Facebook Marketing for Household Appliances at Phuc Tho Trading Company

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***Abstract*—This undergraduate case study describes a Facebook marketing intervention for household appliances at Phuc Tho Trading Company. The student reorganized the fanpage content mix around product demonstrations and short videos, planned advertising stages from awareness to conversion, and added a simple Messenger chatbot for initial replies and customer tagging. The source reports that cost per message fell from VND 45,000 to 21,500 and fanpage engagement rate rose from 0.9% to 2.8%. It also describes better interaction with demonstration videos than static product images. The report does not supply a full ads export, observation-window details, or a comparison group, and it does not quantify the chatbot's response-time change. The figures are therefore attributed to the source case and do not establish that any single component caused the improvement. The project documents a practical workflow and the measurement gaps that remain for reliable evaluation.**

***Index Terms*—Facebook marketing, household appliances, Messenger chatbot, short video, cost per message**

I. Introduction

A household-appliance seller must show product use clearly and answer purchase questions promptly. The thesis reports that Phuc Tho's previous Facebook presence relied heavily on direct sales posts and message-focused ads, with uneven engagement and slow replies during busy periods. It proposes a more varied content plan, short demonstration videos, a staged advertising funnel, and Messenger support. The study asks whether selected case metrics changed during implementation and how the company could sustain a more useful customer conversation [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 author reviews the existing fanpage, proposes a content matrix and staged ad budget, then describes product-demonstration Reels, retargeting of previously engaged viewers, and a simple chatbot for greeting, preliminary information, and handoff to staff. Customer groups are labeled by product interest and purchase stage. The report compares cost per message and engagement before and after the changes and offers qualitative observations about content and response speed. It does not describe a controlled test, publish complete Ads Manager exports, or specify a denominator and window for every claimed business outcome [1].

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III. Results

The source reports cost per message declining from VND 45,000 to 21,500 and fanpage engagement increasing from 0.9% to 2.8%. It states that short videos showing product operation attracted more interaction than static product-and-price posts, and that the chatbot shortened initial response time, although no response-time values are given. The implemented chatbot can provide a greeting, product catalog, rough price, or demonstration video before forwarding more specific needs to a staff member. Later sections describe improved conversion and revenue, but the reviewed text lacks the transaction and cost details needed for an independent profit calculation [1].

IV. Discussion

The observed changes followed several actions at once: creative format, ad funnel, audience reuse, reply scripting, and chatbot support. The report's before/after values cannot isolate their separate contributions or rule out changes in spend, audience, or season. The author also notes a short implementation period, limited video-production capacity, and the need to include goods, delivery, staffing, and operating costs in financial assessment. A future study could preserve matched time-window exports and transaction records and test the video and Messenger changes separately. Earlier ICTU e-commerce and customer-management projects provide related context, not a causal benchmark [1].

V. Conclusion

The Phuc Tho case describes a more structured Facebook marketing workflow and reports lower cost per message and higher fanpage engagement after its implementation. The result is local and descriptive. Longer observation, complete cost accounting, and independently checkable platform data are required before claiming a durable sales or profit effect [1].

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