Facebook Video Marketing for Thu Ha Cosmetics and Spa

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***Abstract*—This undergraduate thesis develops a Facebook video-marketing approach for Thu Ha Cosmetics and Spa. The student produces or analyzes skincare advice, product reviews, customer feedback, and videos of spa services, using Facebook Insights and Meta Business Suite to follow reach, views, and interactions. The source reports higher audience activity and more consultation messages and orders during the campaign, with Facebook Ads supporting selected videos. It also notes uneven video quality, limited topic variety, modest advertising budget, and limited production experience. The manuscript does not provide a matched control period or a fully reconciled transaction record. This summary reports the observed direction and implementation while avoiding a causal revenue estimate.**

***Index Terms*—Facebook video, cosmetics, spa marketing, customer inquiries, digital promotion**

I. Introduction

Cosmetic and spa customers may need visual explanation of products and services before contacting a seller. Video can show procedures and answer common questions, while message and order records are needed to judge commercial results. The thesis asks how Thu Ha Cosmetics and Spa can organize such content on Facebook [1]. Earlier ICTU undergraduate theses on related topics provide context [5], [6], [7], [8], [9], [10], [11]. These works were selected for this English summary and are not attributed to the source thesis bibliography. Published background sources on the methods and domain of this project provide context for the English summary [2], [3], [4].

II. Methods

The student studies the existing page, plans video types, publishes or reviews videos about skincare, products, feedback, and services, then examines platform indicators in Facebook Insights and Meta Business Suite. Some videos receive paid promotion. The evaluation uses the channel's reported reach, views, interaction, messages, and order observations. It does not isolate video content from advertising, seasonality, or other concurrent changes [1].

III. Results

The source reports more reach, video views, and interaction, together with more customer inquiries and some Facebook-originated orders during the trial. It identifies inconsistent production quality and content variety and a small advertising budget as constraints. Those observations support a practical channel account, but the reviewed material does not support an independently calculated sales-growth rate [1].

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IV. Discussion

Educational and service-demonstration videos may answer customer questions, but claims about cosmetics need accurate product information and careful interpretation. Performance should be assessed per video with dated spend, inquiry quality, confirmed orders, and returns. A future matched comparison could separate organic from paid reach. Earlier ICTU visual-identity and online-sales projects offer contextual guidance on presentation and customer handling [1].

V. Conclusion

The thesis documents a Facebook video strategy for Thu Ha Cosmetics and Spa and reports positive early channel signals. It also records production and budget limits. A reliable estimate of commercial impact requires a longer matched record of videos, advertising, and completed orders [1].

References

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