Facebook Video Marketing for Shopee Fashion Affiliate Sales: The Thuy Tit Review Case

Nguyễn Thị Thủy
Thai Nguyen University of Information and Communication Technology
Thai Nguyen University, Thai Nguyen, Vietnam
student674@ictu.edu.vn

***Abstract*—This thesis studies video marketing on the Facebook page Thuy Tit Review, where the student posts fashion and accessory reviews linked to Shopee affiliate offers. It analyzes the page's earlier activity, proposes a short-video content plan, and compares platform records from 10 March-1 April with those from 1 April-21 May 2026 after the plan was introduced. The source reports 2,537 versus 19,185 video views, 138 versus 1,427 interactions, and 91 versus 235 product-link clicks across the two periods. The later period recorded 11 orders, 12 products sold, VND 714,300 in sales value, and VND 93,100 in affiliate commission; the earlier period recorded no orders or commission. These figures document one page over two unequal periods and do not isolate the effect of the new content from posting frequency or other changes. The author recommends maintaining varied reviews and continuing to monitor clicks and orders.**

***Index Terms*—video marketing, affiliate marketing, Facebook, Shopee, Gen Z, content marketing**

I. Introduction

Thuy Tit Review is a Facebook page created by the student for short reviews of fashion and accessories. Product links direct interested viewers to Shopee affiliate offers. The thesis treats video content as a way to present products, attract an audience, and test whether page activity leads to link clicks and purchases. It first reviews video, Facebook, and affiliate marketing concepts, then examines the page's existing material. The project identifies young women, particularly Generation Z users, as its main target audience. Its question is how the page can organize reviews and product demonstrations more consistently and how available platform figures can be used to assess the resulting activity [1]. Earlier ICTU undergraduate theses on related topics provide context [8], [9], [10], [11], [12], [13], [14]. These works were selected for this English summary and are not attributed to the source thesis bibliography.

II. Methods

The report describes the page's earlier videos and proposes additional formats, including product reviews, outfit combinations, unboxing, and short fashion tips. It then documents the publication of further content and uses page and affiliate records to compare an earlier period, 10 March-1 April 2026, with a later period, 1 April-21 May 2026. The comparison table records videos posted, followers, views, interactions, product-link clicks, orders, sales value, and commission. The author also calculates a click-to-order rate from the later period's 235 clicks and 11 orders. This is a descriptive comparison of a single page; no randomized audience allocation or matched control page is described [1].

Supervisor: Trần Thị Thu Huyền, Thai Nguyen University of Information and Communication Technology (ttthuyen@ictu.edu.vn).

III. Results

The table records six videos, 2,537 views, 138 interactions, and 91 link clicks in the earlier period, compared with 26 videos, 19,185 views, 1,427 interactions, and 235 clicks in the later period. The report lists 40 followers before and 545 additional followers after implementation, producing a combined total of 585. There were no recorded orders or commission in the earlier period. The later period recorded 11 orders for 12 products, VND 714,300 in sales value, and VND 93,100 in commission. Using 11 orders and 235 clicks, the thesis calculates an approximate 4.68% click-to-order rate. Ten orders concerned fashion or accessories; one was an indirect sale from another product category [1].

IV. Discussion

The later period contains more published videos as well as higher views, interactions, clicks, and recorded orders. Because the periods differ in duration and posting volume, these figures should not be read as a controlled estimate of the strategy's causal effect. The source describes the content as short reviews and styling demonstrations aimed at young fashion shoppers. It proposes keeping a regular publishing schedule, improving image and sound quality, and adding other formats such as livestreams. The 11 orders show that some link clicks resulted in purchases, while the small number of orders and short observation window limit conclusions about sustained sales or conversion performance [1].

V. Conclusion

The case documents how Thuy Tit Review combined Facebook fashion videos with Shopee affiliate links and how the student tracked page and order records before and after a revised content plan. The reported later-period figures include 19,185 views, 235 link clicks, 11 orders, and VND 93,100 in commission. They establish activity on this page during the observed period, not a general performance benchmark for other campaigns. The thesis recommends more varied videos and ongoing assessment of audience response and affiliate orders [1].

References

[1] Nguyễn Thị Thủy, ”Facebook Video Marketing for Shopee Fashion Affiliate Sales: The Thuy Tit Review Case,” internal undergraduate thesis (original in Vietnamese), Thai Nguyen University of Information and Communication Technology, 2026.

[2] Ngô Xuân Bình (2004), Giáo trình lý thuyết Marketing, NXB Thống kê

[3] Trần Minh Đạo (2013), Giáo trình Marketing căn bản, NXB Đại học Kinh Tế Quốc Dân

[4] Trần Văn Đạt (chủ biên), Giáo trình nguyên lý Marketing, NXB Đại học Quốc gia Thành phố Hồ Chí Minh

[5] Võ Tuấn Hải (2021), Giáo trình Facebook Marketing Full từ A-Z, NXB Tổng Hợp TP.HCM

[6] Nguyễn Viết Lâm (2013), Nghiên cứu Marketing, NXB Giáo dục

[7] Philip Kotler (2008), Quản Trị Marketing, NXB Lao Động – Xã Hội. 65

[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 Bích Liên, ”Product Promotion and Online Sales Website for Tribeco Northern Vietnam Co., Ltd. in Hung Yen,” internal undergraduate thesis, Thai Nguyen University of Information and Communication Technology, 2013.

[10] 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.

[11] Đỗ Bảo Uyên, ”Construction of a Cosmetics Sales Website for Vy Ha Cosmetics in Cao Bang City,” internal undergraduate thesis, Thai Nguyen University of Information and Communication Technology, 2022.

[12] Trần Duy Nam, ”Construction of an Online Shopping Website for Makima Fashion Store with a Korean Style,” internal undergraduate thesis, Thai Nguyen University of Information and Communication Technology, 2023.

[13] 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.

[14] NGUYỄN ANH TÚ, ”Development of a Multi-Platform Fashion Retail Management App for ColaShop on Google AppSheet Framework,” internal undergraduate thesis, Thai Nguyen University of Information and Communication Technology, 2024.