Facebook Marketing for Thanh Hoi Footwear Store

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***Abstract*—This undergraduate thesis reviews Facebook marketing at Thanh Hoi Footwear Store. The student combines a local customer questionnaire with page and campaign observations and proposes changes to content, targeting, remarketing, and the journey from a message to a purchase. The manuscript reports a survey of 150 valid responses and describes higher page reach and interaction, with some initial orders through messages. Its result chapter includes platform figures, but the summary does not interpret follower or view counts as unique buyers or infer a sales effect without reconciled orders and spending. The source also identifies weak content appeal, low conversion, and inconsistent audience definition. This summary preserves both the reported early channel activity and the limitations of a single-store case.**

***Index Terms*—footwear retail, Facebook marketing, customer survey, remarketing, conversion**

I. Introduction

A small footwear retailer can use Facebook to show products, answer sizing questions, and reach local buyers. The thesis asks how Thanh Hoi Footwear Store currently uses the platform and which parts of content and audience selection could be improved. Its setting is one store with limited marketing resources [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 reviews the page and advertising activity and surveys 150 local respondents about customer preferences. The manuscript then assesses posts, reach, interactions, and message-based orders before proposing content and targeting changes. The survey is a local sample, and platform screenshots are not a complete customer-level sales ledger. This summary avoids treating campaign exposure as evidence that respondents purchased [1].

III. Results

The report describes growth in page activity and some order inquiries through messages, with women and younger users prominent in the observed audience. It also reports limited conversion, content that is not consistently compelling, and uneven targeting. These findings support a practical diagnosis of page operations. They do not by themselves quantify net sales growth, advertising return, or representative consumer preference [1].

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IV. Discussion

A useful evaluation should distinguish followers, reached accounts, messages, qualified leads, and completed footwear orders. Survey responses can inform content, but the store still needs consistent product, spend, and transaction records. The source's recommendations for stronger creative work, audience segmentation, and remarketing follow its observed gaps. Earlier ICTU online-retail and brand projects provide contextual examples [1].

V. Conclusion

The thesis documents Facebook activity and a local customer survey for Thanh Hoi Footwear Store, then proposes concrete improvements. The observed reach and message activity are promising channel signals, while a reliable sales-effect estimate remains unavailable. Better linked page and order records are needed [1].

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