

Building an online marketing strategy through social media to expand the market and improve business efficiency for Giày Xinh Shop Thái Nguyên.

Nguyen Thuy Linh

Abstract: In the context of increasingly fierce competition, applying online marketing strategies through social media has become an essential need for Giày Xinh Shop Thái Nguyên to expand its market and improve business efficiency. This study aims to build a marketing content management system that can automate and personalize messages to reach potential customers. The research method combines traditional marketing theory with experimentation based on data from social networks. The expected results are enhanced brand recognition, increased sales, and the establishment of long-term customer relationships.

Keywords: Online marketing, social media, content management, Giày Xinh Shop Thái Nguyên, effective business