

Building an online marketing solution and applying social media to find customers for Zinhome Co., Ltd., Hanoi.

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Abstract: In the increasingly competitive context of the real estate market in Hanoi, this topic focuses on building an effective online marketing solution, particularly using social media to find and attract potential customers for Zinhome Company Limited. The objective of the research is to identify appropriate marketing strategies and techniques to optimize the company's online presence. The approach combines digital marketing theory with experimentation through the implementation of applications on several major social media channels. The expected outcomes of this topic are not only a significant improvement in business performance through enhanced interaction and brand awareness, but also a contribution to the general knowledge of using online marketing tools in the real estate sector.

Keywords: Online Marketing, Social Media, Real Estate, Empirical Research, Enhancing Interaction