Social Media Marketing for Huong Van Gift and Wax-Flower Store

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***Abstract*—This undergraduate thesis audits Facebook and TikTok marketing at Huong Van, a gift and wax-flower store in Thai Nguyen, and proposes improvements. The student describes an early TikTok content effort and a small experimental Facebook advertising campaign for local awareness, relevant reach, and Messenger inquiries. The source reports initial reach and interaction but notes limited conversion, uneven content variety, and weak consistency across activities. Its practical recommendations concern content planning, clearer calls to action, and better handling of customer messages. The reviewed conclusion does not provide a reconciled sales record or controlled campaign comparison. This summary therefore documents the current channel operations and proposals without claiming a demonstrated business gain.**

***Index Terms*—gift retail, wax flowers, Facebook advertising, TikTok, social media**

I. Introduction

Gift products depend on occasion, visual appeal, and timely local availability. Facebook and TikTok can display arrangements and invite questions, but reach must be connected to completed purchases. The thesis asks how Huong Van can coordinate both channels with the resources of a small store [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 existing Facebook and TikTok activity, develops content suggestions, and describes a small Facebook ad trial aimed at awareness and Messenger contact. The source also evaluates early TikTok reach and interaction. The campaign is exploratory, with no matched baseline, independent order audit, or complete spend-to-sale attribution [1].

III. Results

The manuscript reports initial TikTok reach and engagement and documents a Facebook advertising experiment. It also states that conversion remained limited and that content quality and variety were uneven. The proposals emphasize a regular posting rhythm, clearer calls to action, and coordinated customer response. The evidence supports an operational diagnosis rather than a quantified revenue effect [1].

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IV. Discussion

Small stores need to know which posts lead to a conversation, quotation, and paid order, particularly around holidays. Comparing view totals alone can overstate performance. A later evaluation should record campaign dates, costs, inquiry quality, product stock, and completed transactions across both platforms. Earlier ICTU brand and e-commerce studies offer context for product imagery and customer follow-up [1].

V. Conclusion

The thesis provides a two-platform marketing review and practical improvement plan for Huong Van. It reports early attention but acknowledges weak conversion. The proposed strategy requires longer, transaction-linked evaluation before a business outcome can be claimed [1].

References

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