

Develop and implement an online marketing campaign to attract users to install the EASY FOOD application of EASY FOOD Technology Solutions Company Limited, Thai Nguyen.

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Abstract: In the context of fierce competition in the mobile application sector, this topic focuses on building and implementing an online marketing campaign to enhance brand awareness and increase the appeal of the EASY FOOD application. The objective of the research is to develop a comprehensive marketing strategy based on customer data analysis and to execute effective online promotional activities. The approach involves combining digital marketing theory with experimentation to evaluate the campaign's effectiveness. The expected outcome of this research is to provide the company with innovative marketing solutions, contributing to strengthening its competitive position and boosting application revenue.

Keywords: Online marketing, Promotional campaign, Mobile application