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**THE STRATEGY OF PROMOTING THE BELARUSIAN CLOTHING
BRAND**

Diploma work
ANNOTATION

Speciality: 1-23 01 15 Social Communications

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ANNOTATION

The structure of the thesis consists of an introduction, two chapters and a conclusion. The first chapter is theoretical: The first chapter discusses the features, goals and objectives of social media marketing, explains how SMM works. 5 conditionally selected categories of tools used for promotion on the Internet are considered in detail. The principle of word of mouth marketing is explained. In the second chapter, a study of Belarusian brands is conducted, in particular, it explains how the SMM tools described in the first chapter are used. The volume of the thesis is 69 pages and includes 2 appendices and 31 sources used.

Keywords: advertising, brand image, target audience, marketing mix, commercial enterprise, production, social networks, media.

The object of research of the thesis is advertising and its impact on social groups.

The subject of the thesis is male and female stereotypes in advertising as an instrument of influence on the consumer.

The purpose of the thesis is to identify the peculiarities of the perception of advertising by men and women.

The methodological basis of the research in the thesis was the scientific works of foreign and domestic authors, publications on advertising and advertising art, features of advertising and consumer culture. In the process of working on the project, the following research methods were used: analysis, synthesis, comparison, generalization, comparison, comparative analysis, induction and deduction.

The object of the study is promotion on the Internet.

The subject of the study is SMM as a tool for promoting Belarusian brands on the Internet.

The following tasks are set in this work:

1. Describe the features of social media marketing;
2. Consider the main tools used in the field of advertising on social networks;
3. Study the literature on advertising promotion on social networks;
4. Explore trends in the development of social networks;
5. Analyze how certain SMM tools are used using the example of social networks with Belarusian brands.

The following research methods are used in the work: comparative descriptive; method of analysis and synthesis; structural analysis; content analysis.

The use of this topic in writing the study is due to the increased influence of social networks as part of our daily lives, taking up more and more time. We are used to searching, buying and exploring everything we are interested in on the Internet. Therefore, in order to win the loyalty and attention of customers, companies need to be modern and meet the requirements of the time.

The interest in this thesis is especially relevant now, because, according to the Institute of Sociology of the National Academy of Sciences of Belarus, more than 64.6% of Belarusian residents use social networks, and almost 44% of them log in daily, and about 14% – several times a week. This is an attractive opportunity for companies to "win over" their target audience and get a positive opinion from them. That's why social media presence is so important. It is becoming increasingly difficult to satisfy customers' desires and recruit them to purchase, and on social networks they are in their comfort zone. Therefore, it is important to study the subtleties of conducting marketing campaigns and follow them.