

MINISTRY OF EDUCATION OF THE REPUBLIC OF BELARUS
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**THE ADVERTISING STRATEGY OF PROMOTING
CHINESE GOODS TO THE BELARUSIAN MARKET
IN MODERN CONDITIONS**

Master's Thesis
ANNOTATION
Speciality 7-06-0321-02 Communications

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ANNOTATION

The structure of the master's thesis includes three chapters. The first chapter is devoted to the theoretical foundations of communication and advertising strategies. The second chapter focuses on the analysis of the advertising strategy in the context of Chinese-Belarusian trade. The third chapter is devoted to the practice of promoting Chinese goods on the Belarusian market, with an emphasis on the use of the TikTok social network.

The total volume of the work is 63 pages, including 4 tables, 12 figures and 59 literature sources.

Keywords: Advertising strategy, product promotion, Chinese-Belarusian trade, social networks, TikTok, digital marketing, cultural adaptation, local influencers, consumer perception.

The object is Chinese – Belarusian trade relations and the processes of promoting Chinese goods on the Belarusian market.

The subject is advertising strategies used to promote Chinese goods on the Belarusian market, including the TikTok platform.

The purpose of the master's thesis is to develop recommendations for improving the advertising strategy for promoting Chinese goods on the Belarusian market using the TikTok social network.

This study used theoretical analysis and synthesis of literature, comparative analysis, statistical data analysis, content analysis of advertising materials in TikTok, analysis of the regulatory framework, generalization and interpretation of the data obtained.

As a result of the study, the key features of Chinese-Belarusian trade relations were identified, the most effective advertising strategies for promoting Chinese goods on TikTok were identified, and the main problems associated with promotion on this social network were identified. The novelty of the work lies in the development of practical recommendations for optimizing advertising campaigns in TikTok, adapted to the specifics of the Belarusian market, and in analyzing current trends in the promotion of Chinese goods. The reliability of the results is ensured by using up-to-date data from official sources, including regulatory documents, statistical reports, and TikTok materials.

The research results can be used by Chinese companies and Belarusian distributors to develop effective advertising campaigns on TikTok aimed at promoting Chinese goods.