



REAL ESTATE

SOCIAL MEDIA REPORT 2025

NEXT SLIDE



► TABLE OF CONTENT

I. REAL ESTATE & INFLUENCER MARKETING OVERVIEW

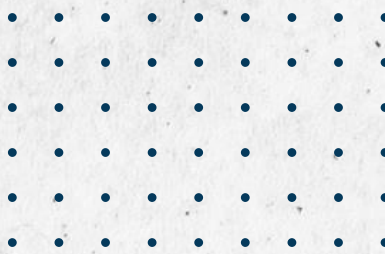
- 1.Real estate Overview
- 2.Influencer Marketing Overview
- 3.Influencer Marketing in Real estate
- 4.Case study

II. KOL & COMMUNITY IN REAL ESTATE

- 1.Real estate's KOL & Community in Vietnam
- 2.Proposed strategy
- 3.KOL/KOC & Community recommendations

III. CHALLENGES & OPPORTUNITIES

- 1.Challenges
- 2.Opportunities





I. REAL ESTATE & INFLUENCER MARKETING OVERVIEW

REAL ESTATE OVERVIEW

INFLUENCER MARKETING
OVERVIEW

INFLUENCER MARKETING
IN REAL ESTATE

CASE STUDY

► Real Estate Overview

Definition

Real estate refers to property that includes land and any improvements attached to it, such as buildings, infrastructure, and utility systems. Ownership of real estate also extends to natural resources on the land, such as water, minerals, and vegetation.

(Sources: Investopedia, JLL Research)

Types of Real Estate



Global Real Estate Trends (2024–2025)

- Global commercial real estate (CRE) transaction volume **rose by 37% in Q4/2024, reaching USD 703 billion**. **Over USD 600 billion** in undeployed capital ("dry powder") remains available, primarily targeting logistics, rental housing, and Grade A office spaces.
- 85% of companies require employees to return to the office at least three days per week, and 57% plan to expand office space from 2025–2030, prioritizing green, modern, and tech-enabled environments.
- Approximately **322–425 million m² of office space** worldwide requires retrofitting to avoid becoming stranded assets. **The estimated global retrofit cost ranges from USD 933 billion to USD 1.2 trillion over the next 5 years**, with potential energy savings of 10–40%.
- Investment in logistics in Asia-Pacific is expected to double, reaching USD 50–60 billion, while data centers are seeing rapid growth due to increasing demand from AI and cloud computing.

(Sources: JLL Global Real Estate Outlook 2025)

Vietnam Real Estate Market Overview

◆ Key Trends in Vietnam

According to reports from the Ministry of Construction and organizations such as FPTIS, Vietnam's real estate market has shown signs of modest recovery since mid-2024 following a period of decline driven by high interest rates and tightened credit conditions:

- Apartment transactions in Hanoi and Ho Chi Minh City increased by approximately **16%** in Q4 2024 year-over-year.
- The government is promoting affordable housing and rental housing, backed by a **VND 120 trillion** stimulus package.
- Prices remain high in major cities, but new supply is limited due to ongoing legal challenges.

(Sources: Ministry of Construction, FPTIS, VnExpress, Savills Vietnam)

◆ Post-pandemic Consumer & Investment Shifts



- Homebuyers increasingly favor health-focused and green living environments, including amenities like internal parks, gyms, and co-working spaces.
- The vacation property segment (second homes) is gradually recovering in destinations such as Phu Quoc, Da Lat, and Ho Tram.
- Investors are shifting from short-term speculation to long-term holding and rental yield optimization.

◆ Gen Z & Millennials: The Emerging Buyer Groups

According to a survey by [Batdongsan.com.vn](https://batdongsan.com.vn):

-> **60%** of first-time homebuyers in Ho Chi Minh City in 2023 were under 35 years old.



Smart Tech-First Living



Flexible Living & Co-living



Lifestyle & Community Focus

- Gen Z places emphasis on smart home technology, digital amenities, and community connection.
- Millennials and Gen Z are open to renting or co-living to reduce costs, yet still prioritize central locations and modern facilities.
- Future developments must integrate “life-tech” solutions, shared spaces, and personalized experiences to meet the expectations of these demographics.

(Sources: [Batdongsan.com.vn](https://batdongsan.com.vn), Savills Vietnam, CBRE Vietnam 2024)

► Influencer Marketing Overview

What is Influencer Marketing?

- According to [Influencer Marketing Hub](#), Influencer Marketing is a strategy that leverages the credibility and reach of individuals with significant influence to promote a brand. Simply put, it involves collaborating with those who have a strong online presence and the ability to shape opinions within their areas of expertise.
- Influencers typically have loyal and highly engaged audiences. Through partnerships with them, businesses can expand their reach and foster authentic connections with their target customers.
- The core objective of influencer marketing is to identify key opinion leaders whose voice, expertise, and content align with a brand’s target audience. Once the right influencers are identified, brands can collaborate with them to enhance brand awareness and credibility.

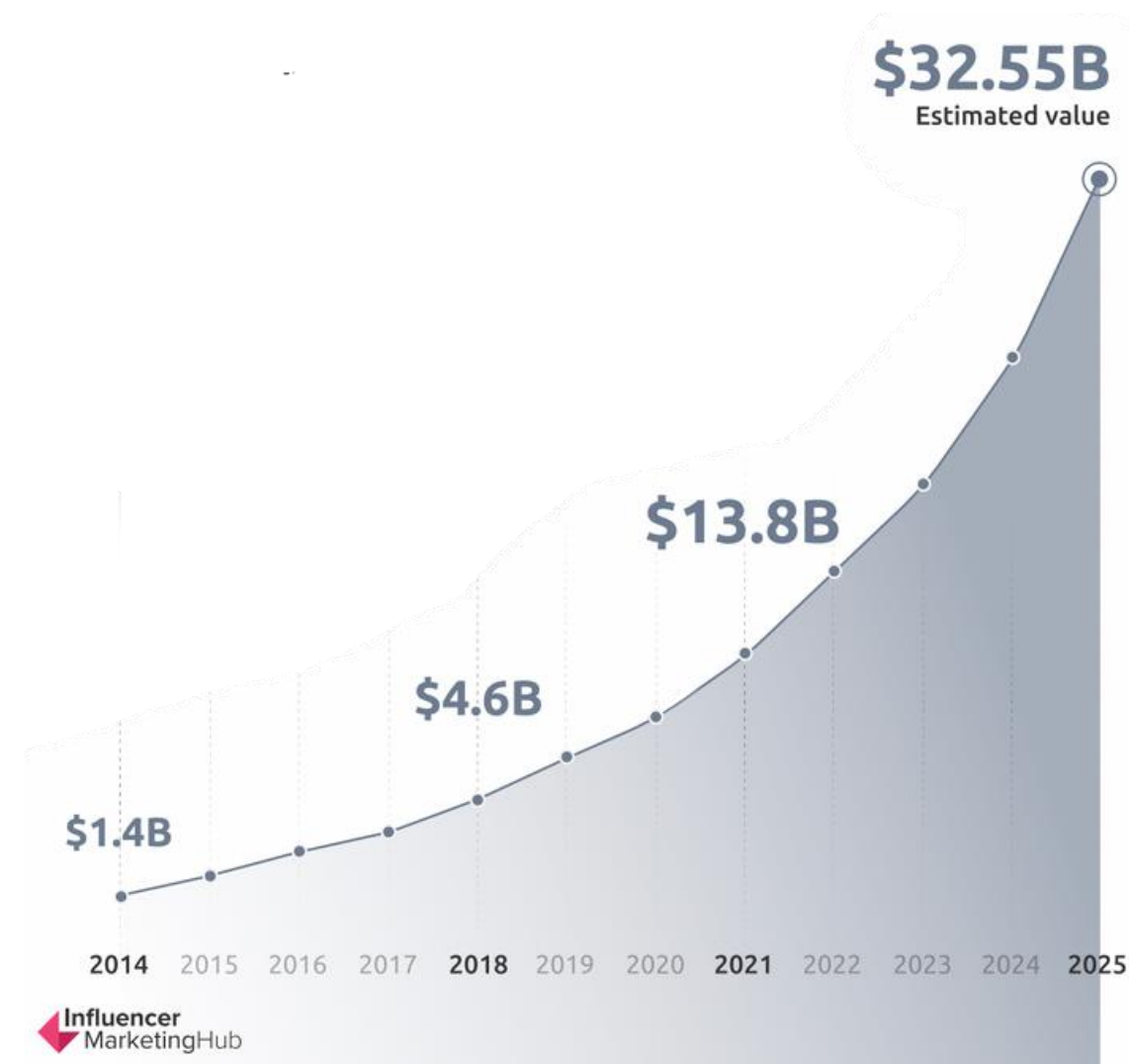
Why is Influencer Marketing Effective?

Authenticity & Trust	Influencer marketing thrives on authenticity. Audiences view influencers as trustworthy sources, offering genuine opinions and experiences, which helps build brand trust organically.
Audience Precision	Influencers often operate within specific niches or communities, allowing brands to precisely target and resonate with the right audience—leading to more effective campaigns.
Creative Content Value	Influencers are not only promoters but also skilled content creators. They know how to craft compelling, platform-optimized content. For brands, this means access to high-quality, engaging content that draws real attention on social media.

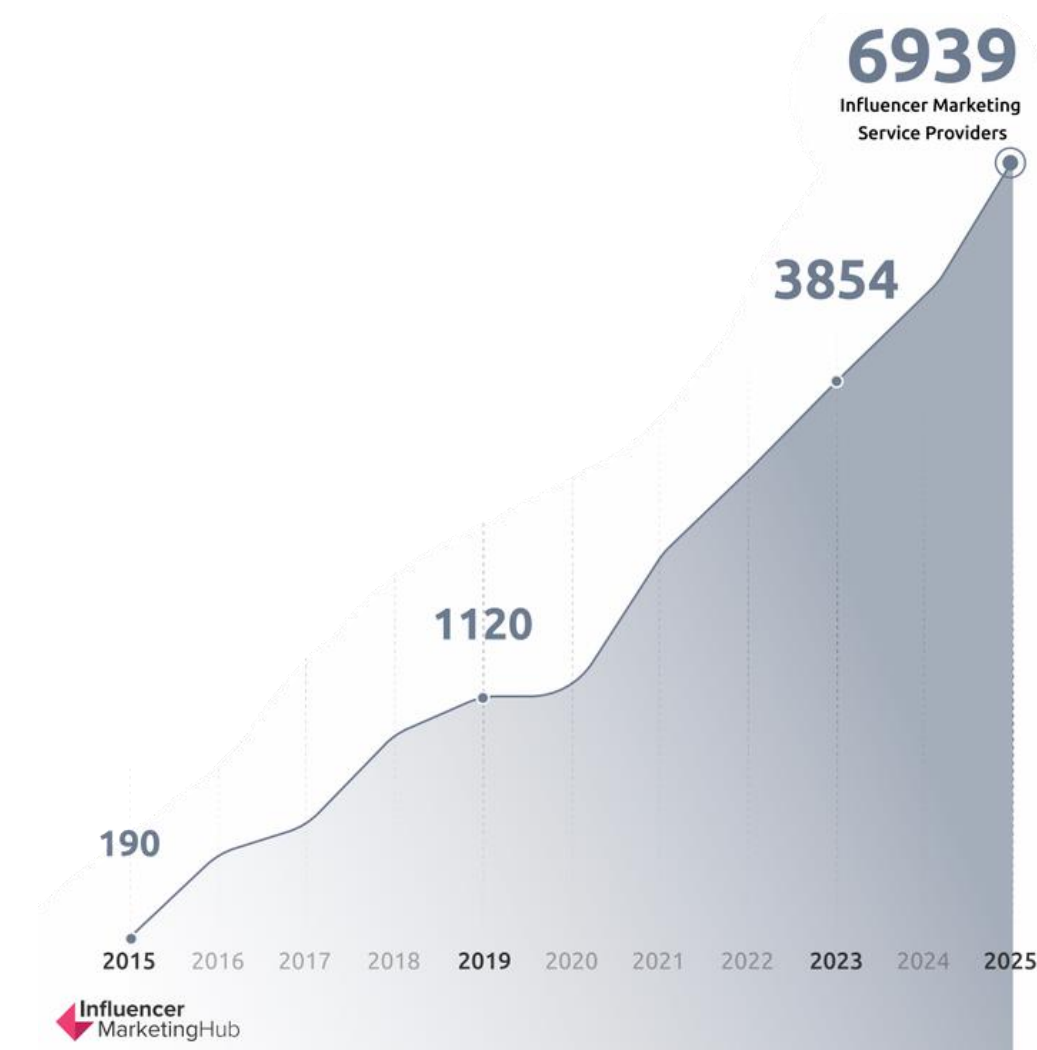
(Source: Influencer Marketing Hub)

2025: KEY INDUSTRY HIGHLIGHTS

- **Unstoppable Growth:** Influencer Marketing is experiencing a rapid surge, with the global market projected to reach **USD 32.55 billion by 2025**, reflecting an impressive **compound annual growth rate (CAGR) of 35.63%**.



