

Build and implement an Online Marketing campaign for the brand of Edu Nguyen Company Limited, Thai Nguyen.

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Abstract: This topic aims to analyze and propose solutions to optimize the online marketing campaign for the brand of Edu Nguyen Company Limited in Thai Nguyen. The practical context shows that the need to enhance brand promotion via the internet is urgent to improve recognition and competitiveness in the education market. The research method combines theories of online marketing management with experiments based on actual data from the company. The expected result will be a comprehensive online marketing strategy, helping Edu Nguyen increase interaction and revenue effectively.

Keywords: Online Marketing, Marketing Campaign, Education, Information Technology, Applied Research