A Facebook Page Development Plan for Lam Phuong Furniture

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***Abstract*—This undergraduate thesis analyzes the Facebook Page of Lam Phuong Furniture Company and develops a plan for brand promotion and sales support. The existing page already carries product images, posts, customer interaction, and consultation messages. The student identifies gaps in content consistency, audience targeting, and conversion tracking, then proposes a staged plan for reach, lead generation, and remarketing. Some figures in the strategy describe planned advertising budgets and target message volumes, not outcomes. The manuscript does not establish that the proposed plan increased revenue. This summary distinguishes the current page audit from future targets and treats the work as a practical marketing plan for a local furniture business.**

***Index Terms*—furniture marketing, Facebook Page, content plan, lead generation, remarketing**

I. Introduction

Furniture purchases often involve visual comparison and consultation before an order. A Facebook Page can display completed interiors and answer customer questions, but page engagement alone cannot establish sales. The thesis asks how Lam Phuong Furniture can develop its existing page into a more consistent promotional and lead-handling channel [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's posts, product imagery, messages, and marketing practice, then applies social-media and content-marketing concepts to a proposed campaign. The plan stages awareness activity before message-based lead generation and remarketing. It specifies illustrative budgets and targets. This summary separates those prospective figures from observed results, since the source does not provide a reconciled post-campaign sales record [1].

III. Results

The audit finds an active page with product pictures, posting, interaction, and some consultation messages. The source then lays out content themes, advertising audiences, and later remarketing based on previous viewers and contacts. Its message and reach targets remain planned indicators rather than achieved values. The documented result is a detailed channel development plan, not a verified increase in furniture orders [1].

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IV. Discussion

A page can support sales when inquiries are recorded and linked to quotations, site visits, and fulfilled orders. Without that path, impressions and messages are incomplete performance measures. Future implementation should preserve dated page exports, advertising spend, lead quality, and transaction attribution. Earlier ICTU brand and online-sales projects provide relevant context for visual presentation and customer follow-up [1].

V. Conclusion

The thesis provides an audit and staged Facebook Page plan for Lam Phuong Furniture. Existing product and consultation activity offers a starting point, while the proposed targets need implementation and measured review. No revenue increase is established by the reviewed material [1].

References

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