

MINISTRY OF EDUCATION OF THE REPUBLIC OF BELARUS
BELARUSIAN STATE UNIVERSITY
FACULTY OF PHILOSOPHY AND SOCIAL SCIENCES
Department of Social Communication

ZHUROMSKAYA Palina Vladimirovna

**BRAND PROMOTION STRATEGY ON SOCIAL NETWORK INSTAGRAM
AS AN EFFECTIVE TOOL FOR SMALL BUSINESS DEVELOPMENT ON
THE INSTANCE OF THE JEWELRY STORE “LUCK CHERRY”**

Diploma work
ANNOTATION

Speciality: 1-23 01 15 Social Communications

Academic supervisor:
Doctor of Philosophy in Philosophy,
Associate Professor
Nadezhda V. Efimova

Minsk, 2024

ANNOTATION

The structure of the thesis contains an introduction, three chapters, and a conclusion. The first chapter is theoretical; it describes the basics of brand creation and promotion. The second chapter is practical, in which the particularities of jewelry brand promotion are covered. The third chapter is also practical; it presents recommendations for the promotion strategy of the small business brand "Luck Cherry". The volume of the thesis consists of 55 pages, including 2 appendices, 21 illustrations, 5 tables, and 29 cited sources.

Key words: brand, brand functions, branding, personal brand, promotion strategy, brand promotion methods, social networks, competitiveness, target audience, small business, handmade jewelry.

The object of the thesis research is the brand characterization and its peculiarities in the communication process.

The subject of the thesis research is the handmade designer jewelry brand «Luck Cherry» and its promotional activities on the social network Instagram.

The purpose of the thesis is to determine the promotion strategy for the handmade designer jewelry brand on the social network Instagram.

The methodological basis of the thesis was formed by general scientific methods: analysis and synthesis, induction and deduction, comparative and analytical analyses, synthesis, forecasting, competitive environment analysis, comparison, descriptive method, as well as specific scientific methods used in sociological research (the questionnaire survey method).

The following results were obtained during the writing of the thesis: the theoretical foundations of brand formation and promotion were studied; the brand promotion on social networks was analyzed; the characteristics of the external and internal environment and the competitiveness of small businesses were described; the preferences of the target audience for the handmade designer jewelry brand «Luck Cherry» on the social network Instagram were analyzed; the recommendations for promoting the brand «Luck Cherry» on the social network Instagram were developed.

The novelty of the obtained results is determined by the lack of a comprehensive approach to studying the features and effective methods of promoting a small business brand on the social network Instagram. The obtained results are characterized by wide possibilities of theoretical and practical applications.

The materials and results of the thesis were obtained from reliable sources and through independent theoretical and practical research.

The materials from the thesis can be applied in the educational process as well as in the development and implementation of marketing activities for the small business «Luck Cherry».