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BRAND IN THE PROMOTION OF HOSTING COMPANY SERVICES
(on the example of Suport Chain LLC, hosting provider Hostfly)

Graduate Thesis
ABSTRACT

Speciality: 1-23 01 15 Social Communications

Scientific supervisor:
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ABSTRACT

The object of the research work is a Hostfly project manager Aleksandr Vyacheslavovich Khmyl.. The subject of the research paper is promoting the Hostfly organisation through branding. The purpose of the thesis is identifying the main methods of promoting a hosting provider through branding, and identifying the prospects for using this strategy in relation to the hosting company. The methodological basis of the thesis is based on the in-depth interview method.

In the process of writing the thesis, the following results were obtained: a review of the current situation on the hosting market was made, the main tools of a hosting company's branding strategy were identified, the most effective tools for promoting a hosting company were identified and, in this way, the effectiveness of the branding strategy was clearly demonstrated.

The novelty of the results is a clear demonstration of the hosting company's progress over 1 year and the company's commitment to continue on this course. This proves that brand as a promotion method does not lose its position and actively justifies itself, which cannot be said for competing 'new school' methods.

Key words: the concept of brand, brand design, brand promotion of an organisation, theoretical aspects of internet branding research, internet as a new medium for branding, components of internet branding, internet branding strategies, concept of social network, goals and opportunities of social media marketing.