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**PROMOTION OF THE BELARUSIAN ONLINE PLATFORM
FOR THE SALES OF ART OBJECTS TO THE RUSSIAN MARKET**

Graduate Thesis

ABSTRACT

Speciality 1-23 01 15 Social Communications

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ABSTRACT

The object of study of the thesis is the Belarusian online platform for the sale of art. The subject of the research is the promotion of the Belarusian online platform for the sale of art on the Russian art market. The purpose of the study is to create a plan for promoting the Belarusian online platform for the sale of art «Artcenter» on the Russian art market. Research methods - analysis of information from theoretical sources, systematization, generalization, classification, graphical method of presenting information, comparative analysis.

In the process of writing the thesis, the following results were obtained: the features of promotion in the art market were revealed; the main tools for promoting online platforms are considered; the features of the Russian art market are revealed; the promotion of the main players in the Russian art market was considered; a project was created to promote the Belarusian online platform for the sale of art on the Russian art market.

The novelty of the results obtained is due to the lack of data in the public domain regarding the promotion of the Belarusian online platform for the sale of art on the Russian art market. The obtained results are characterized by a wide range of theoretical and practical applications both for the United ARTS LLC, in terms of the marketing department, and for employees of other companies. Thesis materials can be used in the educational process.

The materials and results of the thesis were obtained on the basis of reliable sources and independently conducted theoretical and practical research.

Keywords: online platform for the sale of art, art market, Russian art market, online platform promotion tools, email marketing.