

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

Shepelev Nikolai Ivanovich

**PRODUCT PROMOTION STRATEGIES  
ON THE WILDBERRIES MARKETPLACE**

Diploma work  
ANNOTATION

Speciality: 1-23 01 15 Social Communications

Academic supervisor:  
Doctor of Philosophy in Political Science,  
Associate Professor  
Irina I. Ekdumova

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## ANNOTATION

The structure of the diploma work corresponds to the stated objectives and includes an introduction, three chapters, a conclusion, a list of references, and appendices. The first chapter outlines the theoretical foundations of marketplace functioning, covering their essence, historical development, classification, advantages and disadvantages, as well as current consumer behavior trends. The second chapter is devoted to the systematization of tools and strategies for product promotion on the Wildberries marketplace, including SEO optimization, internal advertising, participation in promotions, working with customer reviews, and analytics. The third chapter presents an empirical study based on in-depth interviews with active sellers representing the company “Antonar” JV.

The diploma work comprises 64 pages and includes 2 appendices and 46 references.

Keywords: marketplace, Wildberries, product promotion, SEO optimization, internal advertising, analytics, product card, promotion strategies, consumer behavior, ranking algorithms, e-commerce.

The object of the research is marketplaces as a form of digital trade.

The subject of the research is the tools and strategies for product promotion on the Wildberries platform.

The aim of the diploma work is to systematize promotion strategies on Wildberries and evaluate their effectiveness based on theoretical analysis and empirical data.

The methodological basis of the research includes methods of analysis, synthesis, comparison, as well as in-depth interviews with business representatives. Scientific publications, industry analyst reports, and internal data obtained during interviews with marketplace sellers were used.

The research results confirm that successful promotion on Wildberries requires a comprehensive approach that combines well-prepared product cards, flexible use of advertising and analytical tools, and constant adaptation to the platform’s changing algorithms. The practical significance of the diploma work lies in formulating recommendations for optimizing promotion strategies, especially for beginner sellers.