# Development of a TikTok Channel for Thu Tra Cosmetics

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***Abstract*—This undergraduate project documents the early development of a TikTok channel for Thu Tra Cosmetics. The author establishes a branded profile, publishes skincare and product-review videos, tests trend-based formats, and evaluates a small paid-promotion trial. In the source's comparison, a review video received about 528 views and 44 likes, while a conventional product-introduction video received about 214 views and 16 likes. The report also states that spending approximately VND 63,200 to promote two videos generated about 5,760 additional views and 294 profile visits. These are isolated platform observations, not a controlled test of video type or an audited return on advertising spend. The thesis notes that comments, saves, followers, and purchases remained less stable than views. This summary presents the documented channel and its early metrics without claiming proven brand lift or sales growth.**

***Index Terms*—TikTok, cosmetics marketing, short video, paid promotion, brand channel**

## I. Introduction

Short-form video lets a cosmetics retailer demonstrate products and skincare routines, but a new channel must build a recognizable identity and regular content. The thesis studies how Thu Tra Cosmetics could use TikTok for brand presentation and customer reach. It describes the store's target audience, profile setup, content types, and a small paid-promotion exercise. The research question is practical: what activity did the new channel generate, and what remains weak? It is a single-channel case rather than a study of cosmetics consumers as a whole [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 creates a TikTok account with consistent brand information and publishes product reviews, skincare guidance, and trend-related clips. The report compares selected video-level view and like counts and describes a paid promotion for two clips. It uses platform screenshots and the author's interpretation of reach, profile visits, comments, and saves. The source does not specify randomized assignment of video format, equal posting windows, baseline audience sizes, or transaction-level sales data. The summary therefore treats the figures as descriptive observations of particular posts and the small promotion trial [1].

## III. Results

The source reports a reviewed product video with approximately 528 views and 44 likes, compared with a more ordinary product-introduction video with approximately 214 views and 16 likes. It also reports that two promoted videos cost about VND 63,200 and added roughly 5,760 views and 294 profile visits. The channel profile and multiple content formats are documented in screenshots. The author notes that some videos were seen more often than others, while comments, saves, and follower growth remained inconsistent. The evidence does not identify how many profile visits led to inquiries or purchases, and no measured brand-awareness survey is presented [1].

## IV. Discussion

The observations indicate that some review or trend content attracted attention in this early channel, but the videos differ in more than one feature and cannot establish which format caused the difference. Paid views and profile visits also do not demonstrate profitable customer acquisition. The thesis identifies limited content variety, uneven posting, dependence on platform distribution, and low conversion to deeper actions as constraints. A more reliable evaluation would compare videos over matching windows, record total spend and audience size, and link profile visits to messages and orders. Earlier ICTU work on cosmetics product sites, brand interfaces, online promotion, and social-media analysis offers related context, not validated effect sizes for this channel [1].

## V. Conclusion

The project established a TikTok presence for Thu Tra Cosmetics and documented initial content and promotion metrics. Views and likes show some reach, while engagement depth and commercial outcomes remain uncertain. Continued measurement should focus on consistent posting, inquiry and order tracking, and comparable content tests [1].

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