

Online marketing solutions to develop the business market of Thai Nguyen Iron and Steel Joint Stock Company

Bui Thi Tuyet Trang

Abstract: In the context of fierce competition in the steel market, Thai Nguyen Iron and Steel Joint Stock Company needs to maximize online marketing channels to expand customers and increase sales efficiency. This topic focuses on researching and building a comprehensive online marketing strategy to improve the company's competitive position. Through the process of analyzing the current situation, proposing methodology, and implementing applications, the expected results will provide the company with new directions for optimizing business operations via the Internet.

Keywords: Online marketing, Steel market, Business strategy, Digital technology, Market development