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**STRATEGY OF PROMOTION
OF THE BELARUSIAN CLOTHING BRAND**

Graduate Thesis
ABSTRACT
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ABSTRACT

The object of the study is the Belarusian clothing brand "March 8". The subject of the study is the strategy of brand promotion in social networks. The purpose of the work is to compile an SMM strategy for the Belarusian clothing brand "March 8". The methodological basis of the thesis was made up of general scientific methods: the method of analysis and synthesis, the method of induction and deduction, swot analysis, as well as content analysis.

As a result of the research, the target audience and competitors of the March 8 brand were identified, as well as an analysis of the brand's social networks and its competitors was carried out; an SMM strategy for the March 8 Belarusian clothing brand in social networks was compiled. The features of the clothing brand promotion were studied, as well as the main social networks and their characteristics were analyzed. In the process of writing the thesis, the following results were obtained: the target audience of the Belarusian clothing brand "March 8" was identified; the main competitors of the brand "March 8" were identified, and their social networks were analyzed; An SMM strategy has been developed for the Belarusian clothing brand "March 8".

The scientific novelty of the study lies in the lack of analysis of social networks of Belarusian clothing brands. The obtained results are characterized by wide possibilities of theoretical and practical application.

Keywords: brand, social networks, smm, smm strategy, brand promotion.