

Building an e-Marketing solution to attract customers for the Thai Nguyen cosmetics store.

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Abstract: In the context of an increasingly competitive cosmetics market, this topic focuses on building and implementing e-Marketing solutions to enhance customer attraction for a cosmetics store in Thai Nguyen. The research objective is to identify suitable e-Marketing strategies to optimize advertising effectiveness and customer interaction through digital platforms such as social media and e-commerce websites. The research methodology combines theoretical analysis of e-Marketing with empirical studies based on surveys and evaluation of the impact of online advertising campaigns. The significance of the research lies in its ability to provide useful solutions for local cosmetics businesses, contributing to improving their competitiveness in this diversified market.

Keywords: Electronic marketing, cosmetics store, e-Marketing, Thai Nguyen, advertising strategy