Design and Implementation of a Public Relations Campaign for Bao Ha An Spa

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***Abstract*—This undergraduate thesis documents a public relations campaign for Bao Ha An Spa, a local provider of wellness and mother-and-child services. The student planned and produced Facebook and TikTok posts, visual materials, and a Baby Floating event between March and May 2026. A results table in the thesis reports more than 50,000 combined page reach, 100 new Facebook followers, approximately 80 event participants, and about 130 bookings. The report does not include full dated analytics exports, booking registers, or a matched baseline, so those are author-reported campaign figures. The thesis also gives percentages for customer sentiment without a documented survey denominator; this summary does not repeat them as verified survey results. Its contribution is an implemented small-business PR case with documented materials, targets, and a reflective results table, rather than proof of a causal increase in brand awareness or revenue.**

***Index Terms*—public relations, spa, social media, campaign evaluation, event promotion**

I. Introduction

A service business depends on clear information and customer trust, especially when its activities include wellness and infant care. Bao Ha An Spa used social channels but lacked a consistently documented PR plan. The thesis asks how a short campaign could organize its messages, visuals, event promotion, and customer interaction. The work combines a local situation assessment with implementation and post-campaign reflection [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 described the spa's services and communication channels, set campaign goals, planned content for Facebook and TikTok, prepared visual posts and video, and supported a Baby Floating event. The implementation period is stated as 14 March to 27 May 2026. Table 2.10 compares targets and reported outcomes for reach, follower growth, posting, event participation, and bookings. This summary uses only figures clearly printed in that table. It does not infer unique audience members from reach, or treat comments and informal customer exchanges as a structured satisfaction survey [1].

Supervisor: Lã Thùy Linh, Thai Nguyen University of Information and Communication Technology.

III. Results

The thesis reports that combined Facebook and TikTok reach exceeded 50,000 during the campaign. Its table records 100 new Facebook followers against a target of 150, about 80 participants in the Baby Floating program, and approximately 130 customer bookings against a target of 150. It also lists roughly ten likes, five comments, and three shares per Facebook post, but does not provide the number of posts used for that average. Examples of posts, graphics, and videos are included in the manuscript. Underlying platform exports and booking records are not attached, so these remain manuscript-reported outcomes [1].

IV. Discussion

The case shows how a small spa can turn broad service information into a coordinated publishing and event schedule. The campaign table can guide later internal review, but its reach, follower, participant, and booking figures are not independent evidence of incremental business impact. The reported positive feedback and satisfaction percentages lack a documented sampling procedure and denominator. Stronger evaluation would retain dated platform exports, register event attendance and bookings, define a pre-campaign period, and distinguish paid from organic exposure. Earlier ICTU work on digital promotion and brand design supplies contextual examples, not comparison data for this spa [1].

V. Conclusion

The student implemented and documented a PR campaign for Bao Ha An Spa, including social content and an event. The manuscript reports reach, follower, participation, and booking figures, while verification of those metrics and their attribution to the campaign remains limited [1].

References

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