A Digital Marketing System for Dung Dong Furniture Store

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***Abstract*—This undergraduate thesis investigates a digital marketing system for Dung Dong furniture store. A small furniture business needs coordinated product information and channels for customer discovery. The student builds a WordPress website and accompanying Facebook and TikTok channels, prepares product content, and describes search visibility and interface design for the store. The thesis presents the website, social channels, and search-oriented product pages as a student implementation. Its conclusion reports a usable interface and basic promotional presence. The source identifies incomplete content and security work. It does not supply independently measured search ranking, traffic, conversions, or sales attributable to the system. The contribution is a documented student study or prototype whose stated scope can guide further testing.**

***Index Terms*—digital marketing, WordPress, furniture store, social media**

I. Introduction

A small furniture business needs coordinated product information and channels for customer discovery. This thesis investigates a digital marketing system for Dung Dong furniture store. It begins from a practical engineering need and explains the technologies and workflow chosen for the case. The objective is to document a student implementation or comparative investigation, together with the evidence available in the manuscript. Broader operational or economic effects require separate measurements and are not assumed from the existence of a prototype [1]. Earlier ICTU student work on related designs is included here for context [2], [3]. Related published studies provide context for the subject and methods [4], [5], [6], [7], [8], [9], [10]. These contextual works were selected for this English summary; they are not asserted to appear in the original thesis bibliography.

II. Methods

The student builds a WordPress website and accompanying Facebook and TikTok channels, prepares product content, and describes search visibility and interface design for the store. The source is summarized through its stated design, implementation material, examples, and conclusion. Features shown in the manuscript are distinguished from proposals for later development. This review does not add a new experiment, fill missing measurements with estimates, or treat a planned capability as an observed result. The source thesis remains the provenance for the reported work [1].

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III. Results

The thesis presents the website, social channels, and search-oriented product pages as a student implementation. Its conclusion reports a usable interface and basic promotional presence. The report's screens, configurations, examples, or measurements constitute the evidence for this summary. A capability described only as a design intention is not counted as a validated operational outcome. No additional performance, adoption, financial, or safety figure has been introduced here. The result is interpreted within the scope of the student's documented setup [1].

IV. Discussion

The source identifies incomplete content and security work. It does not supply independently measured search ranking, traffic, conversions, or sales attributable to the system. Further work could complete product content, audit site security, measure search and social outcomes, and test the workflow with actual store staff. These limitations affect how the evidence should be read. The current manuscript can support understanding of the design and reported demonstration, while independent tests would be needed for stronger claims. Any later deployment should document its environment and separate observed outcomes from intended benefits [1].

V. Conclusion

The thesis documents a digital marketing system for Dung Dong furniture store. The thesis presents the website, social channels, and search-oriented product pages as a student implementation. Its conclusion reports a usable interface and basic promotional presence. The source identifies incomplete content and security work. It does not supply independently measured search ranking, traffic, conversions, or sales attributable to the system. Further work could complete product content, audit site security, measure search and social outcomes, and test the workflow with actual store staff. Accordingly, the present contribution is a source-grounded account of the student work and its tested or illustrated scope. Claims about broader effectiveness should be assessed in later work using explicit evaluation conditions [1].

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