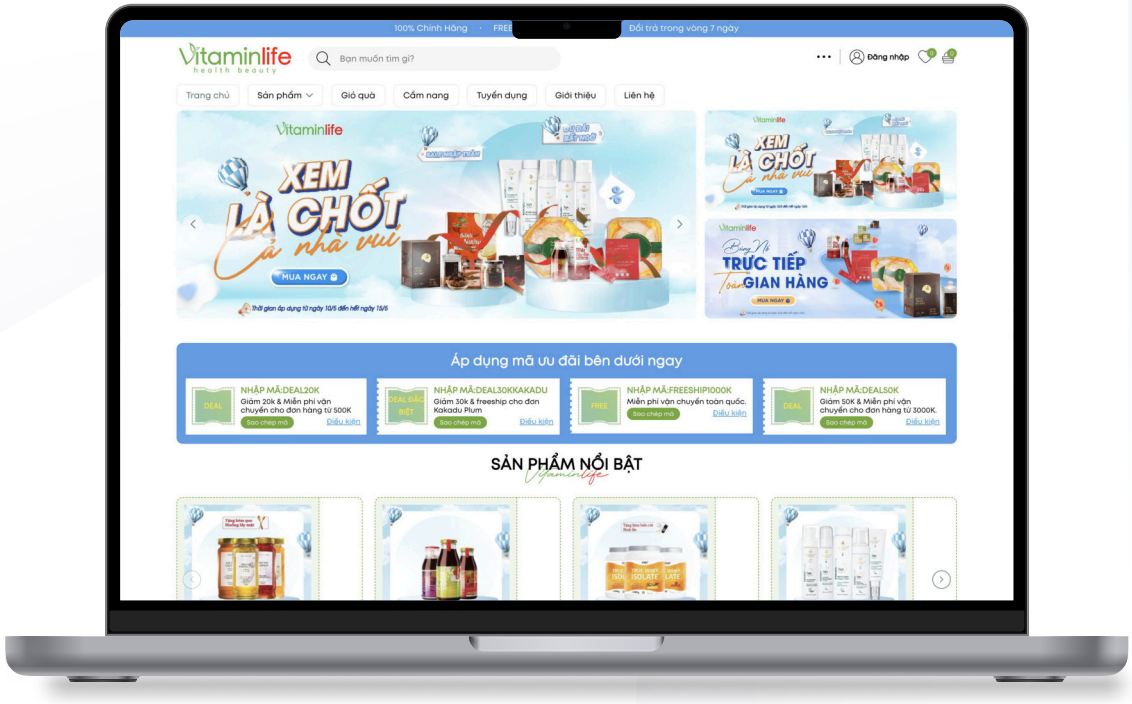
- Always on content for the main fanpage channel
- Combine Facebook ads and continuous testing to increase access to the right potential customers

