

# **Research and design of e-Marketing process for Vietnam OSVN Online Technology Solutions Company Limited - Thai Nguyen**

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**Abstract:** The research aims to explore modern trends in the digital marketing industry, based on the context of the online technology market in Vietnam. The objective of the topic is to design and implement an effective digital marketing process for OSVN - Thai Nguyen Online Technology Solutions Company Limited. Using an experimental research method combining theory and practice, the project hopes to significantly improve the company's digital marketing capabilities. The expected result is that the application of the new process can boost revenue and enhance competitive position in the industry.

**Keywords:** E-marketing, Online Technology, OSVN - Thai Nguyen, Empirical Research, Business Growth