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**COMMUNICATIVE STRATEGIES FOR PROMOTING
INTERIOR DESIGN SERVICES ON THE INTERNET**

Diploma work
ANNOTATION

Speciality: 1-23 01 15 Social Communications

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ANNOTATION

The volume of the diploma work is 45 pages and includes 2 appendices and 20 sources.

Keywords: internet marketing, promotion, promotion strategies, target audience, target audience segments, competitive analysis.

The object is to promote interior design services on the Internet.

The subject of the diploma work is Internet marketing strategies to promote interior design services on the Internet.

The purpose of the work is a comprehensive study of strategies for promoting interior design services on the Internet.

The theoretical basis of the diploma work research was made up of the works of domestic and foreign scientists in the field of Internet marketing, such as Arzhanova K. A., Goncharova D.A., Kupreichenko E. V., Pesterova E. V. and other scientists.

The work used a qualitative methodology, as well as a method of comparative analysis.

Based on the results of the work carried out, it can be argued that the promotion strategy is an integral part of the promotion, which is important for recruiting an audience, increasing its trust and loyalty.

For a competent strategy of promoting interior design services on the Internet, it is important to choose the right channels and methods of promotion. According to experts, DomBelCom LLC is a social network such as Instagram, as well as a website. Among the effective methods they identify are targeted advertising, SEO promotion, visual content type and articles. Among the ineffective channels and methods of promotion on the Internet, DomBelCom LLC specialists single out the email newsletter and the TikTok social network. Another new method of promotion is currently collaboration with bloggers. According to the experts of DomBelCom LLC, this can effectively influence the promotion of interior design services on the Internet.

The current trends in the promotion of interior design services on the Internet, according to DomBelCom LLC specialists, are: visual content, emotional content, as well as increased requirements for the quality of this content.