

Completing the Social Media Marketing solution at the E-commerce Development Center EcomViet, Ministry of Industry and Trade

La Bích Hường

Abstract: This topic aims to research and perfect the Social Media Marketing solution for the EcomViet E-commerce Development Center. In the current context, the need for brand promotion through social networks is increasingly growing. The objective of the topic is to identify appropriate strategies and tools to optimize Social Media Marketing activities. Through theoretical research combined with experimentation, the topic hopes to contribute to enhancing the competitiveness and business efficiency of EcomViet in the digital environment.

Keywords: Social Media Marketing, e-commerce, promotion strategy, EcomViet, applied research