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**PROMOTION STRATEGY FOR COSMETIC PRODUCTS
ON THE INSTAGRAM SOCIAL NETWORK
(using the example of the online store "DNA")**

Diploma work
ANNOTATION

Speciality: 1-23 01 15 Social Communications

Academic supervisor:
Doctor of Historical Sciences,
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ANNOTATION

Structure of the diploma work includes an introduction, three chapters, a conclusion, a list of sources used, and appendices. The first chapter examines the theoretical foundations of promotion in social networks and the specifics of promoting cosmetic products. The second chapter provides an analysis of the activities of the online store "DNA" and its promotion strategy in social networks. The third chapter develops a promotion strategy for the online store "DNA" in Instagram and evaluates its socio-economic effectiveness. The diploma work consists of 67 pages, including 4 appendices and 38 sources.

Keywords: social media marketing (SMM), promotion in social networks, social networks, content marketing, digital marketing, engagement, SMM strategy.

The object of the diploma work is the DNA online store.

The subject of the diploma work is the promotion of the DNA online store in social networks.

The purpose of the diploma work is to develop a strategy for promoting the DNA online store in the Instagram social network.

Methodological basis of the research includes analysis, synthesis, generalization, classification, comparison, observation, and content analysis.

Results obtained during the writing of the diploma work: the theoretical foundations of social media marketing were studied, an analysis of the current promotion strategy of the online store "DNA" in social networks was conducted, and improvements to the promotion strategy of the online store "DNA" in Instagram were proposed and justified.

Information base of the research includes textbooks, scientific publications in the field of marketing and SMM, conference and seminar materials, data obtained from the official website of the online store "DNA" and its social media pages, as well as the results of the author's own research.

Practical significance of the research lies in the fact that the developed promotion strategy can be used by the online store "DNA" to increase the effectiveness of its activities in Instagram. The results of the research can also be useful for other companies operating in the cosmetic industry and seeking effective promotion in social networks.

The materials and results of the diploma work were obtained based on reliable sources and independently conducted theoretical and practical research. The materials of the diploma work can be used in the educational process.