Result

200%
inbox

970K
engagement

400%
traffic



GTR

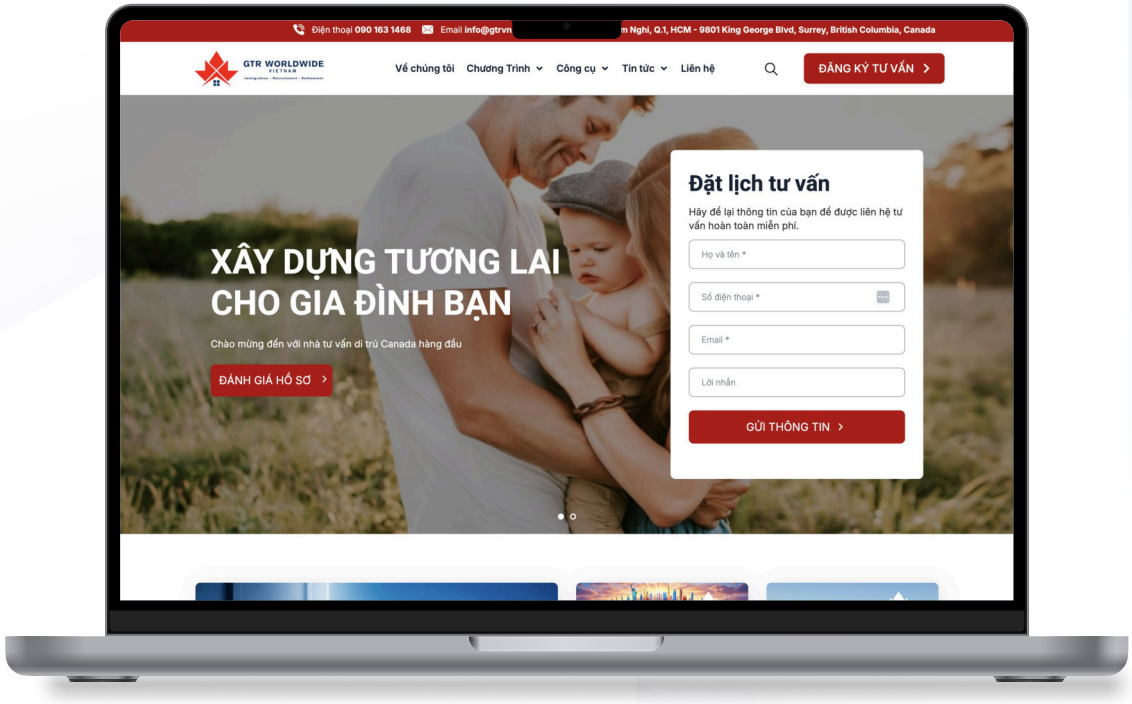
gtrworldwide.com.vn

Request

- Increasing organic traffic
- Increasing high-quality keyword
- Increasing conversion

Solution

- Optimize UI/UX of website
- Design user-flow and content according to customer journey maps for each user group
- Increase traffic through quality content



GTR

gtrworldwide.com.vn

Result

- Brought back keywords ranked in the top 10
- After 4 Google algorithm updates, GTR continued to grow with no signs of “being affected” or “experiencing a drop in traffic or keyword rankings”

150%

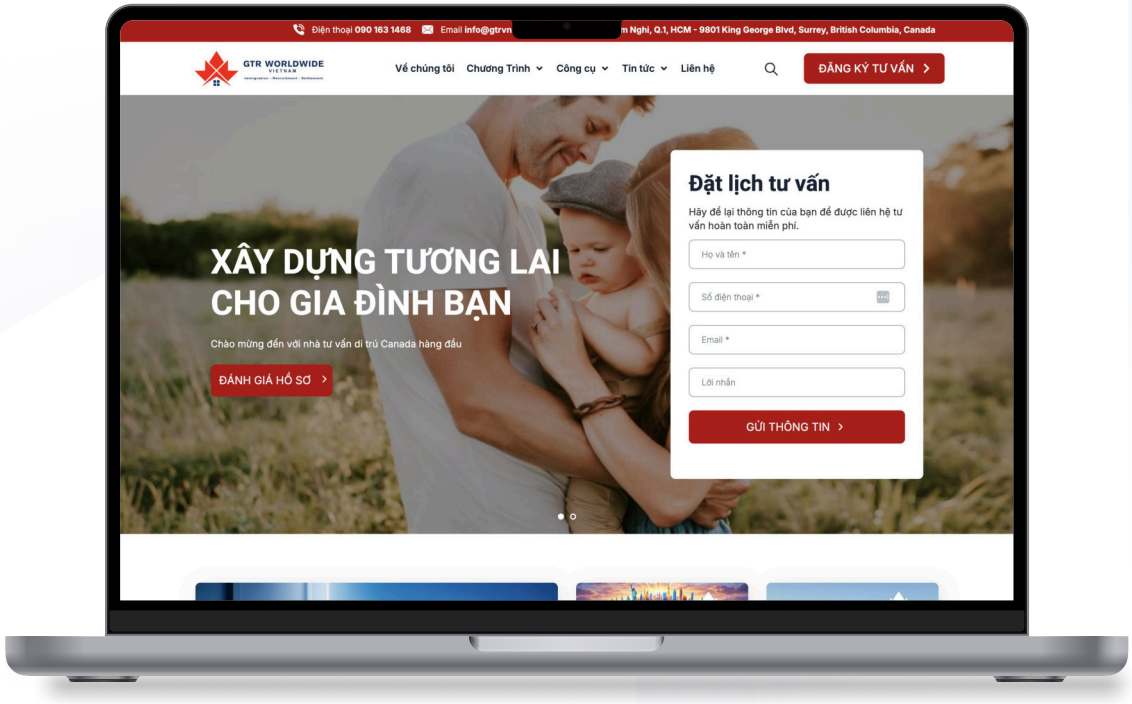
compared to the initial commitment with keywords reaching the top 10 from "out top 100", the number of keywords reaching the top 10

