

Developing a sales linkage model between traditional websites, social networks, and e-commerce platforms

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Abstract: This topic focuses on researching and developing an effective sales linkage model among three important business channels: traditional websites, social networks, and e-commerce platforms. It aims to meet the need for integrating these platforms to optimize transaction processes and enhance customer experience. The research methodology includes analyzing the current situation, summarizing market trends, and conducting experiments using API technology and Big Data. The expected results will provide flexible solutions for businesses in building and managing multi-channel sales systems, thereby enhancing competitiveness in the digital market.

Keywords: Sales links, traditional websites, social networks, e-commerce platforms, API