

Building a solution to synchronize social media marketing activities for the website novaads.com at Nova Joint Stock Company, Hanoi.

Phạm Quỳnh Trang

Abstract: In the increasingly complex and fiercely competitive business environment, this topic aims to determine the necessity of building a solution to synchronize social media marketing activities for the website novaads.com. The objective of the research is to develop a system that automates the content management process and analyzes the effectiveness of social media marketing campaigns, thereby optimizing the company's online presence. The research applies a combined method of social media management theory and experimentation to verify the feasibility of the solution. The significance of the topic lies in its contribution to enhancing online marketing performance and providing a foundation for other organizations in the industry to develop similar strategies.

Keywords: Online marketing, social media, content management, data analysis, automation