TikTok Content Marketing for Duong Men Store

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***Abstract*—This undergraduate thesis analyzes and applies content marketing to the TikTok channel of Duong Men Store in Thai Nguyen. The student reviews reach, interaction, orders, and affiliate commission as separate objectives, then proposes and implements content changes intended to improve the purchase path. The manuscript reports improved communication and business indicators after the intervention, including more engagement, conversion, and commission. Its reviewed conclusion does not attach a complete comparable platform and transaction export or isolate content changes from other factors. This summary therefore records the reported direction without calculating an unsupported effect size. The contribution is a store-specific content plan, operational implementation, and an explicit distinction between audience attention and commercial conversion.**

***Index Terms*—TikTok, content marketing, affiliate commerce, conversion, online store**

I. Introduction

TikTok sellers need content that attracts viewers and helps them judge a product before visiting a listing. The thesis asks how Duong Men Store can improve its channel content and convert activity into orders and affiliate commission. It examines one operating channel, not a controlled platform experiment [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 audits existing content and performance indicators, identifies limitations, builds a revised content approach, and applies it on the store channel. The source discusses reach, engagement, order conversion, and affiliate commission as evaluation dimensions. It compares the observed phase with earlier practice but does not provide a complete independent export or control for posting frequency, price, promotions, and product availability [1].

III. Results

The manuscript reports that channel reach and interaction improved and that conversion and affiliate revenue rose after content changes. It also presents the content system as a practical output suited to the store. These are source-reported trends; the reviewed conclusion does not permit a defensible recalculation of percentage gains or an attribution of all sales to the new content alone [1].

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IV. Discussion

A content plan should be judged by both attention and transactions, using the same observation windows and clear definitions. Multiple simultaneous changes can explain a channel trend. Future evaluation should preserve video-level analytics, affiliate attribution, completed orders, commission statements, and content-production costs. Earlier ICTU social-commerce and sales systems provide contextual precedents but cannot verify this store's results [1].

V. Conclusion

The thesis documents a TikTok content-marketing intervention at Duong Men Store and reports better channel and commercial indicators. Its evidence supports a practical case with preliminary signals. A complete dated data series is required to establish the size and durability of the improvement [1].

References

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