

Application of Email Marketing and Google Adwords to improve business efficiency for the Java lemongrass essential oil store in Tuyen Quang

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Abstract: In the context of fierce competition among essential oil stores, this topic focuses on applying Email Marketing and Google Adwords to improve business efficiency for a store specializing in Java citronella oil in Tuyen Quang. The goal is to analyze the market, design an appropriate marketing strategy, and conduct a practical trial. The research method combines digital marketing theory with experimentation through online marketing activities. The expected results will provide the store with a comprehensive system to optimize the sales process, thereby increasing revenue and profit.

Keywords: Email Marketing, Google Adwords, Java citronella essential oil, business, digital marketing