- **Explosive Industry Expansion:** The Influencer Marketing ecosystem continues to grow at a remarkable pace, with **6,939 platforms and service providers** specializing in influencer marketing recorded in 2025 — a massive increase compared to just **1,120 providers in 2019**.



2025: KEY INDUSTRY HIGHLIGHTS

- **Social Media Became The World's Largest Advertising Channel:**

- In 2024, social media became the world's largest advertising channel, surpassing paid search, with a staggering **\$247.3 billion in global ad spend**.
- This is expected to grow to **\$266.92 billion in 2025**, driven by increasing investments in influencer collaborations, short-form videos, and live shopping experiences.

- **AI as The Catalyst of Influencer Marketing's Evolution:** The power of artificial intelligence in influencer marketing cannot be overstated.

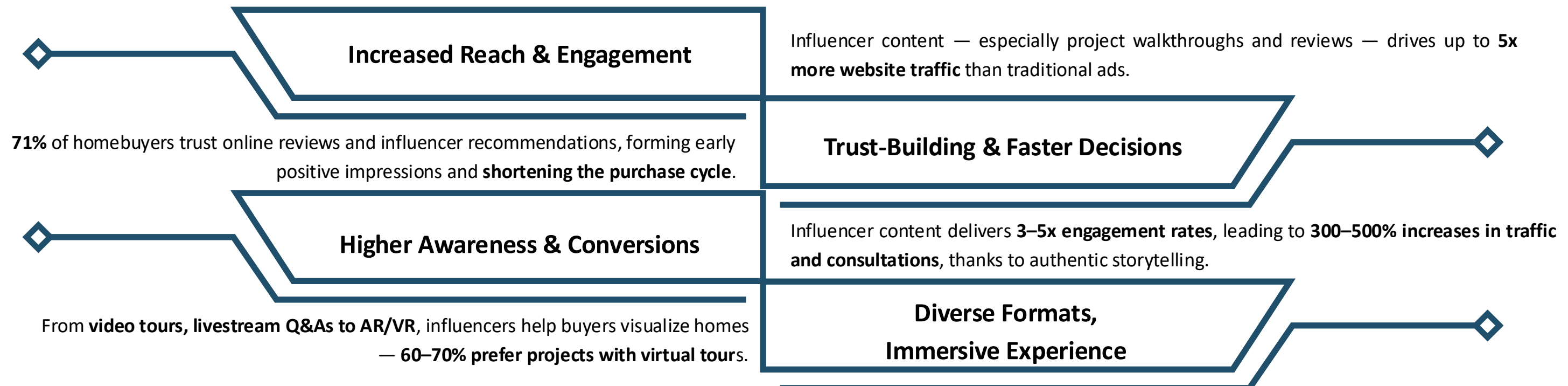
- In 2025, AI is naturally positioned to redefine the industry, addressing long-standing barriers and unlocking unprecedented efficiencies across all core influencer activities, from identification to campaign optimization.
- AI's most significant contributions lie in its ability to streamline operations and deliver value in tangible ways. This year's survey results reinforce its key benefits:



► INFLUENCER MARKETING IN REAL ESTATE

- Influencers in the real estate sector are not limited to property investors or agents. They can also be travel bloggers, lifestyle creators, or TikTokers who review living spaces — individuals who share authentic, relatable experiences and attract audiences through their personal style.
- Real estate brands rarely rely on a single type of influencer. Instead, they flexibly collaborate with different creators based on specific campaign stages: from project launches and brand awareness to site visits and buyer engagement. A unique strength of this industry is its experiential nature — influencers often visit the property themselves, share genuine impressions, and produce organic content that builds trust with potential buyers.
- As modern consumers increasingly turn to social media for research before visiting a sales office, influencers act as reliable guides — helping brands tap into the emotions and search behaviors of today's home seekers.

Impact on the Real Estate Sector



Information-Seeking Behavior via Social Media & KOLs

96%

of real estate buyers search online, and 74% use mobile devices for property research (REsimpli, 2025).

97%

of homebuyers read online reviews before making a purchase decision (REsimpli, 2025).

41%

of Gen Z and Millennials explore property options via social media (RE/MAX Future of Real Estate, 2024).

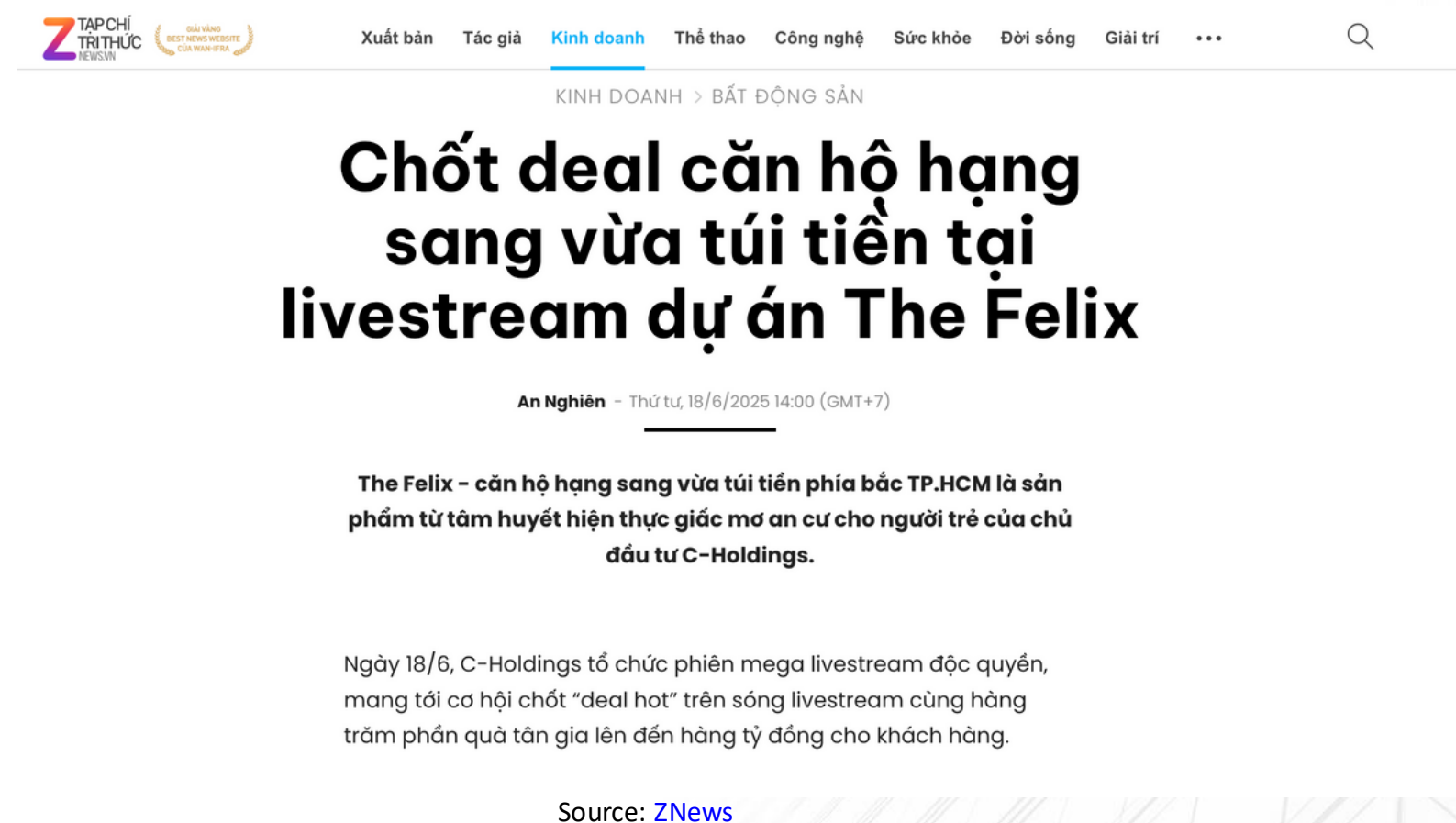
> 78%

of consumers consider influencers more trustworthy than traditional ads (Influencer Marketing Hub).

► Case Study

The Felix – “Closing deals” via livestream with influencers

- **Brand:** The Felix by Gotec Land
- **Format:** On-site property livestream sales in collaboration with influencers and professional agents
- **Key content:** Livestream sessions showcasing the project, answering viewers’ questions in real-time, and assisting with deposit placement during the broadcast
- **Impact:** Recorded an increase in booking numbers after each livestream, thanks to a friendly approach, real-time interaction, and an experience comparable to an on-site visit



