A Facebook Marketing Plan for Express Delivery at Thai Nguyen Provincial Post Office

Vũ Hồng Cẩm
Thai Nguyen University of Information and Communication Technology
Thai Nguyen University, Thai Nguyen, Vietnam
student680@ictu.edu.vn

***Abstract*—This undergraduate thesis reviews Facebook communication about express-delivery services at Thai Nguyen Provincial Post Office and proposes a more systematic plan. The source finds that the existing fanpage has limited content variety, irregular posting, and incomplete customer interaction. It recommends a weekly publishing schedule, service demonstrations and practical information, more active replies to comments and messages, and an AIDA-based content path with indicators for later monitoring. Some posts and images in the report are planning examples. The thesis itself states that most solutions remain directional and have not been applied long enough to measure their effectiveness. No controlled reach, engagement, inquiry, or shipment-conversion result is available for the proposed plan. This summary therefore describes an assessed baseline and a communication design, not an achieved improvement in delivery-service sales.**

***Index Terms*—Facebook marketing, express delivery, postal service, content planning, AIDA**

I. Introduction

Postal and express-delivery providers need to explain services, answer customer questions, and maintain trust in digital channels. The thesis studies the provincial post office's Facebook fanpage and asks how its communication could better support express-delivery services. It identifies a gap between the page's general announcements and service-focused, interactive content. The project is an organizational review and planning exercise for one public-service provider, rather than a measured campaign experiment [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 examines the fanpage's existing posting habits, visual materials, service information, and customer replies. A diagnostic table contrasts current conditions with proposed changes. The design introduces weekly content planning, more varied posts about delivery services and customer needs, a response process for messages, AIDA stages, and suggested key performance indicators. Some sample materials illustrate what could be published. The report does not document long-term rollout, aligned before/after analytics exports, or transaction records, so implementation effects cannot be calculated from its material [1].

Supervisor: Nguyễn Tiến Mạnh, Thai Nguyen University of Information and Communication Technology (ntmanh@ictu.edu.vn).

III. Results

The case assessment identifies infrequent or uneven posting, a narrow range of content, and weak interaction with users. Some posts emphasize general notices more than the express-delivery service itself. The resulting plan specifies a regular publishing cadence, informative and visual service content, customer-question handling, and a measurement framework. The manuscript says these recommendations are mainly directional and that practical application has been too limited to assess specific changes in reach, inquiries, or sales. Its principal output is therefore the documented diagnostic and proposed communication system [1].

IV. Discussion

The recommendations address plausible communication weaknesses, but their value depends on staffing, consistent production, and actual measurement after rollout. AIDA and KPI labels provide structure; they do not show that customers saw, trusted, or purchased a delivery service. The thesis notes the absence of a dedicated fanpage team and the short study period as constraints. A future evaluation could preserve dated posts and analytics, classify service-related inquiries, and compare consistent periods before and after implementation. Earlier ICTU work on a postal customer-management program and on digital service promotion offers local context, not evidence that this plan has already improved outcomes [1].

V. Conclusion

The thesis proposes a clearer Facebook content and response process for express-delivery communication at Thai Nguyen Provincial Post Office. It documents present weaknesses and an actionable plan, while acknowledging that sustained implementation and measurable effects remain to be established [1].

References

[1] Vũ Hồng Cẩm, "A Facebook Marketing Plan for Express Delivery at Thai Nguyen Provincial Post Office," internal undergraduate thesis (original in Vietnamese), Thai Nguyen University of Information and Communication Technology, 2026.

[2] D. Chaffey and F. Ellis-Chadwick, Digital Marketing: Strategy, Implementation and Practice, 7th ed. Pearson, 2019.
[3] P. Kotler, H. Kartajaya, and I. Setiawan, Marketing 4.0: Moving from Traditional to Digital. Wiley, 2017, ISBN 9781119341208.
[4] T. L. Tuten and M. R. Solomon, Social Media Marketing, 3rd ed. SAGE, 2017.
[5] Bùi Thế Quang, "Construction of a Customer Relationship Management Program at the Provincial Post Office in Quang Ninh," internal undergraduate thesis, Thai Nguyen University of Information and Communication Technology, 2013.
[6] Nguyễn Văn Sáng, "Development of an Application for Promoting Tourism in Thai Nguyen," internal undergraduate thesis, Thai Nguyen University of Information and Communication Technology, 2022.
[7] Mai Anh Nam, "Development of a Sales Linkage Model between Traditional Websites, Social Media, and E-commerce Platforms," internal undergraduate thesis, Thai Nguyen University of Information and Communication Technology, 2022.
[8] Nguyễn Thành Thu, "Integration of an Email Marketing Tool for Customer Support at the E-Commerce Development Center," internal undergraduate thesis, Thai Nguyen University of Information and Communication Technology, 2014.
[9] Nguyễn Thị Giang, "Development and SEO Promotion of the Viscom Company Website in Hanoi," internal undergraduate thesis, Thai Nguyen University of Information and Communication Technology, 2014.
[10] Đàm Quang Hiếu, "Development of a Booking and Service Promotion System for Bao Minh Radiant Hotel," internal undergraduate thesis, Thai Nguyen University of Information and Communication Technology, 2021.
[11] Trần Thị Hải Yến, "Development of a Product Website for Co Tra Eatery in Thai Nguyen," internal undergraduate thesis, Thai Nguyen University of Information and Communication Technology, 2023.