

Research and develop an e-Marketing solution to expand the market and develop the brand for Hoa Vien 2 Farm at Hoa Lac Ecological Potential Exploitation Company Limited - Hanoi

Tran Ngoc Dung

Abstract: In the context of an increasingly competitive market, researching and building an e-marketing solution to expand the market and develop the brand for Hoa Vien 2 Farm at Hoa Lac Ecological Potential Exploitation Company Limited - Hanoi has become extremely necessary. The objective of the study is to identify the actual marketing requirements, thereby developing specific strategies and solutions suitable for product characteristics and customer segments. The research methods include analyzing market data, evaluating effectiveness through field trials, and using electronic technology in communication. The study aims to contribute to the sustainable development of the enterprise while raising awareness of digital marketing for farms in the region.

Keywords: Electronic Marketing, Farm, Brand, Market Expansion, Digital Technology