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**BRAND PROMOTION IN SOCIAL NETWORKS  
(on the example, the brand AKZENTZ)**

Graduate Thesis  
ABSTRACT

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## ABSTRACT

The object of research of the thesis is brand promotion on social networks .. The subject of the research is the use of SMM technologies in promoting the brand for the production of nail materials AKZENTZ. The purpose of the thesis is the use of SMM technologies in promoting the AKZENTZ brand of nail materials. The methodological basis of the thesis was composed of general scientific methods: general logical methods (analysis, synthesis, generalization, comparison, deduction, induction) and historical methods that allowed us to analyze the history and prospects of branding development in social networks.

In the process of writing a thesis, the following results were obtained: a number of key characteristics were highlighted when promoting a brand in social networks; An advertising campaign was developed to promote the brand on social networks.

The novelty of the results is due to the lack of an integrated approach to promoting AKZENTZ brand on social networks.

The results obtained are characterized by wide possibilities of theoretical and practical application. Materials of the thesis can be used in the educational process, as well as in the development of advertising campaigns for promotion in social.

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

Keywords: *brand, brand promotion, SMM, social networks, beauty industry, AKZENTZ*