TikTok Content Marketing for Mac Thanh Electronics Store

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***Abstract*—This undergraduate thesis develops TikTok content marketing for Mac Thanh Electronics Store in Thai Nguyen. After reviewing the store's existing promotion, the student proposes product introductions, practical reviews, speaker sound tests, television comparisons, livestream selling, and video promotion. The report describes implementation at the store and states that reach, interaction, and revenue for some product categories, including speakers, air conditioners, and refrigerators, tended to rise. The reviewed conclusion does not provide a complete reconciled sales series, advertising spend, or a control period, so these are author-reported trends rather than an independently verified marketing effect. The work contributes a category-specific content plan and an account of its early use in a local electronics business.**

***Index Terms*—electronics retail, TikTok, content marketing, product demonstrations, livestream**

I. Introduction

Electronic appliances often need demonstration before purchase. A store can use short videos to show sound, image, size, and use conditions, then answer questions during a livestream. The thesis asks how Mac Thanh Electronics Store can organize such TikTok content around its product range and business goals [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 surveys the store's marketing practice and product categories, develops a content plan for demonstrations and comparisons, and applies selected TikTok promotional activities. The report examines reach, interaction, and sales observations after implementation. It does not include an independently audited order ledger, consistent advertising cost series, or a matched period that isolates the effect of content from price and seasonality [1].

III. Results

The source presents a practical list of video formats: product introductions, reviews, speaker tests, television comparisons, and livestreams. It reports an upward tendency in customer reach, interaction, and sales for selected categories after promotion. Because the underlying observations are not presented as a complete comparable series in the reviewed conclusion, this summary does not calculate a growth rate or attribute changes solely to TikTok [1].

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IV. Discussion

Demonstration content may help shoppers judge products, but the value of a view depends on whether it leads to an inquiry or sale. Category-specific results may also change with promotions, stock, and season. Follow-up measurement should retain video-level analytics, inquiry logs, product availability, advertising spend, and matched sales periods. Related ICTU online-store and brand projects provide context for presentation and conversion [1].

V. Conclusion

The thesis proposes and applies a TikTok content plan tailored to an electronics retailer. The author reports encouraging early trends for some categories, while the record does not support a causal estimate. More complete sales and channel data are needed to test durability and cost effectiveness [1].

References

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