Source: [Facebook](#) Nha dat Hung Thuan

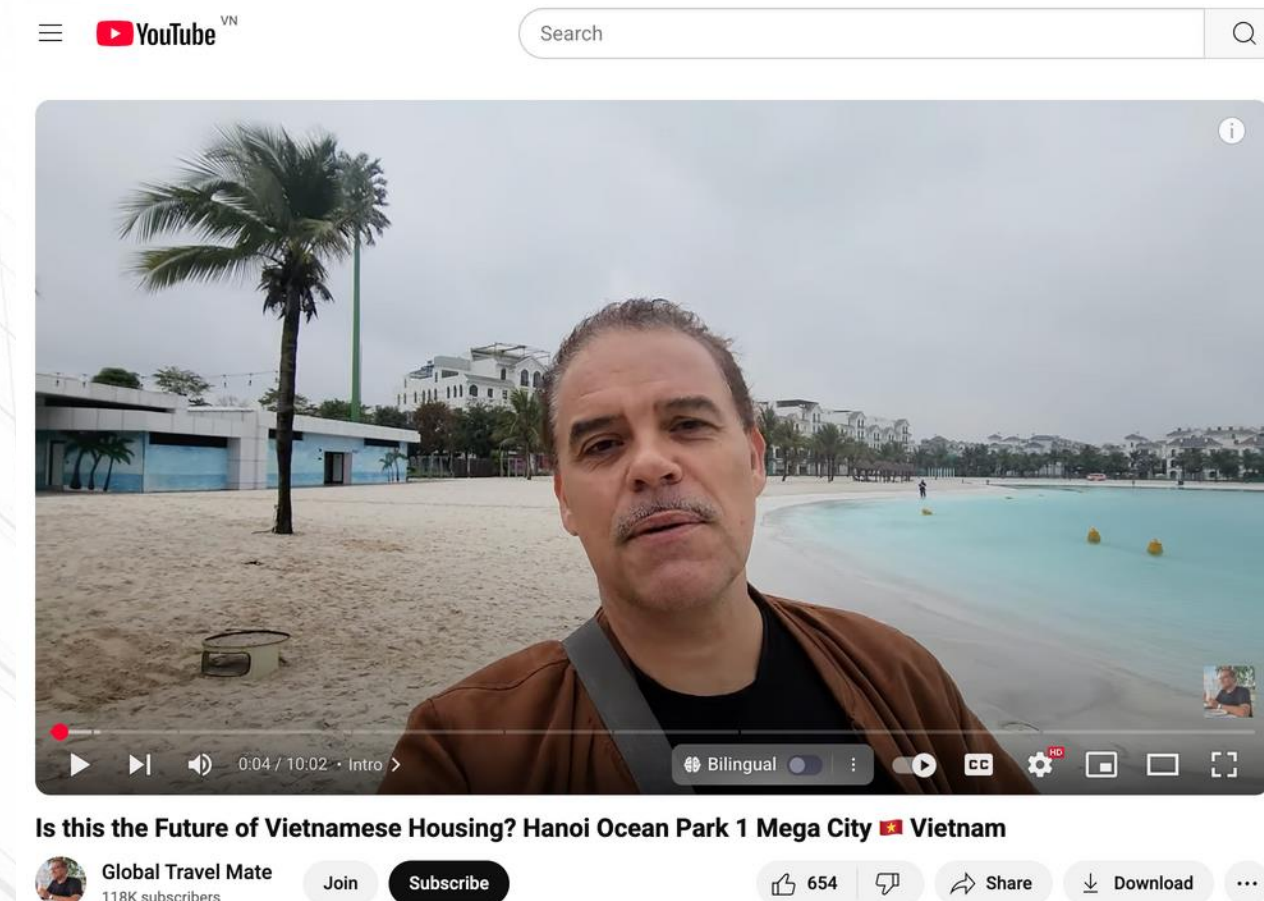
► Case Study

Vinhomes – Reaching international markets via YouTube & foreign KOLs

- **Brand:** Vinhomes
- **Strategy:** Collaborated with international YouTubers (e.g., Lloyd & Mandy, Paul Lee) to showcase major urban developments in Vietnam to overseas markets
- **Format:** Vlogs, walkthrough videos, and lifestyle reviews — entirely from the perspective of foreigners living in or visiting Vietnam
- **Impact:** Enhanced credibility in global markets and reached potential buyers through authentic reviews and high-quality content



Source: [InfluencerViet](#)



Source: [Youtube Global Travel Mate](#)

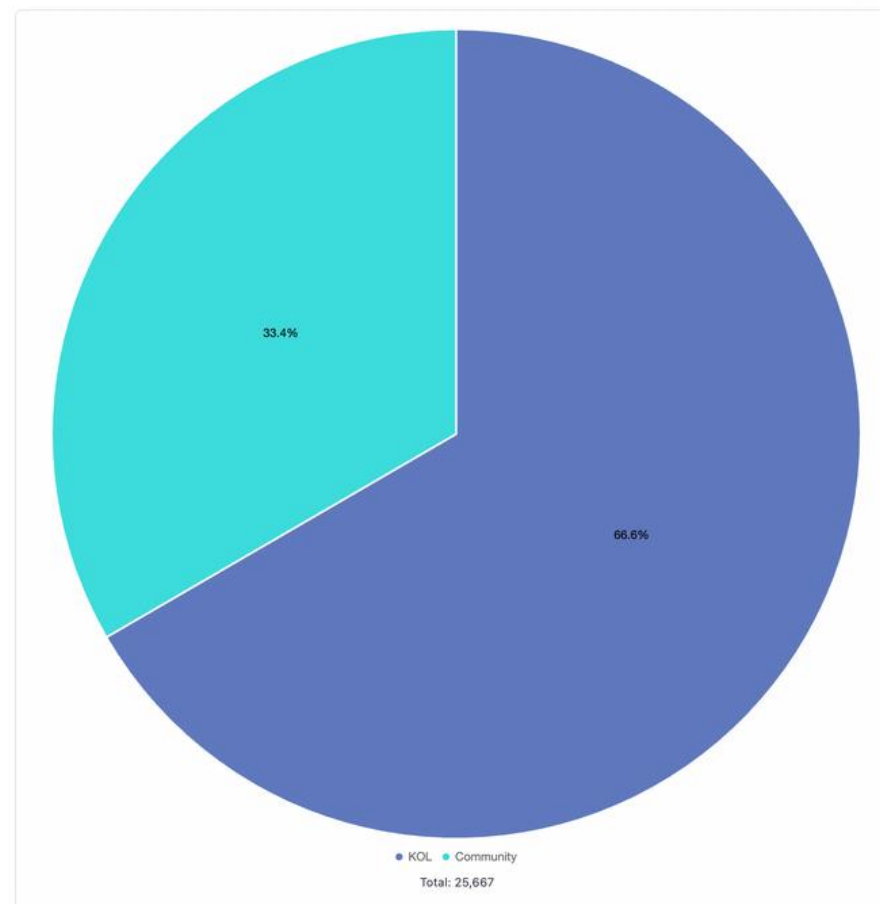
II. KOL & COMMUNITY IN REAL ESTATE



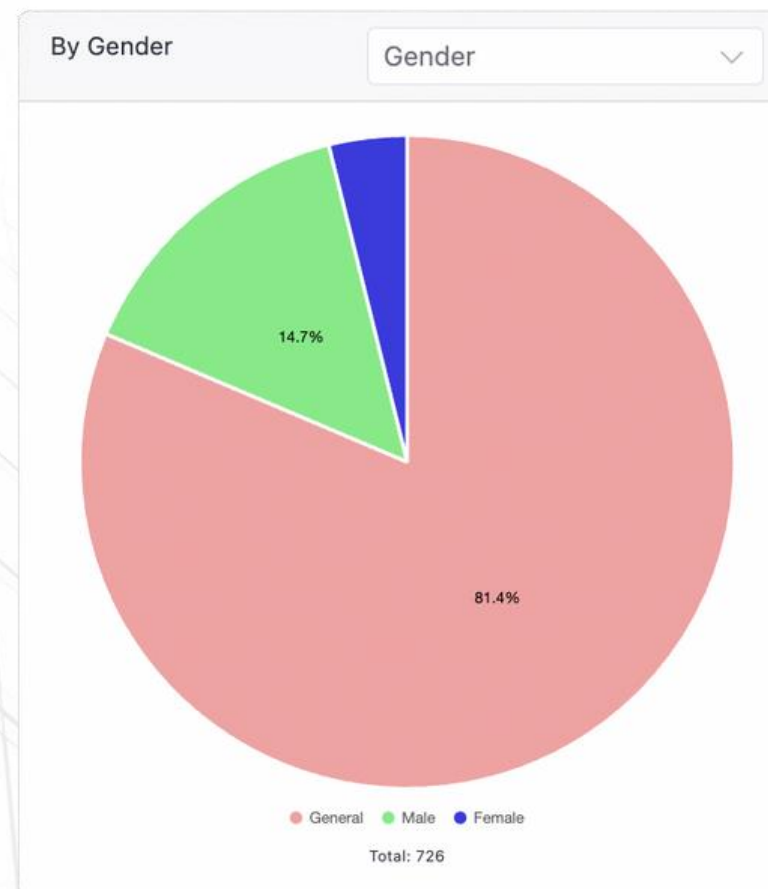
► Real estate's KOL & Community in Vietnam

Market Snapshot

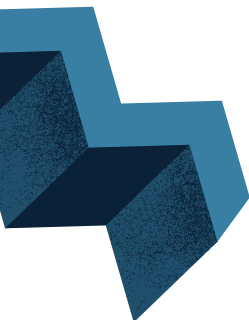
As of the current reporting period in June 2025, BrandC's system is closely monitoring **over 25,500 channels in total**, providing a comprehensive overview of the impact of Influencer Marketing in Vietnam. Among these, **726 active KOL and Community channels** in the real estate industry serve as a valuable data source, offering brands clearer insights into how Influencer Marketing operates within this specific industry.



Total Number of KOL and Community Channels
Source: BrandC

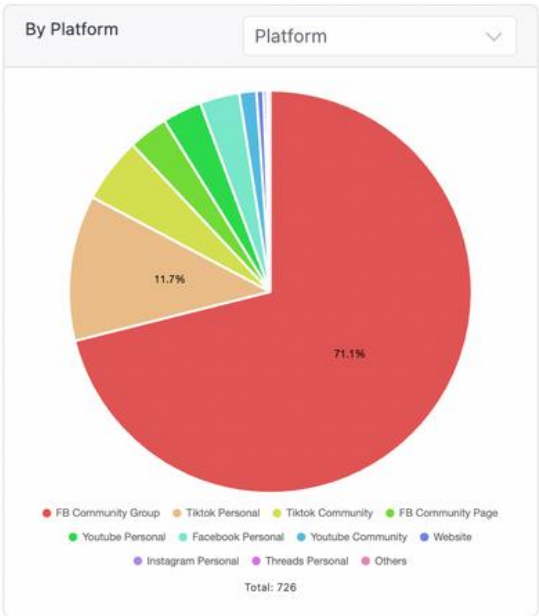


Total Number of KOL and Community Channels in the Real Estate
Source: BrandC



Distributed by Platform

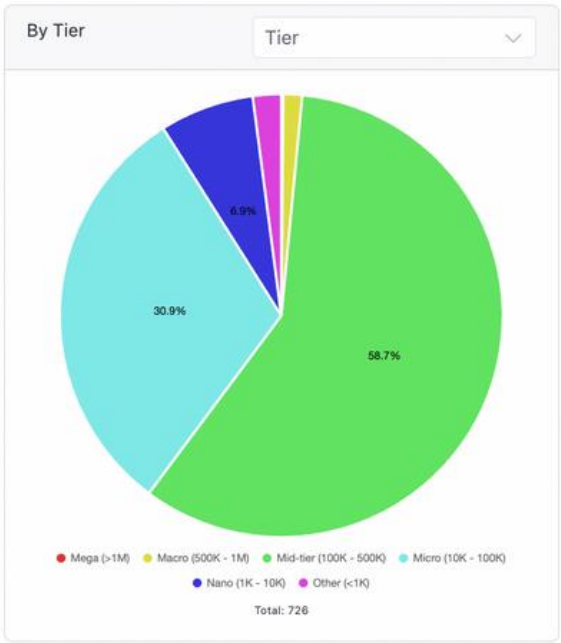
- **More than 71%** of channels—**equivalent to 516**—are **Facebook community groups**, making this the most dominant platform by far. In Vietnam’s real estate industry, these Facebook groups are where real buyers, agents, and interested audiences gather. They are ideal for spreading information quickly and reaching a large, relevant audience.
- **TikTok Personal** is the second most popular platform in real estate influencer marketing. On TikTok, real estate professionals and agents often post quick updates about developers, projects, and model home tours.
- Other platforms like TikTok Community, Facebook Community Pages, YouTube, and websites have a smaller share. However, they are still useful channels for brands to share news about the industry, projects, and their own brand stories.



