

Building a tool to support product promotion on Facebook

Vu Cong Tinh

Abstract: In today's digital age, maximizing social media platforms such as Facebook for product promotion has become an unavoidable trend. This topic focuses on building a tool to automate the promotion process on Facebook, aiming to help businesses save time and resources while optimizing communication effectiveness. Through theoretical research combined with experimentation, the topic aims to contribute a practical application solution for online marketing campaigns.

Keywords: Facebook, support tool, product promotion, automation, online marketing