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**CREATION  
AND DEVELOPMENT OF A FULL-CYCLE AGENCY  
FOR PROMOTION ON MARKETPLACES**

Diploma work  
ANNOTATION

Speciality: 1-23 01 15 Social Communications

Academic supervisor:  
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## ANNOTATION

The structure of the work corresponds to the tasks set and includes an introduction, two chapters, a conclusion, a list of sources used and appendices. The first chapter examines the theoretical aspects of creating full-service agencies, analyzes the marketplace market and models of cooperation in the field of online commerce. The second chapter is devoted to the practical implementation of the «MarketMate» agency project, including the history of the agency's creation, the development of a business plan, marketing strategy, and the creation of the company's online presence. The volume of the thesis is 49 pages and includes 2 appendices and 23 used sources.

Keywords: e-commerce, marketplace, marketplace market, seller, full-service marketplace promotion agency, turnkey services, seo optimization, fulfillment, product analytics, outsourcing, target audience, positioning, marketing strategy, unique sales offer, business plan.

The object of the research is the process of creating and promoting a full-service agency in the digital economy

The subject of the research includes theoretical and practical aspects of the formation of a full-service agency's business model, marketing strategy and online presence.

The aim of the work is to develop and substantiate a full-cycle business model of a marketplace promotion agency using the example of «MarketMate».

The methodological basis of the research is based on the use of general scientific methods such as analysis, synthesis, a systematic approach, as well as methods of marketing analysis and competitive environment analysis, as well as private scientific methods (in-depth interview method).

As a result of the work, the case of the full-cycle agency for promotion on marketplaces «MarketMate» was described in detail and shown in detail. The article reveals the internal mechanisms of the formation of a business of this type, as well as the peculiarities of adapting the business model to the realities of the Belarusian market, the history of the agency's creation, the specifics of positioning, and the focus on partnerships with clients.

The practical significance of the work lies in the development of a ready-made project that can be implemented in a real market, as well as in the formulation of recommendations for optimizing the processes of creating and promoting such agencies.

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