

Online marketing solutions for market development of Dai Lam Joint Stock Company

Cao Hong Thuy

Abstract: This topic focuses on analyzing and proposing online marketing solutions to enhance the market development process of Dai Lam Joint Stock Company. Through theoretical research combined with practical surveys, the goal is to build a marketing strategy system suitable for current trends. Measures such as SEO, content marketing, and social media management are implemented to optimize brand promotion activities and increase customer interaction. The expected results of this study not only help Dai Lam Joint Stock Company expand its market but also make an important contribution to the field of online marketing research.

Keywords: Online marketing, social media management, SEO, Dai Lam Joint Stock Company