

Develop and implement an Online Marketing campaign for the ZinHome furniture brand at Zin Homie Hanoi Co., Ltd.

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Abstract: In the current digital age, building and implementing an online marketing campaign has become a crucial factor determining the success of a furniture brand. This thesis aims to research and propose solutions for Zin Homie Hanoi Co., Ltd. regarding the design and execution of an effective online marketing campaign for the ZinHome furniture brand. Through a combination of theory and experimentation, the thesis seeks to provide the necessary knowledge and skills to enhance brand recognition, increase customer interaction, and improve revenue. The results of this study are expected to make a significant contribution to the sustainable development of ZinHome.

Keywords: Online Marketing, Advertising Campaign, Furniture Brand