Source: BrandC

Distributed by Tier

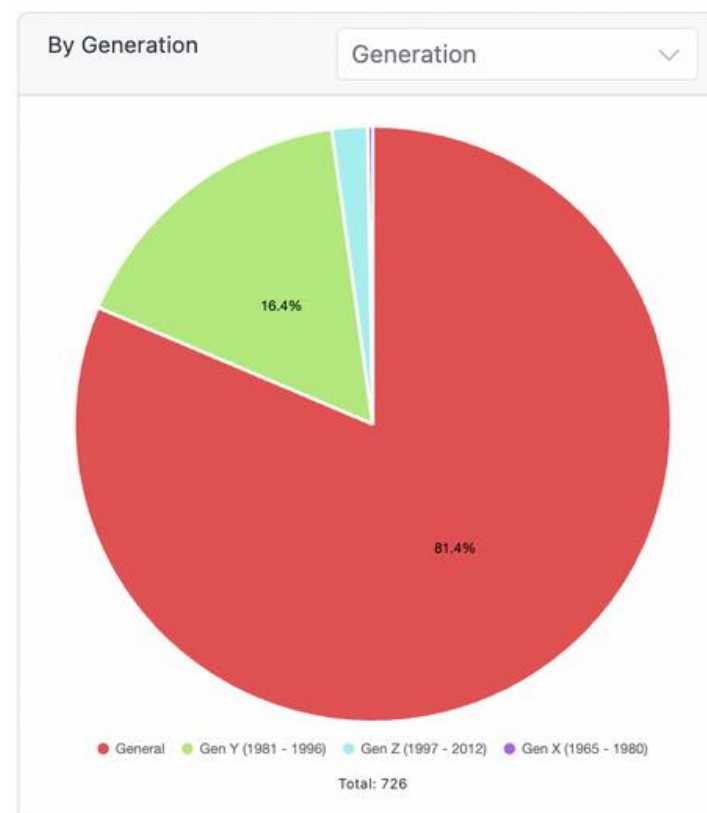
- Currently, the majority of KOLs and community channels in BrandC’s system fall into the **Mid-tier (100K - 500K followers)** category, accounting for **58.7%** of the total. This is followed by Micro-tier channels at nearly 31%, along with smaller shares from Nano and Other tiers.
- **Macro and Mega influencers** (with over 500,000 followers) are relatively **rare** in the real estate sector and are not the primary focus of BrandC.
- However, Mid-tier KOLs and Communities in real estate tend to have high engagement rates. They possess a strong enough following to ensure wide reach, while maintaining close connections with their audience. Community channels in this tier often provide fast, diverse updates and are effective at reaching the right target audience.



Source: BrandC

Distributed by Generation

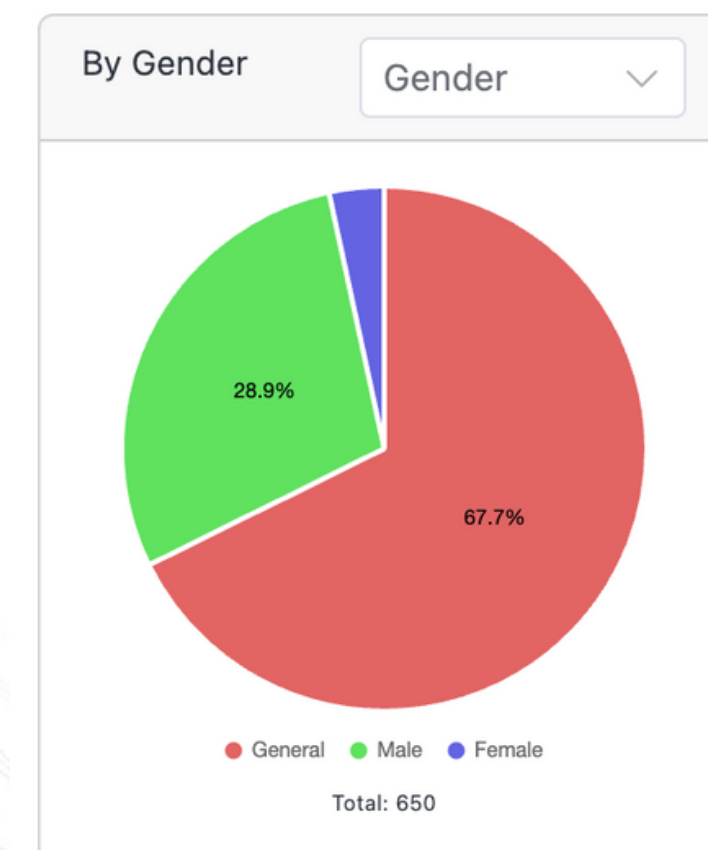
- **The General** holds the largest share, reflecting the widespread popularity of community-based channels. This is a diverse audience group active across major platforms such as Facebook and TikTok, playing a key role in driving lively and trustworthy real estate discussions.
- Following that is **Generation Y (Millennials)**—individuals who are financially stable and at a life stage where exploring and investing in real estate becomes a practical need and aspiration. This group often brings strong expertise and experience in the real estate sector, making them highly influential in shaping public decisions around property investment and ownership.



Source: BrandC

Distributed by Gender

- In terms of gender, most profiles in Vietnam's real estate sector are categorized as **"General"**, largely due to the nature of community-based platforms like Facebook groups—where anyone can contribute and share their experiences.
- However, **male KOLs** still make up the majority of those actively sharing news, insights, and engaging in discussions about real estate.
- This trend is mainly driven by the fact that men tend to show greater interest in topics such as finance, economics, and property investment.



Source: BrandC

OPPORTUNITIES FROM INDIRECT KOLS

EXPANDING REAL ESTATE REACH

1. The Lack of Industry-Specific Real Estate KOLs in Vietnam

- Vietnam's real estate sector currently lacks influential KOLs with deep expertise.
- Most individuals sharing real estate content are brokers or salespeople, whose posts often lack engaging formats or trusted perspectives for serious property investors.
- Relying solely on this group can lead to content repetition, low creative diversity, and ultimately limited brand reach.

2. Financial & Investment KOLs: Highly Relevant to Real Estate

- Real estate is a big investment channel, closely linked to personal finance and long-term money plans.
- Finance and investment KOLs can explain market trends clearly, share real experiences, and build trust with their followers.
- They help reach people with an investor mindset — those looking to grow their wealth through real estate.

OPPORTUNITIES FROM INDIRECT KOLS

EXPANDING REAL ESTATE REACH

3. Lifestyle KOLs as a Gateway to Broader Audiences

- Real estate is not just a place to live — it's also part of a lifestyle.
- Lifestyle KOLs and content creators (in travel, family, etc.) can inspire audiences with living experiences and the desire to upgrade their lifestyle, which helps spark interest in property.
- They also reach young, high-earning consumers who are likely to become future homebuyers.

4. Boosting Campaign Impact Through Diverse Perspectives and Audiences

- Collaborating with different KOL groups makes campaign content more diverse and engaging for a wider audience.
- It helps the brand go beyond the real estate niche and become part of everyday life — from personal finance to modern lifestyle.

► Propose KOL Strategy: Real Estate Experts



• Strengths:

Facebook is an ideal platform for sharing market insights, professional analysis, and buying advice—helping build trust and attract serious real estate followers.

• Relevance:

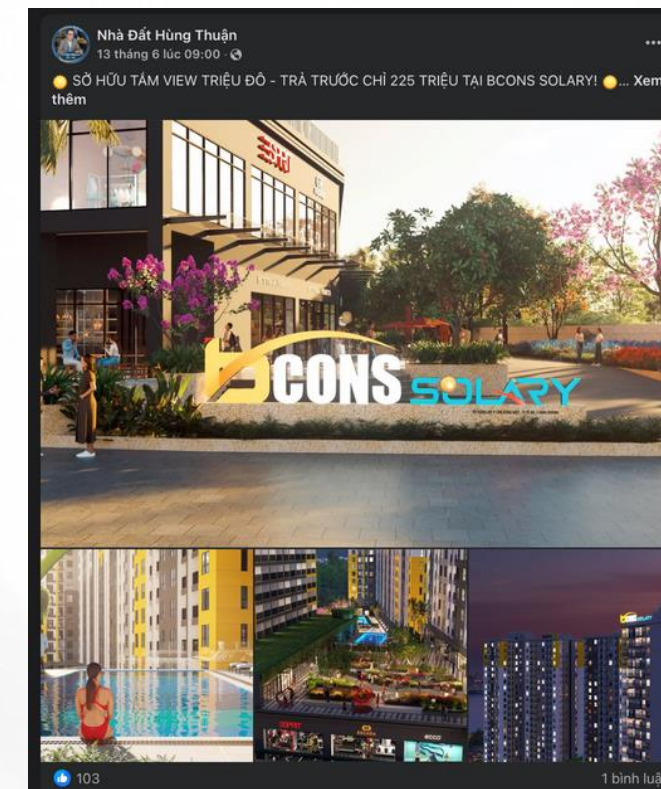
Well-suited for direct consultation with buyers, project introductions, sales policy updates, and triggering real demand through market expertise.

• Recommended Activities:

1. Post in-depth market analysis, price comparisons, area potential, and project legal status
2. Livestream project introductions (location, amenities, policies, offers) with real-time Q&A
3. Create videos/Facebook Reels reviewing actual projects and model apartments
4. Share guides and real buyer experiences (legal process, financing, etc.)
5. Update project progress and milestones (construction, handover, title issuance, etc.)
6. Announce sales achievements or customer success stories
7. Share PR links, press coverage, and official content from developers, adding personal commentary

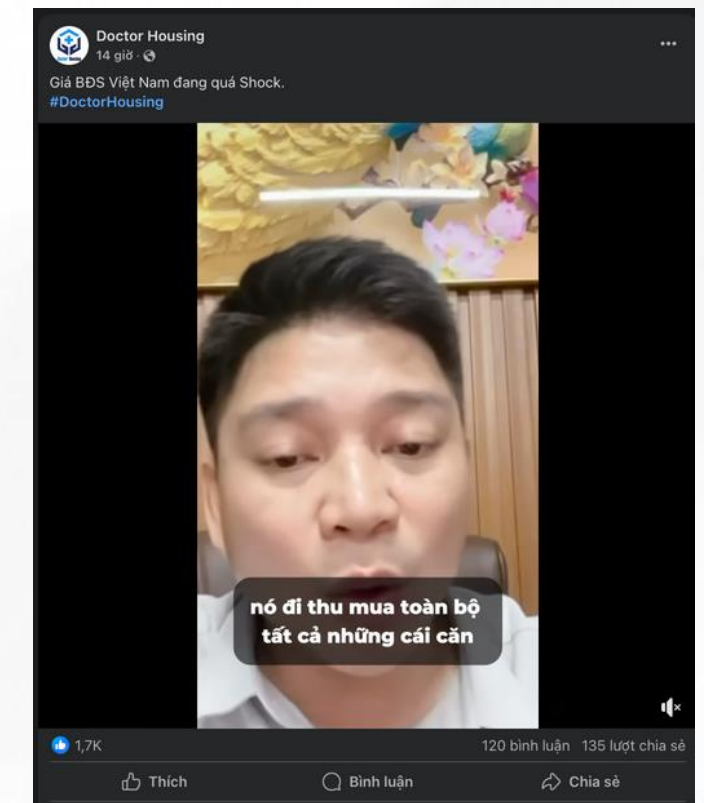
• Engagement Metrics:

Track organic reach, interactions within groups and Pages (comments, likes, shares), and viewer engagement during livestreams.



New Project Showcase Post

[Source:](#) Nha Dat Hung Thuan



Real Estate Market Analysis Post

[Source:](#) Doctor Housing

► Propose KOL Strategy: Real Estate Experts



- **Strengths:**

These KOLs have strong market knowledge, stay updated on new projects, and can translate complex real estate information into content that's simple, relatable, and shareable. TikTok allows them to quickly reach audiences actively researching home buying or investment options.

- **Relevance:**

Ideal for educating viewers, offering buying advice, realistic reviews, and legal tips — positioning themselves as trusted “guides” on TikTok for property-curious users.

- **Recommended Activities:**

1. Project “unboxing” videos (e.g., on-site shots of location, road access, views, amenities)
2. Area comparisons (e.g., “With VND 3B, Thủ Đức or Bình Chánh?”)
3. Policy explainers (e.g., “0% interest home loans – is it a good deal?”)
4. Bite-sized tips on buying, checking legal docs, safe loan practices
5. Livestream Q&A about projects, neighborhoods, investment tips
6. Storytelling videos (e.g., “My client almost lost their deposit — here’s what we learned”)

- **Engagement Metrics:**

Measured by video views, likes, comments, shares, saves, and project-related hashtags.

Short videos help build quick awareness and draw interest within the real estate community.



