

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

MASLO Stepan Vasilyevich

PROMOTION
OF A BAKERY EQUIPMENT MANUFACTURING COMPANY
(using the example of Rokintechinvest)

Diploma work
ANNOTATION

Speciality: 1-23 01 15 Social Communications

Academic supervisor:
Doctor of Philosophy in Sociology
Igor V. Pinchuk

Minsk, 2025

ANNOTATION

The structure includes three chapters. The first chapter reveals the theoretical foundations of network sociological analysis and the principles of promotion in social media. The second is devoted to the marketing analysis of Rokintehinvest and the segmentation of the target market. The third chapter contains the development and practical implementation of an SMM strategy for the Telegram channel, as well as evaluates the results of implementation, comparing key metrics before and after the launch of the strategy, and formulates recommendations for the further development of the company's digital communications. The volume of the diploma work is 50 pages and includes 4 illustrations, 7 tables and 52 sources used.

Keywords: social media, promotion, marketing, smm marketing, smm strategy, content plan, traditional and digital methods of promotion.

The object of research is manufacturing companies of industrial enterprises in specialized segments of the B2B market.

The subject of the research is the promotion of the baking equipment manufacturing company ODO Rokintehinvest.

The purpose of the work is to consider ways of promotion using the example of ODO Rokintehinvest in the digital space with an emphasis on using the Telegram platform and substantiate it. The methodological basis of the study was a systematic and comparative analysis, segmentation and SWOT diagnostic methods, a Telegram channel content audit, as well as quantitative methods for evaluating effectiveness (calculating the Engagement Rate).

The conducted research on the promotion of ODO Rokintehinvest in the digital space confirmed the key role of specialized SMM strategies for industrial enterprises in the B2B segment. An analysis of the results of the implementation of the new strategy for the Telegram channel «RITI Bakery Equipment» demonstrated a significant improvement in key performance indicators.

The practical significance of the work lies in the fact that the proposed solutions have already proven their effectiveness and can be scaled to other enterprises in the industry. The results obtained open up new opportunities for the digital transformation of marketing communications in the industrial equipment segment.

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.