

Online marketing solutions and website building application for promoting transport services of Mạnh Hà private enterprise - Thái Nguyên

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Abstract: In the digital age, optimizing online marketing strategies has become an urgent requirement for private transport enterprises. This study aims to analyze the current situation and propose effective solutions for building a specialized website for Manh Ha - Thai Nguyen, in order to enhance competitiveness in the market. The research methodology includes collecting data from reference sources and surveying the current status, combined with experimental implementation at the enterprise. The expected results will provide important information for building an effective website and strengthening the competitive position of Manh Ha - Thai Nguyen.

Keywords: Online marketing, Transportation website, Private enterprise, Marketing strategy, Corporate website