Real Estate Info Clip

[Source:](#) Chong Sa Ly

► Propose KOL Strategy: Real Estate Experts



- **Strengths:**

Real estate KOLs bring in-depth market knowledge, strong analysis skills, and visual storytelling through on-site videos. They are positioned as trusted experts, helping viewers feel more confident when making major decisions.

- **Relevance:**

Best suited for project showcases, deep-dive reviews, legal guides, and transaction walk-throughs — especially effective for serious homebuyers actively researching.

- **Recommended Activities:**

1. Video series (e.g., “Project Decode” – reviews, area comparisons, investment potential)
2. On-site project footage
3. Analytical videos (e.g., “Why land prices in this area jumped in 2 years”)
4. Legal guides: land use certificates, deposits, mortgages, property transfers
5. Sales policy evaluations from a professional perspective
6. Interviews with actual buyers/investors sharing real experiences → builds trust

- **Engagement Metrics:**

Measured by views, likes, shares, comments, and project hashtags — reflecting audience trust and interest.



Real Estate Analysis Video

[Source:](#) Phạm Tuan Son Official

► Propose KOL Strategy: Investment, Finance & Lifestyle



• Strengths:

These KOLs maintain high engagement through analysis posts, livestreams, and personal stories. Real estate content can be naturally integrated from an investment or lifestyle perspective, encouraging organic discussions and shares within their communities.

• Relevance:

Highly effective in communicating project highlights, sales policies, investment stories, livestream consultations, or premium living experiences.

• Recommended Activities:

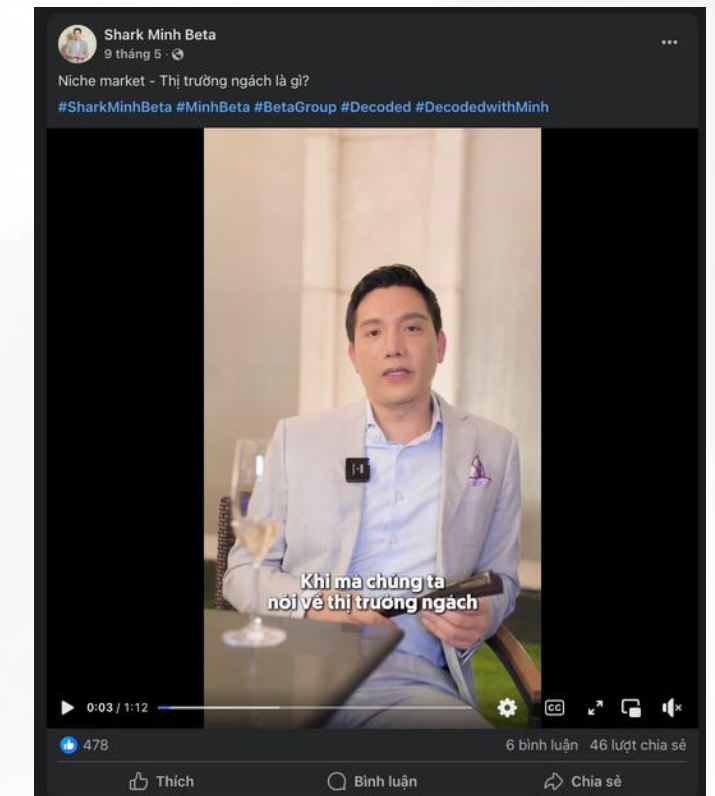
1. Opinion posts on a real estate project
2. Livestream Q&A sessions (e.g., "Is now a good time to buy property?")
3. Lifestyle reviews of living spaces (show units, villas, project amenities)
4. Posts sharing launch events, promotions, or minigames to increase awareness
5. Interactive content (e.g., "If you had VND 3 billion, where would you invest?")
6. Financial reports or market updates with personal commentary to build thought leadership

• Engagement Metrics:

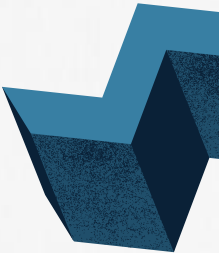
Measured by organic reach, group/Page interactions (comments, likes, shares), and audience participation across platforms.



Post Sharing About Living Spaces
[Source:](#) Nguyen Ho Tra My



Post Sharing About Economic Insights
[Source:](#) Shark Minh Beta



► Propose KOL Strategy: Investment, Finance & Lifestyle



- **Strengths:**

These creators excel at producing short, trendy, and relatable content, sharing personal finance and investment ideas in a way that's easy to understand. TikTok enables rapid reach among young audiences seeking early wealth-building, lifestyle upgrades, or flexible investment options.

- **Relevance:**

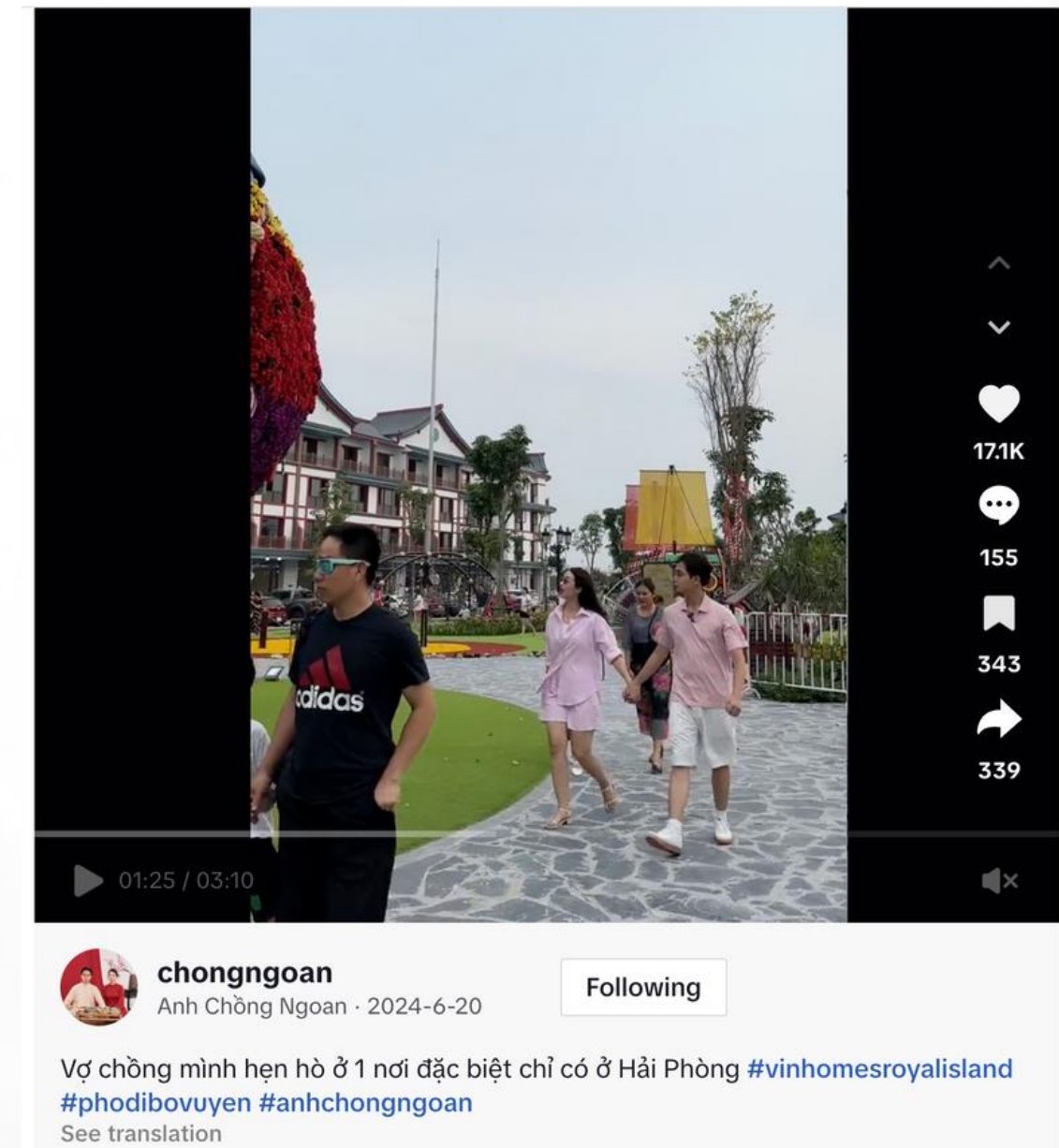
Ideal for introducing real estate content from a natural, accessible angle — such as “safe asset storage”, “upgraded living choices”, or “long-term wealth planning” — helping shape viewer mindset and behavior.

- **Recommended Activities:**

1. Short videos with insights (e.g., “3 ways to protect your money from inflation — is real estate worth it?”)
2. Lifestyle reviews of premium living spaces and amenities
3. Advice series (e.g., “Smart investing for Gen Z”, subtly featuring property options)
4. Quick Q&A videos (e.g., “Condo vs. townhouse — what's better now?”)
5. Trend-based or minigame content to boost project awareness creatively
6. Livestream sessions to promote early-bird deals and “close sales”

- **Engagement Metrics:**

Measured through video views, likes, shares, comments, saves, and project-related hashtags. Short-form video helps drive fast awareness and community interest.



Project Feature Post by a Lifestyle KOL

[Source](#): Anh Chồng Ngoan

► Propose KOL Strategy: Investment, Finance & Lifestyle



- **Strengths:**

YouTube is an ideal platform for this group to create long-form, in-depth content that inspires both lifestyle aspirations and smart investing.

- **Relevance:**

Best suited for content with long-term value — such as investment strategy, wealth-building mindset, or first-time homebuying experiences — helping elevate a project's image within the broader financial and life planning context.

- **Recommended Activities:**

1. Analytical videos (e.g., “Is real estate in this phase a risk or an opportunity?”)
2. Vlog storytelling (e.g., “How I bought my first home at 30”)
3. Talkshows or interviews with real estate experts, developers
4. Lifestyle-based project reviews: model homes, amenities, design aesthetics

- **Engagement Metrics:**

Performance is measured through views, likes, shares, comments, and project-related hashtags — highlighting depth of interest and sustained viewer connection.



Lifestyle KOL Video

[Source:](#) Cô Em Trendy

► Propose Community Strategy



- **Strengths:** Highly trusted, focused on niche interest groups, and naturally spreads information through discussions and organic interactions.
- **Relevance:** Effective for implementing user-generated content, discussions, project introductions, sales policy announcements, etc.
- **Recommended activities:**
 1. Project introduction and review posts
 2. Sharing sales policies, groundbreaking ceremonies, and opening events on major news outlets, real estate platforms, and local (provincial) media
 3. Posts featuring real experiences and reviews from investors and buyers
 4. Announcing sales performance and achievements
- **Engagement metrics:** Measured by the organic reach of posts and the level of interaction within groups and Fanpages (comments, likes, shares)



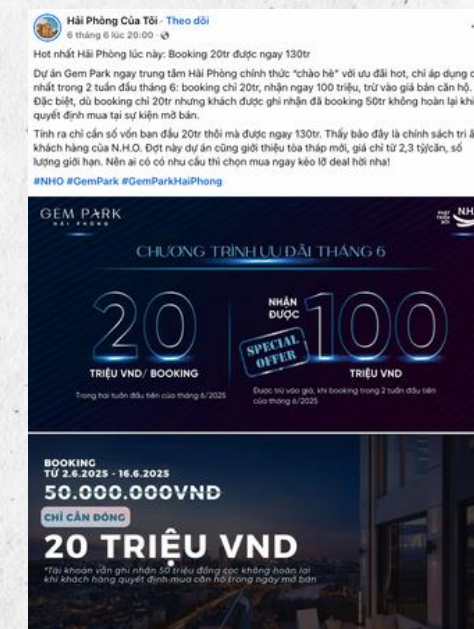
Sales performance post

Source: [Kien thuc kinh te](#)



Project review and feedback post

Source: [Review Bat Dong San](#)



