

Online marketing solutions in business operations at Pho Yen - Thai Nguyen Telecom Center

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Abstract: In the context of increasingly fierce competition, the application of online marketing solutions has become an essential need for telecommunications centers. This study aims to research and propose effective online marketing strategies for the Pho Yen - Thai Nguyen Telecommunications Center, thereby optimizing business operations and enhancing competitive advantage in the market. The research method includes theoretical analysis combined with experimentation based on actual data. The expected result is the development of a comprehensive online marketing system, helping the center improve business performance and better meet customer needs.

Keywords: Online marketing, Telecommunications, Telecommunications center, Business strategy, Real data