

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

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SOFTWARE PROMOTION FOR ORGANIZATIONS

Diploma work
ANNOTATION

Speciality: 1-23 01 15 Social Communications

Academic supervisor:
Doctor of Sociology in Philosophy,
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ANNOTATION

The structure of the diploma work consists of an introduction, three chapters and a conclusion. The first chapter is theoretical, it reveals the theoretical foundations of promoting software for organizations. The second chapter analyzes the audience and marketing tools. The third chapter is practical, describing a digital marketing program for the project of the software development company Beladev LLC. The volume of the Thesis is 49 pages and includes 1 appendix and 54 sources used.

Keywords: software, B2B, promotion, content, competitive environment, segmentation, marketing tools, digital marketing, artificial intelligence, blockchain.

The object of the research work is software promotion. The subject of the research paper is software promotion on the market for organizations. The aim of the diploma work is to find and justify an effective marketing strategy for promoting software on the market for organizations. Methodological basis of the diploma work was constituted of analysis of the software market, analysis of the competitive environment, audience segmentation, development of a social media strategy. In the course of writing this diploma work following results were obtained: key software market trends were identified, priority audience segments were determined, a competitive analysis was conducted, a three-month digital marketing program was developed, and performance evaluation metrics were formulated.

The novelty of the results obtained is due to the synthesis of technological specifics, international requirements, and adaptive marketing mechanisms. The results obtained are characterized by wide possibilities of theoretical and practical application.

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

The materials of the diploma work can be used in the educational process, as well as during the implementation of marketing activities in social media by the company Beladev.