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**PROMOTION OF THE BRAND
BY THE SOCIAL NETWORK INSTAGRAM
(on the example of the perfume brand "AZMIRLI")**

Graduate Thesis

ABSTRACT

Specialty 1-23 01 15 Social Communications

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ABSTRACT

The object of research of the thesis is the promotion of the brand in social networks, the subject of the research is the promotion of the brand in the social network Instagram on the example of the perfume brand "AZMIRLI". The purpose of this thesis: to identify the features of brand promotion in social networks on the example of the promotion of the AZMIRLI perfume brand in the Instagram social network.

In the process of writing the thesis, the following results were obtained: the history of the development of social networks, marketing in social networks was traced, the concepts of "social networks" and "marketing in social networks" were defined, the tools and features of promotion in social networks were characterized; the functionality of the social network Instagram is described, the activities of the perfume brand in the social network Instagram are studied; The attitude of perfume brand subscribers to the content presented in its account on the Instagram social network was studied. Recommendations have been developed to improve the efficiency of brand promotion in the Instagram social network.

The materials of the thesis can be used in further research, the educational process, as well as in the development of strategies for promoting perfume brands in social networks.

Key words: promotion, social networks, branding, smm, Instagram, perfume market.