A TikTok Content Strategy for Mai Tho Fashion Store

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***Abstract*—This undergraduate thesis builds a TikTok Shop content strategy for Mai Tho, a women's fashion store in Thai Nguyen. The student defines a visual identity, plans short product-review and styling videos, and links content to shop listings. A one-month comparison table in the manuscript reports followers increasing from 50 to 435, average views per video from about 200 to 2,000–4,000, orders from four to seven, and monthly revenue from VND 1 million to VND 3.937 million. The source does not attach a complete dated analytics export, order ledger, or comparable traffic denominator, so these are author-reported channel figures. A separate narrative comparison claiming a 40% sales advantage over traditional channels is not reconciled with the table and is omitted here. This summary documents the content plan, observed platform snapshots, and the limits of attributing sales changes to the short campaign.**

***Index Terms*—TikTok Shop, fashion retail, content marketing, short video, channel evaluation**

I. Introduction

Fashion sellers use short videos to show products and guide viewers toward a shop listing. Mai Tho sought a clearer brand voice and a more regular TikTok presence. The thesis asks how a small store could organize content themes, posting frequency, and links to products, and whether its early channel figures changed during implementation. It is a single-store case with a short observation window, not a controlled comparison of marketing channels [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 reviewed the store's existing online activity, specified a young women's fashion audience, and planned a pastel visual identity, product reviews, styling ideas, feedback posts, and behind-the-scenes clips. The manuscript presents examples of channel and video content and a four-week implementation account. Table 4.1 compares selected before-and-after figures for followers, views per video, orders, and monthly revenue. This summary transcribes the table cautiously; the source does not provide full seller exports, transaction reconciliation, paid-promotion costs, or a stable denominator for conversion [1].

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III. Results

The source table reports 50 followers before and 435 after the campaign. Average video views are listed as about 200 before and 2,000–4,000 after; the range means there is no single precise after average. The same table reports four versus seven orders and VND 1 million versus VND 3.937 million monthly revenue. Screenshots show the TikTok profile and selected videos; the text notes several clips above 2,000 views. These manuscript-reported observations suggest early channel activity, but without dated exports and an order ledger they cannot establish verified revenue growth or causal impact [1].

IV. Discussion

The plan gives Mai Tho a recognizable content structure and a way to observe reach and orders together. The four-week duration and incomplete records limit the strength of its performance claims. Follower and view gains may reflect content, posting frequency, paid distribution, platform variation, or changing audience composition. The source's narrative claim of a 40% advantage over traditional sales channels is not supported by a matched-channel table, so it is not treated as a result. Future evaluation should retain video-level analytics, spend, product clicks, returns, and confirmed orders over comparable periods. Earlier ICTU fashion e-commerce theses provide topical precedents, not a benchmark for this store [1].

V. Conclusion

The student implemented a TikTok content plan for Mai Tho and reported a short-run increase in channel metrics and orders. The source is a useful implementation case, while verified sales attribution and longer-term brand effects require complete platform and transaction records [1].

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