

Applying social media marketing to product promotion activities for NAMEK Company Limited - Hanoi

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Abstract: This topic focuses on researching and applying marketing strategies on social media platforms to enhance the effectiveness of product promotion for NAMEK Company Limited in the Hanoi market. The reason for choosing this topic stems from the necessity of upgrading the communication system to meet the increasingly diverse needs of customers. The objective is to build and implement effective social media marketing campaigns, while also evaluating their impact through empirical research. The research method combines theoretical analysis with practical surveys conducted at the company. Through this, the topic aims to provide fresh insights and specific solution suggestions to improve NAMEK's product marketing activities.

Keywords: Social media marketing, Promotion strategy, Limited Liability Company, Empirical research