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BRAM PROMOTION ON THE INTERNET

Graduate Thesis
ABSTRACT

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ABSTRACT

The object of the thesis research is brand promotion.

The subject of the research is a specificity of brand promotion on the Internet.

The purpose of the thesis is to study and to describe the process and tools of brand promotion on the Internet.

Method of research is the content analysis of publications of FMCG-brands on Instagram.

In the process of writing the thesis, the following results were obtained: provide a definition, goals and objectives of brand promotion on the Internet, studied Internet marketing tools and types, revealed the features of modern methods of promoting brands on the Internet, described the specifics of brand promotion, in particular FMCG brands, on Instagram and on the Internet as a whole. There was also a difference in the promotion of brands with the image and marketing strategies on the social network Instagram.

The novelty of the results obtained is due to the insufficient knowledge of the specificity of the brand promotion on the Internet and social networks.

The obtained results are characterized by wide possibilities of theoretical and practical application. The materials of the work can be used for further research on this topic and for developing strategies for brand promotion on social networks and on the Internet as a whole.

The results of the thesis were obtained on the basis of reliable materials and independently conducted theoretical and practical studies.

Key words: marketing, marketing communications, marketing mix, promotion, internet marketing, SMM.