Promotions and sales policy post

Source: [Hai Phong Cua Toi](#)



Project launch event post

Source: [Hai Phong Hom Nay An Gi](#)

► Propose Community Strategy



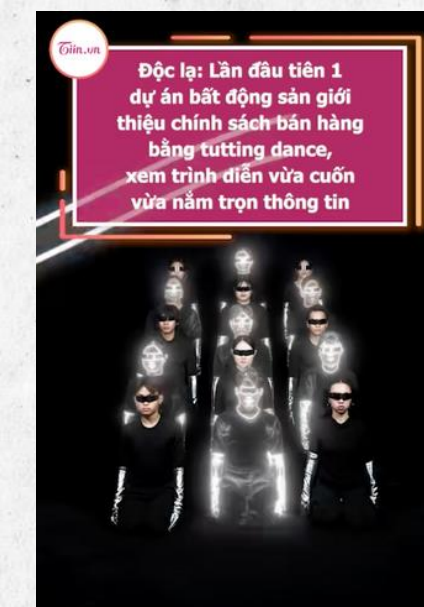
- **Strength:** High virality potential, with concise, visually engaging content typically lasting 60–120 seconds
- **Relevance:** Well-suited for reaching audiences interested in news, real estate, and investment in a short amount of time. Encourages discussion and interaction through thought-provoking topics or questions that invite viewer comments.
- **Recommended Activities:**
 1. Project introductions and reviews featuring brief overviews, 3D visuals or real-life footage, and integrated details on sales policies and promotions.
 2. Real estate news and trends, often paired with a brief project mention.
 3. Event coverage (e.g., groundbreaking ceremonies, project launches), including recaps and highlights.
- **Engagement Metrics:** Measured through video views, likes, shares, comments, saves, and project-related hashtags. Short-form video is effective for quick awareness building and driving community interest.



Project Introduction Post
Source: [Nguoi quan sat](#)



Real estate news
Source: [Nhiep song Bat dong san](#)



Project Launch Event Post
Source: [Tiin.vn](#)

► Propose Community Strategy



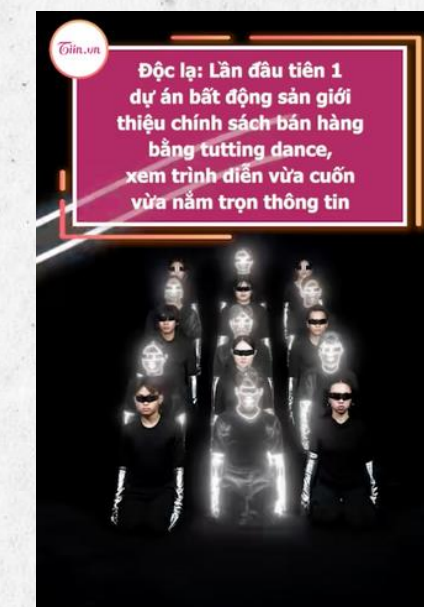
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Project Introduction Post
Source: [Nguoi quan sat](#)



Real estate news
Source: [Nhịp sóng Bất động sản](#)



Project Launch Event Post
Source: [Tiin.vn](#)

► Propose Community Strategy



- **Strength:** Provides in-depth content rich in knowledge and detailed information. High credibility and viewer retention.
- **Relevance:** Best suited for channels that focus on insightful, experience-based content, offering a deeper perspective on the real estate market. Ideal for audiences seeking expertise, context, and comprehensive updates.
- **Recommended Activities:**
 1. Analysis of real estate trends and market movements in Vietnam and globally.
 2. Detailed, on-site reviews of show units and real estate projects.
 3. Coverage of news and events related to the property market and specific developments.
- **Engagement Metrics:** Strong engagement is reflected through views, likes, shares, comments, and project-related hashtags. Long-form content builds trust and loyalty, while also encouraging deeper audience interaction.



Project Introduction Post
Source: [LAND DO THI OFFICIAL](#)



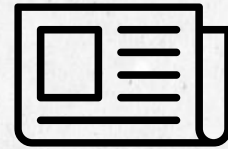
Real estate trend social post
Source: [LAND DO THI OFFICIAL](#)



Project review post
Source: [NhaF](#)



► Propose Community Strategy



PR/ONLINE NEWSPAPER

- **Strength:** High credibility and strong support for SEO, helping enhance brand visibility and reputation among both consumers and industry professionals. Trusted format for delivering authoritative messages and shaping public perception.
- **Rellevance:** Most suitable for official announcements, new product launches, sales performance highlights, and brand-related event coverage—typically published on digital news sites or e-magazines.
- **Recommended Activities:**
 1. Press releases introducing new real estate projects.
 2. Articles highlighting achievements and sales milestones.
 3. Announcements of special promotions or sales policies.
 4. Coverage of key brand events such as groundbreaking ceremonies, open sales events, or music concerts.
 5. Reports on domestic and international real estate trends.
- **Engagement Metrics:** Measured by article views, shares, and the extent of re-posting or citation across online media platforms.



Livestream Event & Sales Policy Post

Source: [CafeF](#)



Project Introduction Post

Source: [CafeF](#)



Sales Achievement Announcement Post

Source: [Bao Moi](#)



Revenue Announcement Post

Source: [VnExpress.net](#)

► KOL in Real estate recommendation



Pham Thanh Hung (Shark Hung)

[Link](#)

Follower: 1.9M

Engagement rate: 152 (0.01%)

Background: Not only a successful entrepreneur and venture capitalist, Shark Hung is also a highly influential KOL in Vietnam's real estate industry. He is especially known for his insights into the high-end property segment, targeting professional investors.



Hung Thuan Nguyen

[Link](#)

Follower: 252K

Engagement rate: 3,753 (1.47%)

Background: Mr.Hung Thuan is a well-known figure in the real estate community, recognized for his clear, relatable sharing of investment knowledge and home reviews. He regularly updates his audience on market trends, offers project analyses, and provides practical advice to help homebuyers make informed decisions.



Doctor Housing

[Link](#)

Follower: 295K

Engagement rate: 8,492 (5.34%)

Background: Doctor Housing is a real estate content brand founded by Nguyen Duy Chuyen, an expert in real estate investment and project evaluation with over 10 years of experience. He is well known for sharing practical knowledge to help buyers identify financial and real estate scams, while also offering insights into project assessments and investment strategies.



Tara Le

[Link](#)

Follower: 554K

Engagement rate: 49 (0.009%)

Background: Tara Le is an experienced real estate expert and the CEO of Nhà Sài Gòn Company. She is well known for her strong legal expertise and practical investment mindset. Her in-depth understanding of legal procedures and real-world real estate knowledge helps investors minimize risks and make more secure property transactions.

► KOL in Real estate recommendation



Chong Sa Ly

[Link](#)

Follower: 2M

Engagement rate: 15,789 (0.79%)

Background: Chong Sa Ly is a familiar face on Vietnamese TikTok, he shares practical real estate knowledge that helps viewers avoid common pitfalls in property investment and business. His content is trusted for being clear, relatable, and experience-based.



Doctor Housing

[Link](#)

Follower: 746K

Engagement rate: 17,209 (3.73%)

Background: Doctor Housing is a real estate content brand founded by Nguyen Duy Chuyen, an expert in real estate investment and project evaluation with over 10 years of experience. He is well known for sharing practical knowledge to help buyers identify financial and real estate scams, while also offering insights into project assessments and investment strategies.



Hung Thuan Nguyen

[Link](#)

Follower: 573K

Engagement rate: 3,793 (0.72%)

Background: Mr.Hung Thuan is a well-known figure in the real estate community, recognized for his clear, relatable sharing of investment knowledge and home reviews. He regularly updates his audience on market trends, offers project analyses, and provides practical advice to help homebuyers make informed decisions.



Ngo Quoc Long

[Link](#)

Follower: 89.2K

Engagement rate: 1,010 (1.13%)

Background: Winner of the “San Nha Trieu Do” show in 2022, Ngo Quoc Long regularly shares real estate news, insights, and hands-on experiences. His content is known for its friendly tone and professional presentation.

► KOL in Real estate recommendation



Tran Minh

[Link](#)

Follower: 81.8K

Engagement rate: 2,815 (3.9%)

Background: A real estate expert and individual investor with nearly 10 years of experience, Tran Minh has worked in media and training for major projects such as Vingroup. He is well known for his practical investment videos, offering market analysis and buy-sell strategies tailored to individual investors.



Pham Van Nam

[Link](#)

Follower: 212K

Engagement rate: 2,275 (1.3%)

Background: Phạm Văn Nam is a businessman and real estate expert, founder of HANA Investment, Trade & Tourism JSC. With over 10 years of experience in cash flow investment and real estate operations, he is also the author of the book series “Bac thay dau tu bat dong san” and has trained thousands of students through his courses.



Rich Nguyen

[Link](#)

Follower: 981K

Engagement rate: 5,200 (2.6%)

Background: Rich Nguyen is a personal real estate investment strategist and the author of “Bat dong san Vi mo – Dau tu tang truong hanh phuc”, which sold over 5,000 copies within the first three months of release. He is also a keynote speaker and lead coach of Vietnam’s No.1 Practical Real Estate Mini MBA Program.

► KOL in Investment & Economic recommendation



Thai Van Linh (Shark Linh)

[Link](#)

Follower: 1.7M

Engagement rate: 1,497 (0.09%)

Background: A Vietnamese-American entrepreneur with a Bachelor's degree from the University of Southern California and an MBA from Wharton. She is currently the CEO of Vingroup Ventures, formerly served as Chief Strategy Officer at VinaCapital, and was the only female “shark” on Shark Tank Vietnam from seasons 1 to 3.



Thai Pham

[Link](#)

Follower: 189K

Engagement rate: 854 (0.46%)

Background: Thai Pham is the founder and chairman of Happy Live, a company specializing in investment training and business development consulting. Formerly the Marketing Director at Vinamilk with over 13 years of experience, he is also the translator of several well-known finance books. He regularly shares insights on stock markets, macroeconomics, and real estate.



Minh Beta

[Link](#)

Follower: 190K

Engagement rate: 201 (0.11%)

Background: Minh Beta is the Chairman of Beta Group and a shark on seasons 6–7 of Shark Tank Vietnam. While known for his work in entertainment and cinema, he has also made significant strides in real estate through two key ventures: A.Plus Home and Recbook.

► KOL in Investment & Economic recommendation



Le Hung Anh

[Link](#)

Follower: 235K

Engagement rate: 4,778 (2.28%)

Background: Le Hung Anh is the CEO and founder of BIN Corporation Group, a multi-industry conglomerate with 10 global brands, including Khải Hưng Group, which specializes in real estate development in Vietnam. He was also a shark on season 5 of Shark Tank Vietnam, known for his bold mindset and deep expertise in advising startups



Duy Nghiem

[Link](#)

Follower: 185.7K

Engagement rate: 3,620 (2.11%)

Background: Duy Nghiem is a finance KOL on TikTok, with over 180K followers. He specializes in sharing knowledge on stock and gold investment, as well as personal finance advice. He also frequently provides news, insights, and personal perspectives on Vietnam's real estate market.



Lam Minh Chanh

[Link](#)

Follower: 125.8K

Engagement rate: 812 (0.65%)

Background: Lam Minh Chanh is the Founder and Chairman of the BizUni Business & Finance Academy, and a personal finance expert with over 13 years of entrepreneurial experience. He is also a lecturer and bestselling author of books on financial management, investment, and stock markets.

► KOL in Investment & Economic recommendation



Thai Pham

[Link](#)

Follower: 1M

Engagement rate: 1,747 (0,175%)

Background: Thai Pham is the founder and chairman of Happy Live, a company specializing in investment training and business development consulting. Formerly the Marketing Director at Vinamilk with over 13 years of experience, he is also the translator of several well-known finance books. He regularly shares insights on stock markets, macroeconomics, and real estate.



