

Building an online marketing strategy and e-commerce sales for some imported products in the Vietnamese market.

Dinh Thu Trang

Abstract: The article discusses building an effective online marketing strategy for imported products in the Vietnamese market, aiming to address the intense competition in the e-commerce sector. Through theoretical and empirical research, the author proposes implementation methods to optimize online sales, while offering recommendations for businesses on suitable marketing strategies. The expected outcome is to create a comprehensive marketing management system that enhances competitive position and expands the market for imported products.

Keywords: Online marketing, Online sales, Imported products, Vietnamese market, Business strategy