

**MINISTRY OF EDUCATION OF THE REPUBLIC OF BELARUS
BELARUSIAN STATE UNIVERSITY
FACULTY OF PHILOSOPHY AND SOCIAL SCIENCES
Department of Social Communication**

**GOLUBKOVA
Yelizaveta Yurievna**

INFLUENCE MARKETING IN THE BEAUTY INDUSTRY

Graduate Thesis
ABSTRACT

Qualification 1-23 01 15 «Social Communications»

Supervisor: Tatiana V. Kupchinova
Candidate of Sociology,
Associate Professor

Minsk, 2019

ABSTRACT

The object of the thesis research is the influence marketing. The subject of the research thesis is the possibility of the use of influence marketing in the beauty industry. The aim of the thesis is to identify and substantiate the possibility of the use of influence marketing in the beauty industry.

Methodological basis of the thesis was constituted by general scientific methods (analysis and synthesis, method of induction and deduction, descriptive method and method of comparison), and methods used in the Social Sciences (the traditional analysis of the content of the pages in social networks, content analysis).

In the course of writing this thesis following results were obtained: the main trends in the development of influence marketing for 2019-2020 were identified; the main trends in the digital sphere and the beauty industry for 2019 were identified; the classifications of influence marketing tools were developed depending on the goals of promotion; the cases of cooperation of brands with influencers and the promotion of perfumery and cosmetic products through social networks were considered; the beauty blogs of influencers from different countries were analyzed for differences and patterns in the published content.

The scientific novelty of the results of thesis is due to the lack of an integrated approach to the practical application of influence marketing. The obtained results are characterized by ample opportunities for theoretical and practical application. Materials of the thesis can be implemented in the educational process, as well as in the development of a strategy for working with influencers and building communication with them.

The materials and results of the thesis were obtained on the basis of reliable sources and independently carried out theoretical and practical research.

Key words: influence marketing, trends of influence marketing; influence marketing tools, beauty industry, cosmetic brands, influencers, types of social networks.