Nguyen Huu Tri

[Link](#)

Follower: 1M

Engagement rate: 31,752 (3.6%)

Background: Nguyen Huu Tri is a speaker and the first certified trainer in Vietnam for the “7 Habits of Highly Effective People” program by Franklin Covey. He is also the founder of Awake Your Power Academy. He regularly shares insights and personal experiences on finance, investment, and personal development.



Pham Tuan Son

[Link](#)

Follower: 118K

Engagement rate: 1,574 (4.86%)

Background: The Chairman of Babylons, an entrepreneur and speaker specializing in finance and financial freedom. He is also a seasoned real estate investor, with a portfolio that includes hotels, resorts, and projects both in Vietnam and abroad. He shares practical knowledge and personal experience in finance, investment, and real estate, offering valuable insights to his audience.

► Content Creator, KOL Lifestyle recommendation



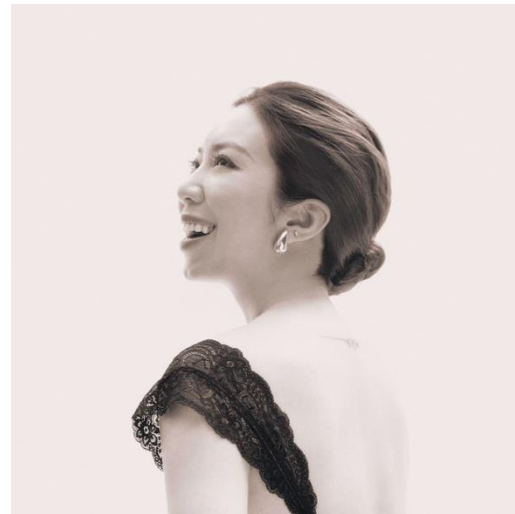
Chau Muoi

[Link](#)

Follower: 556K

Engagement rate: 3,719 (0.7%)

Background: Chau Muoi is a lifestyle content creator known for her daily vlogs, cooking, and travel content. With a mature and grounded style, she delivers a positive and relatable image to her audience. She was named Top 5 at KOC Vietnam 2022, recognized for her positive influence and ability to set trends on social media.



Nguyen Ha Linh (Admin Nghiên nha)

[Link](#)

Follower: 137K

Engagement rate: 172 (0.13%)

Background: Ha Linh is the Co-founder and Admin of the Facebook group “Nghiên Nhà”, which has over 2.6 million members and is one of Vietnam’s most popular lifestyle and home-focused communities. With an investment mindset of “no effort, no gain”, she focuses on developing rental apartments and real estate, prioritizing central locations and building sustainable cash flow



Sa Lim

[Link](#)

Follower: 1.1M

Engagement rate: 4,139 (0.38%)

Background: Sa Lim is one of Vietnam’s well-known hot moms, recognized for her engaging presence on social media. Her content focuses on lifestyle, travel, fashion, family, and motherhood experiences. Posts featuring her family—especially her daughter Pam—often receive high engagement and strong audience recognition



Trang Lou

[Link](#)

Follower: 701K

Engagement rate: 4,919 (4.7%)

Background: Trang Lou is recognized as a well-known hot mom on social media. She usually shares daily vlog, family content and lifestyle, travel on her channels.

► Content Creator, KOL Lifestyle recommendation



Le Thi Khanh Huyen

[Link](#)

Follower: 7.2M

Engagement rate: 120,947 (1.68%)

Background: Le Thi Khanh Huyen is one of Vietnam's popular young hot moms, known for her engaging presence on social media. Her content focuses on lifestyle, travel, fashion, and family life, consistently receiving high and stable engagement from her audience.



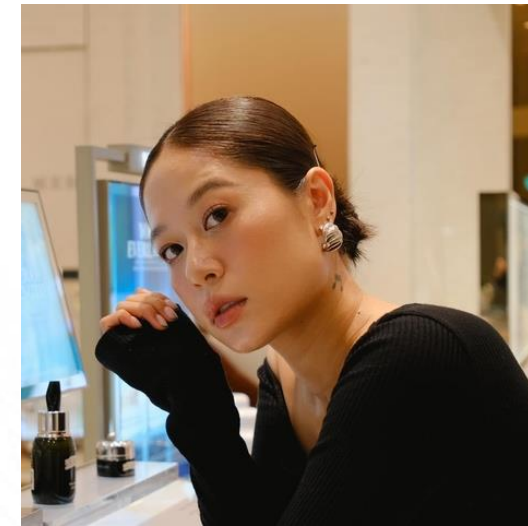
Gia Dinh Truyen Hinh

[Link](#)

Follower: 1.8M

Engagement rate: 84,525 (4.7%)

Background: Gia dinh Truyen Hinh is a social media channel founded by journalist Mạnh Cường (VTV) and Hương Giang (National Defense TV). With over 1.8 million followers, the channel is loved for its humorous and relatable videos about family life and behind-the-scenes moments in the broadcasting world—where everyday stories are told with warmth and charm.



Tron Mama

[Link](#)

Follower: 492K

Engagement rate: 53,641 (11.39%)

Background: Tron Mama is a well-known hot mom and content creator, originally from Canada, with nearly 500K followers on TikTok. Together with her son Tron, she shares authentic and heartwarming content about family life, learning Vietnamese, minimalist living, fashion, and everyday vlogs—consistently attracting millions of views from the online community.



Ly Thanh Co

[Link](#)

Follower: 579K

Engagement rate: 7,195 (1.24%)

Background: Ly Thanh Co is a prominent travel blogger, content creator, and young author in Vietnam. Since beginning his journey in 2015, he has explored over 40 countries. His channel regularly shares practical travel experiences and inspirational lifestyle content, resonating with a wide audience.

► Content Creator, KOL Lifestyle recommendation



Giang Oi

[Link](#)

Follower: 1.68M

Engagement rate: 49,600 (3.1%)

Background: Giang Oi is a highly recognized Vietnamese content creator and vlogger. She regularly shares practical personal finance advice, from smart saving tips to strategic insights on home loans for young families. In addition, she creates engaging content on lifestyle and family care, offering useful and relatable guidance for everyday living.



Vu Dino

[Link](#)

Follower: 473K

Engagement rate: 856 (0.81%)

Background: Vu Dino is a well-known content creator with nearly half a million subscribers. He regularly shares videos on cooking, home organization, and especially his journey of designing and building his home. His content offers practical insights and personal experiences in creating living spaces, earning strong support and affection from his audience.



Gia đình Cam Cam

[Link](#)

Follower: 1.04M

Engagement rate: 80,000 (8%)

Background: Gia đình Cam Cam is one of Vietnam's leading family vloggers, featuring Kien Hoang, Heo Mi Nhon, and their daughter Cam. Their YouTube channel attracts millions of followers with content centered around cooking, simple family life, parenting, travel, and a modern lifestyle and home care, delivered in a warm and relatable style.



Anh Ban Than (Tri Nguyen)

[Link](#)

Follower: 236K

Engagement rate: 9,120 (4%)

Background: Anh Ban Than also known as Nguyen Duc Thinh Tri, is a content creator and the husband of Giang Oi. He is known for his YouTube channel where he shares content on technology, minimalist living, freelance work, cooking, and everyday family life, delivered in a warm and relatable style.

► Real estate - Economics Community recommendation



Group Review Bat Dong San

[Link](#)

Follower: 256K

Engagement rate: 7,689 (3.02%)

Background: A dynamic Facebook community group with high levels of interaction and discussion, where brokers, developers, and investors actively engage. The group serves as a space to evaluate projects, share hot real estate updates, and foster collective strength through community-driven information.

Group Dien dan Do thi - Kinh te - Xa hoi Viet Nam [VPC]

[Link](#)

Follower: 254K

Engagement rate: 118 (0.05%)

Background: A community dedicated to sharing information and discussing topics related to urban planning, infrastructure, real estate, and socio-economic development. It brings together a wide range of experts, investors, and interested individuals from across the country.

Group Cong dong Bat Dong San

[Link](#)

Follower: 218K

Engagement rate: 53 (0.02%)

Background: A valuable Facebook group for brokers, developers, investors, and anyone interested in the real estate market. It provides up-to-date project information, market insights, and in-depth analysis, while also serving as a platform for members to share experiences and connect for effective transactions.

Cafe Bat Dong San

[Link](#)

Follower: 97K

Engagement rate: 55 (0.06%)

Background: A dedicated fanpage providing in-depth updates on Vietnam's real estate market, including project news, planning policies, and expert analysis. It also serves as a discussion platform for brokers, investors, and readers to explore insights thoroughly before making investment decisions.

► Real estate - Economics Community recommendation



CafeF

[Link](#)

Follower: 1.8M

Engagement rate: 587 (0.04%)

Background: CafeF is a reputable fanpage that provides timely updates on economy, finance, and real estate in Vietnam. With diverse content and in-depth analysis, CafeF serves as a reliable source of information for investors and those interested in the market.



Cafebiz

[Link](#)

Follower: 2M

Engagement rate: 291 (0.02%)

Background: CafeBiz is a reputable business and entrepreneurship news platform in Vietnam, established in 2015. It offers timely news and in-depth analysis on markets, technology, startups, real estate, investment, and finance.



Kien Thuc Kinh Te

[Link](#)

Follower: 2M

Engagement rate: 2,223 (0.11%)

Background: A fanpage that shares news, insights, and knowledge on business, macroeconomics, finance, and real estate in both Vietnam and globally



Vietnam Business News

[Link](#)

Follower: 694K

Engagement rate: 935 (0.13%)

Background: This is a specialized platform focused on economic and business news and analysis in Vietnam. It provides timely updates on economic events, markets, M&A, stocks, and real estate, along with in-depth articles that help entrepreneurs and investors identify emerging opportunities and trends.

► Real estate - Economics Community recommendation



Nguoi Quan Sat

[Link](#)

Follower: 1.1M

Engagement rate: 19,280 (1.99%)

Background: Nguoi Quan Sat is a standout TikTok Community channel, known for its Hot News video series. It features analyses of major legal cases, as well as content on economic and political laws, micro and macroeconomics, investment, and real estate.



CafeF

[Link](#)

Follower: 1.6M

Engagemnt rate: 22.349 (1.6%)

Background: This is a dynamic TikTok Community channel with high levels of engagement and discussion. It serves as a hub where brokers, developers, and investors interact, review real estate projects, and share breaking market news, aiming to build collective strength through community-driven information



Nhip song Bat dong san

[Link](#)

Follower: 241K

Engagement rate: 4,422 (2.55%)

Background: This is a TikTok Community channel specializing in in-depth analysis of the real estate market. It provides expert insights, project updates, and investment trend forecasts, helping followers stay informed with timely and practical information.

► Real estate - Economics Community recommendation



Cafebiz

[Link](#)

Follower: 987K

Engagement rate: 1,645 (0.17%)

Background: CafeBiz is a reputable business and entrepreneurship news platform in Vietnam, established in 2015. It delivers news and in-depth analysis on a wide range of topics including markets, technology, startups, real estate, investment, and finance



Kien Thuc Kinh Te

[Link](#)

Follower: 737K

Engagement rate: 9.273 (1.69%)

Background: This channel specializes in aggregating and quickly updating key economic and financial news. Its content includes updates on gold price fluctuations, stock market movements, global economic policies, and practical analyses that help viewers promptly identify opportunities and risks



Bom Money

[Link](#)

Follower: 1.7M

Engagement rate: 3,814 (0.22%)

Background: This channel provides timely aggregated news and practical analysis on economic policies, business developments, finance, gold and stock markets, real estate, and financial management. It helps viewers stay informed with reliable and dynamic updates on current economic affairs.

► Real estate - Economics Community recommendation



CafeLand

[Link](#)

Follower: 1.09M

Engagement rate: 8.424 (2.16%)

Background: This is the official YouTube channel of the CafeLand Real Estate Network, a reputable ecosystem operating since 2010. The channel focuses on up-to-date videos and in-depth analysis of Vietnam's real estate market—covering project information, planning, infrastructure developments, and investment trends—helping individuals, investors, and businesses access comprehensive real estate insights.



