

Developing online communication channels for Funtional Foods USA LLC

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Abstract: In the context of an increasingly developing digital landscape, building an effective online communication system has become a decisive factor for Functional Foods USA LLC to enhance brand awareness and customer engagement. This project aims to analyze the company's current communication needs and design an online communication channel that optimizes user experience, based on the latest principles and trends in digital marketing. Through a combination of theoretical research and experimental implementation, the project seeks to provide a comprehensive solution for the company to strengthen its brand competitiveness and improve its market position.

Keywords: Online communication, Digital marketing, Functional Foods USA Company