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**CREATING THE PERSONAL BRAND TO PROMOTE THE COSMETICS
STORE IN SOCIAL NETWORKS**

Graduate Thesis

ABSTRACT

Speciality 1-23 01 15 Social Communications

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Doctor of Historical Sciences,
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ABSTRACT

The object of the study of the thesis is the algorithm of the brand and its construction. The subject of the study of the thesis is a personal brand in the promotion of a cosmetic products store. The purpose of the thesis is to determine the communicative strategy for promoting the cosmetic products store. The methodological basis of the thesis was made up of such methods as: comparative and analytical analyses, synthesis, deduction, induction, forecasting, study of the competitive environment, questionnaires.

In the process of writing a thesis, the following results were obtained: the theoretical foundations of building and promoting a brand were studied, brand promotion in social networks was analyzed, a business plan for the organization was created, a description of the external environment and competitiveness of the organization was given, recommendations were developed for entrepreneurs to promote the organization's brand.

The novelty of the materials obtained is due to the recent introduction of the company into the cosmetic market, as well as the consideration of international cooperation in this area. The obtained results are characterized by wide possibilities of theoretical and practical application. The materials of the thesis can be used in the educational process, as well as in the management of your own organization.

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

Keywords: branding, personal brand, promotion strategy, social networks, competitiveness.