Tai chinh Kinh doanh

[Link](#)

Follower: 507K

Engagement rate: 15,102 (3.6%)

Background: Tai Chinh Kinh Doanh is a YouTube channel that provides timely updates and in-depth analysis on finance, economics, and business in Vietnam. The channel offers a practical perspective, helping viewers better understand the market and investment trends.



LAND DO THI OFFICIAL

[Link](#)

Follower: 80.7K

Engagement rate: 224 (0.28%)

Background: This channel specializes in providing video updates on planning developments, new administrative maps, and the progress of major projects such as Long Thành Airport, urban areas, and large-scale buildings. Its content offers viewers a clear and in-depth view of infrastructure changes and helps guide real estate investment decisions.



NHAF

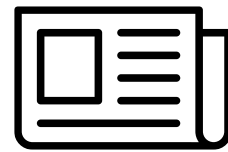
[Link](#)

Follower: 428K

Engagement rate: 456 (0.11%)

Background: Focused on real estate, architecture, and interior design. Known for its “inside look” series featuring villas, penthouses, and high-end townhouses. This also offers practical advice for apartment buyers. Its content centers on real project experiences, design reviews, and construction progress, helping viewers gain a clearer understanding of living space quality and modern real estate investment trends.

► Real estate - Economics Community recommendation



PR/ONLINE NEWSPAPER



CafeF

[Link](#)

Background: CafeF is a reputable fanpage that provides timely updates on economy, finance, and real estate in Vietnam. With diverse content and in-depth analysis, CafeF serves as a reliable source of information for investors and those interested in the market.



VNExpress

[Link](#)

Background: VNExpress is Vietnam's leading online newspaper, launched on February 26, 2001, under FPT Group and currently managed by the Ministry of Science and Technology. The website provides continuous updates on domestic and international news—including current affairs, business, real estate, sports, and more. It is widely recognized for its fast and reliable content and ranks among the most-visited news platforms in the country.



VnEconomy

[Link](#)

Background: VnEconomy is the official media outlet of the Vietnam Economic Association and one of the country's leading economic journalism platforms, with over 30 years of operation. This multimedia news site delivers in-depth coverage and analysis on business, finance, stock markets, real estate, and technology, while also pioneering the use of digital technologies and AI to better serve the business and investment community.



CafeLand

[Link](#)

Background: CafeLand is a comprehensive platform that offers news, analysis, and project reviews, along with transaction data. It supports investors, brokers, and homebuyers in understanding the market and facilitating effective real estate transactions.

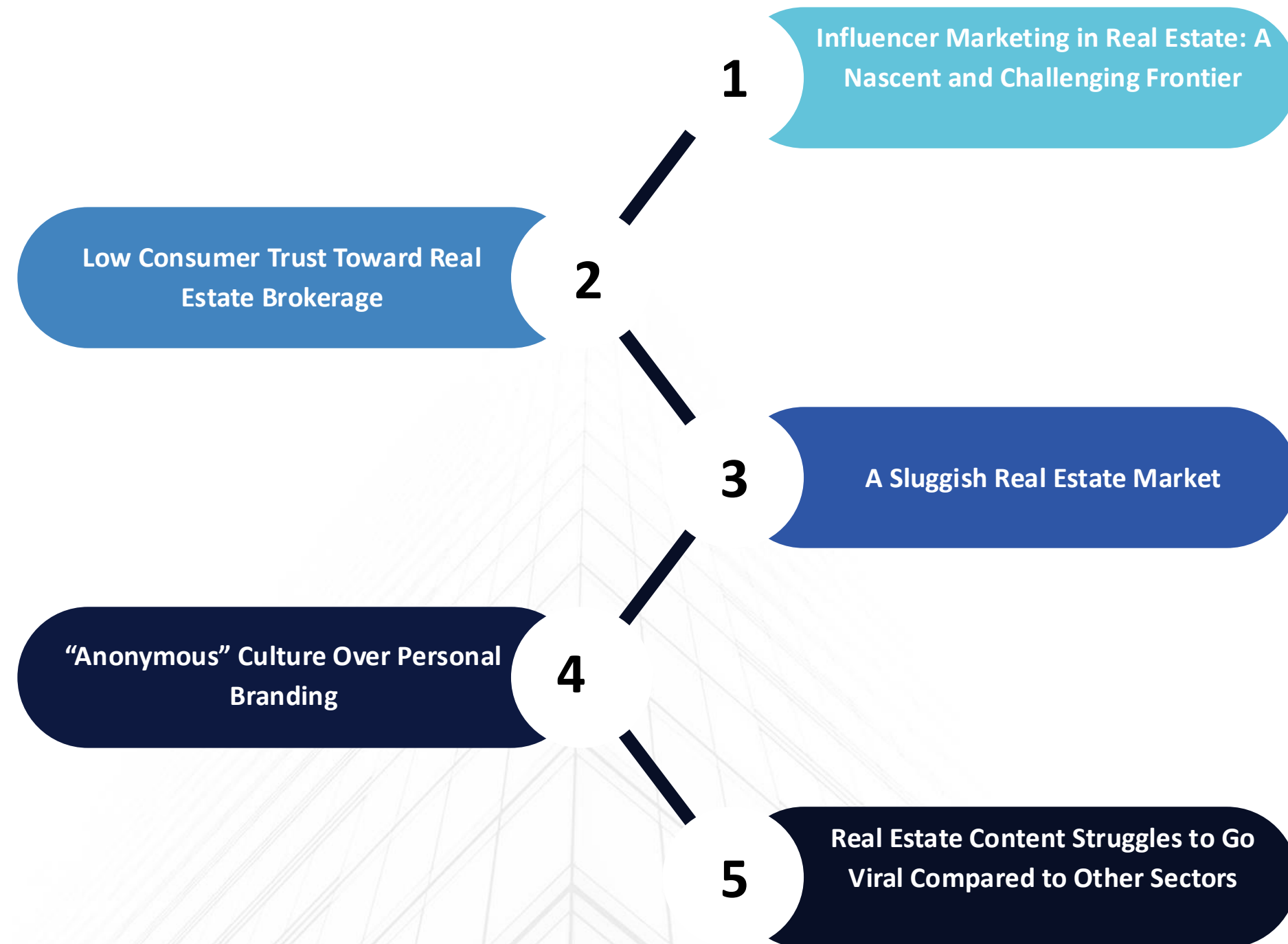


CHALLENGES

OPPORTUNITIES

III. CHALLENGES & OPPORTUNITIES

► Challenges



► Challenges

1

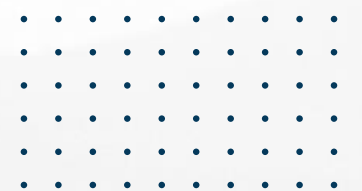
Influencer Marketing in Real Estate: A Nascent and Challenging Frontier

- Unlike beauty, fashion, or F&B, real estate lacks personalized content and KOL engagement.
- The sector's legal, financial, and investment complexity demands high accuracy and constant updates.
- Without subject mastery, influencers risk misinformation, credibility loss, or legal issues.
- General lifestyle KOLs face challenges building long-term trust in this space.
- (Source: Amended Land Law 2024, effective 2025)

2

Low Consumer Trust Toward Real Estate Brokerage

- Vietnam's real estate market has witnessed numerous instances of legal loopholes, false advertising, and "pre-selling" unfinished projects, leading to a perception that real estate agents are often manipulative and unprofessional.
- As a result, audiences tend to doubt the credibility of KOL content, especially when it involves product endorsements.
- Given the high-value nature of real estate transactions, consumers require careful consideration and verification. This makes content from real estate broker KOLs useful mainly for brand awareness, while actual conversion impact remains very limited.



3

A Sluggish Real Estate Market

- Key factors include weakened demand from younger buyers, who increasingly find homeownership unaffordable, and tightened credit policies, which have further reduced purchasing power—making “sales-driven” content much harder to spread organically.
- As a result, young KOLs tend to gravitate toward trend-friendly, high-engagement sectors such as F&B, lifestyle, and travel, rather than committing to a long-term, low-traction field like real estate.

4

“Anonymous” Culture Over Personal Branding

- Most real estate brokers and investors in Vietnam still operate in a closed, with little focus on building personal brands.
- Even high-performing individuals often avoid public sharing of their sales because of fearing competition or revealing trade secrets.

5

Real Estate Content Struggles to Go Viral Compared to Other Sectors

- Unlike food, travel, or fashion—which thrive on humor, music, and visually appealing trends—real estate content is inherently less engaging and harder to trend on social media platforms.
- It often only reaches a niche audience, making it difficult for new KOLs in the field to gain traction. As a result, many give up early due to slow follower growth or low ad revenue, falling short of expectations.

► Opportunities



► Opportunities

1. FDI and International Capital Inflows into Real Estate

- Vietnam continues to attract strong foreign direct investment (FDI), reaching USD 25.4 billion in 2024 – an increase of 9.4% year-over-year. Real estate remains one of the sectors benefiting significantly from this capital inflow.
- M&A activities in the real estate market also show strong momentum, exceeding USD 1.8 billion in 2024.

Opportunities for Influencer Marketing in Real Estate:

- Create content series analyzing major investment deals (FDI, golf resorts, urban township projects)
- Explain why international funds are choosing Vietnam – positioning as an expert with deep understanding of global investment trends, while building trust and appeal among local investors

2. Expansion of Satellite Land Banks – Suburban Property Boom

- Real estate prices in central Hanoi and Ho Chi Minh City have reached extremely high levels (around VND 70 million/m²), pushing capital flows toward suburban areas and nearby provinces.
- Provinces such as Bac Ninh, Bac Giang, and Quang Ninh are drawing increasing attention from developers and market experts.

Opportunities for Influencer Marketing in Real Estate:

- Position as a “guide” to emerging suburban hot zones:
- Conduct on-site tours, evaluate infrastructure and legal readiness, and recommend projects suitable for families and DINK (dual income, no kids) households.



Central of Bac Giang city

► Opportunities

3. Social Housing & Affordable Homes

- The Vietnamese government is prioritizing social housing development, with a credit support package of up to VND 145 trillion (~USD 5.7 billion) available through 2030.
- Demand for low-cost housing is surging, especially in industrial zones and satellite urban areas.

Opportunities for Influencer Marketing in Real Estate:

- Create in-depth content tailored for young workers, industrial employees, and F&B professionals, focusing on truly affordable housing options:
- Project comparisons, mortgage guidance, and insights on quality of living within budget.



New Real Estate project in the city

4. Green Real Estate & ESG Trends

- Vietnam has pledged to achieve Net Zero by 2050, with around 233 green-certified projects (~6 million m²) currently in development—though the market is still in its early stages.
- PropTech solutions are emerging to support ESG tracking and enhance building transparency.

Opportunities for Influencer Marketing in Real Estate:

- Launch content series such as “Green Tours”, interviews with architects, and real-life cost-benefit breakdowns.
- Engage environmentally conscious communities and long-term investors through authentic, educational storytelling.

5. Legal Reforms – New Policies Driving Market Momentum

- A series of updated laws—Land Law 2024, Housing Law 2023, and the Real Estate Business Law—aim to improve transparency in planning, property ownership, and land use certification.
- The National Assembly has also extended VAT reductions until the end of 2026, helping to lower business costs and stimulate domestic economic recovery.

Opportunities for Influencer Marketing in Real Estate:

- Deliver in-depth content explaining policy impacts, legal procedures, and financial accessibility for target groups like young professionals, industrial workers, and F&B staff.
- Help demystify regulations and promote accessible housing options through comparison videos, legal explainers, and mortgage guides.



THANK YOU

FOR YOUR ATTENTION



Ms. Lana Chau
Founder & CEO



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