4 phút

time on site, from attractive content and correct insights

17x

increased in domain rating



Kết Nối Tiêu Dùng

ketnoitieudung.vn

Challenge

- Google advertising must generate revenue
- Comprehensive strategy for a website with multiple products

Solution

- Comprehensive marketing targeting increased customer profits
- Design and build a website to increase orders

Result

100%

100% increase in profits after 6 months of advertising



Toàn Cầu VISA

toancauvisa.com

Challenge

- Google advertising must generate revenue
- Comprehensive strategy for a website with multiple products

Solution

- Optimize the website
- Use Facebook and Google ads to increase calls

Result

150%

Increased in calls after 3 months



Galaxy Paint

galaxy-paint.vn

Challenge

- Google advertising must generate revenue
- Comprehensive strategy for a website with multiple products

Solution

- Optimize SEO
- Develop content, increase traffic, and improve keyword rankings

Result

200%

Increased in traffic, reaching the promised amount

113%

Ranking keywords on the first page increased by 113%



Mặt Hoa Da Phấn

mathoadaphan.com

Challenge

- Adwords advertising helps to quickly increase orders
- Find new customers through Facebook
- Increase potential customers to the website through SEO

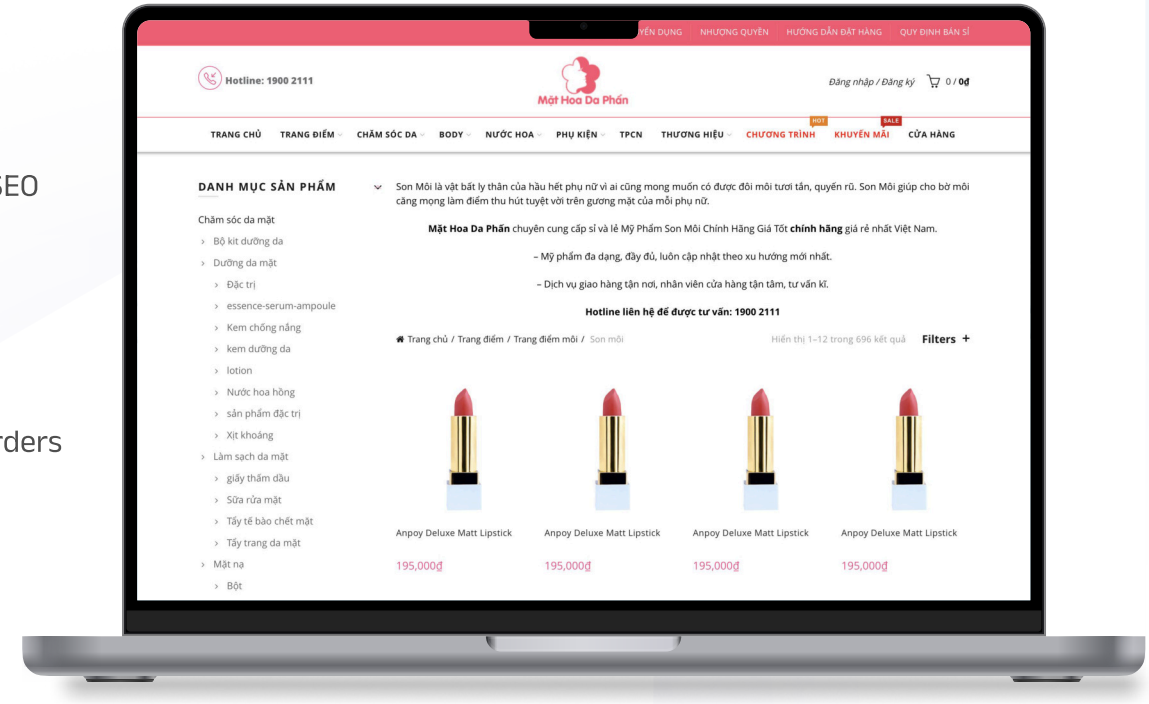
Solution

- Design the website
- Use Google and Facebook ads to increase traffic and orders

