

Building a content marketing solution for the project website khonggiantre365.com of Megaland Hanoi company.

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Abstract: In the context of fierce competition in the real estate market, this topic aims to build an effective content marketing strategy for the website of the KhongGianTre365.com project. Through theoretical research and practical analysis, solutions will be developed to optimize content and user experience on the website, contributing to increased brand awareness and driving customer conversion. The expected outcome is the improvement of content quality and interactivity, thereby enhancing the competitive position of Megaland Hanoi company.

Keywords: content marketing, website, real estate project, marketing strategy, user experience optimization