

Developing online communication channels for Kim Thai Joint Stock Company

Lu Bai Thu Ha

Abstract: In the context of increasing digitalization, developing an effective online communication channel is necessary for Kim Thai Joint Stock Company to enhance customer reach and interaction. This topic focuses on building a content management system (CMS) and an online promotion strategy to optimize user experience. Through a combination of theoretical research and empirical experimentation, the topic will propose technical solutions and strategies suitable to the company's characteristics. The expected outcome of this project is to strengthen the brand and revenue through a modern online communication channel.

Keywords: online communication channel, CMS, online promotion