

Building a website to support Mobile Marketing

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Abstract: In the modern context, applying mobile technology to the marketing field has become an inevitable trend to reach and serve customers more effectively. This project aims to build a web system based on a mobile platform to support smart marketing activities, optimize user experience, and improve conversion rates. Through a combination of theoretical research and practical application deployment, the project seeks to provide a comprehensive solution for businesses in building an effective mobile marketing strategy. The expected results will contribute to improving the competitiveness of organizations in the digital market.

Keywords: Mobile Marketing, Web Development, Digital Marketing, User Experience, Strategic Planning