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**PROMOTION OF SERVICES IN SOCIAL NETWORKS  
IN THE HoReCa MARKET  
(on the example of the bar "Ferula")**

Graduate Thesis

ABSTRACT

Speciality 1–23 01 15 Social Communications

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## ABSTRACT

The object of the study is the page of the institution in social networks. Subject of the study - the process of promoting pages in social networks bar "Ferula". The aim of the work is to develop and achieve the objectives of the project type in the field of HoReCa. The methodological basis of the thesis consisted of general scientific methods: method of analysis, synthesis, method of induction and deduction, as well as private-scientific methods used in the humanities.

As a result of the study the specific concepts, functions and tools of brand promotion were identified. In the process of writing the thesis the following results were obtained: Advertising types of promotion in social networks were considered. The basic concepts and tasks of promotion of services in the HORECA market were studied. The tools of promotion were studied. The activities of competitors were analyzed. The novelty of the results is due to the lack of a comprehensive approach to the promotion of the bar "Ferula" in social networks. The results are characterized by a wide range of practical applications, both for this institution and for other organizations. As a result of the study the specific features of the creation of advertising campaigns, allowing to effectively promote services in the HoReCa market were identified.

The scientific novelty of the study lies in the relevance of systematically organized data on the characteristics of advertising campaigns and brand positioning in terms of effectiveness and impact on the consumer. Knowledge of properties and features of positioning and advertising campaigns will help to build the most effective communication strategy and, as a consequence, to increase sales figures.

*Keywords: promotion, brand, social media marketing, content, social networks, instagram, horeca, advertising.*