A TikTok Online-Marketing Strategy for Tien Loan Printing Company

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***Abstract*—This undergraduate thesis studies an online-marketing strategy for Tien Loan Printing Company. It describes the company's move from mostly traditional promotion toward Facebook, TikTok, and TikTok Shop, with TikTok as the main short-video communication channel. The student reviews current practice, proposes content and sales-channel changes, and reports early implementation. The final assessment notes low TikTok engagement, uneven posting, limited content variety, weak conversion of online contacts into orders, and no dedicated marketing team. It presents the digital initiative as a trial rather than a proven growth program. The manuscript does not supply complete dated analytics and sales records that would support a causal or audited measure of improvement. This summary documents the practical strategy and its operational constraints.**

***Index Terms*—printing services, TikTok, online marketing, short video, sales conversion**

I. Introduction

A printing firm can show its production process and finished products online, but a new channel must connect visibility to inquiries and orders. The thesis asks how Tien Loan Printing Company might organize TikTok promotion alongside its existing sales activity. It is a single-business strategy and implementation case [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 observes company production and promotional practice, reviews existing Facebook and TikTok use, and develops a TikTok-centered content and commerce plan. The report describes steps to align company identity, visual material, and TikTok Shop activity with traditional sales. Its assessment draws on case observations and reported channel activity. It does not use a control company, a stable posting period, or a complete reconciled order dataset [1].

III. Results

The source documents the company's initial digital presence and implementation of a more deliberate short-video direction. Its conclusion also states that TikTok interaction remains modest, content and posting frequency are inconsistent, and conversion to actual orders is limited. A specialist marketing team had not yet been established. The study provides a strategy and early operational account, not a verified increase in sales [1].

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IV. Discussion

Showing real print jobs can make service quality visible, but posts need consistent production, customer response, and tracking from inquiry to order. The operational limits identified in the thesis could suppress any near-term effect. Future evaluation should compare equal periods, retain post-level analytics, record marketing effort, and reconcile order sources. Earlier ICTU digital-marketing and sales-channel cases provide useful context without proving outcomes for this company [1].

V. Conclusion

The thesis lays out and begins to apply a TikTok-centered marketing plan for Tien Loan Printing Company. It identifies concrete content, staffing, and conversion problems that still require work. Its evidence supports a practical case description rather than a quantified business impact [1].

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