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**PROMOTION OF FLORAL SERVICES VIA
THE SOCIAL NETWORK INSTAGRAM**

Graduate Thesis

ABSTRACT

Speciality 1-23 01 15 Social Communications

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Minsk, 2023

ABSTRACT

The object of the study is the promotion of small businesses in the social network "INSTAGRAM". The subject of the study is the creation of advertising campaigns for small businesses on the social network "INSTAGRAM" on the example of the floral store "VETKA KVETKA". Instagram The purpose of the work is to analyze the main ways of promoting floral services on the Instagram social network and to identify the need for an advertising strategy to promote a floral store on the Instagram social network. Based on the study of theoretical sources and the conducted research, the main points that strengthen the impact of online advertising and favorably affect the promotion of a commercial brand on the social network "INSTAGRAM". Recommendations were also developed on the development and placement of advertising materials on the social network "INSTAGRAM". An effective advertising campaign for a florist shop was also developed and analyzed, thanks to the analysis of competitors' advertising messages.

Key words: marketing, promotion strategy, floristry, floral products, instagram, targeted advertising.