Result

20%

Increased in customer profits after 2 months of website implementation



Realtique

goha.vn/showcase/realtique

Request

Increases awareness of brand on Google Maps

Solution

- Comprehensive SEO
- Implementing Google Maps

Result

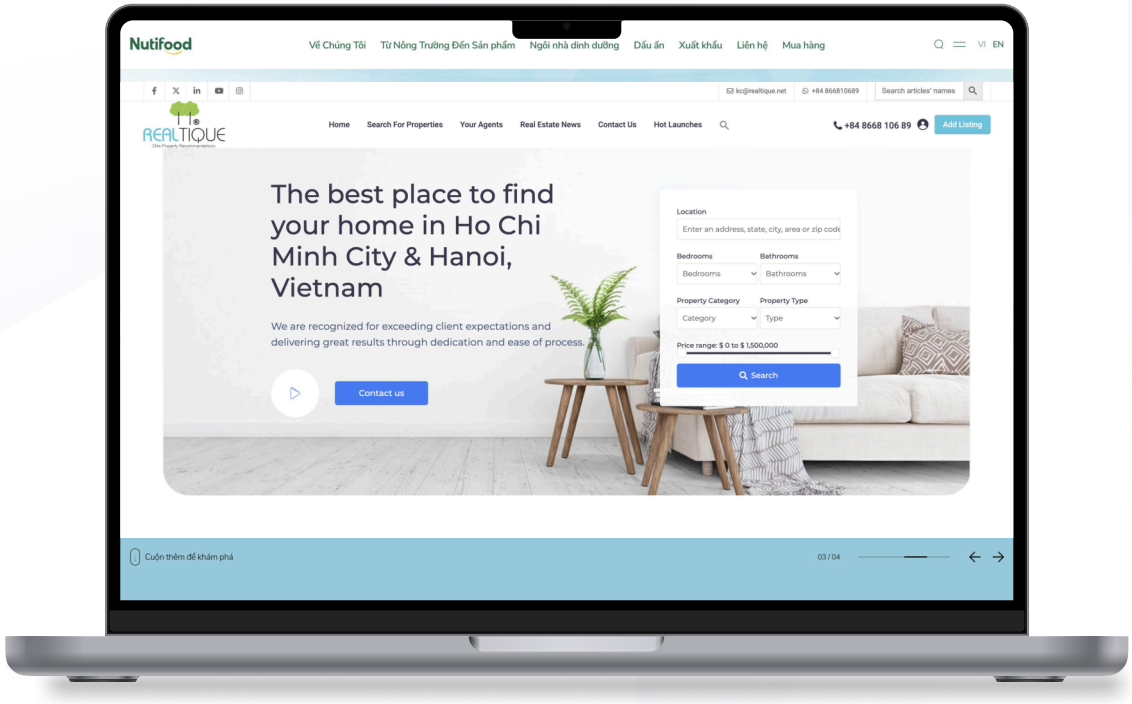
- Profit increases in proportion to the number of visits
- Implementing a sustainable SEO system for the internal SEO team to inherit

100%

KPI Increase keyword ranking in top 3 priority word groups

250%

Increase ranking of top 10 keyword groups proposed by GOHA



Vantay Media

GOHA is a Performance Marketing company under Van Tay Media - one of the fastest growing Digital Marketing Agencies in Vietnam.

Established in 2014, Van Tay Media brings difference and commitment as reflected in its name. We entered the industry to do the right thing and build effective communication strategies for our clients.

Our Services

goha GROWING HAPPINESS

A comprehensive marketing solution that helps you from zero to hero

goha.vn

TELOS

Brand position consulting from core values

telos.vn

era

B2B Inbound content marketing

eracontent.marketing

Letweb

Optimal website solutions
Marketing for different industries

letweb.net

onframe STUDIO

Reliable outsourced design team

onframe.studio

To reach the finish line
in the race of growing potential
customers doesn't have to be as
complicated as you might think

Let's have a coffee and discuss it!



Kiều Hải Yến

CEO

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