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**FEATURES OF PROMOTION OF COMMERCIAL AND NON-  
COMMERCIAL ORGANIZATIONS IN THE SOCIAL NETWORKS  
«VKONTAKTE» AND «INSTAGRAM»**

Master's thesis  
ABSTRACT

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## ABSTRACT

The following aims of the master's thesis: to determine the features of using Internet marketing tools on the platforms of Internet resources and social networks of commercial and non-profit organizations in «Vkontakte» groups and in «Instagram» accounts.

The object of the master's thesis is the toolkit of organizations by Internet marketing. The subject of the research is the Internet marketing in the Republic of Belarus.

In the process of writing the master's thesis, the following results were obtained: we identified the main features and tools of Internet marketing and statistical indicators for representing commercial and non-commercial companies in social media and the Internet were determined.

*Keywords: internet marketing, SMM, promotion tools, commercial profiles, non-profit profiles, website, social networks.*