

MINISTRY OF EDUCATION OF THE REPUBLIC OF BELARUS
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FACULTY OF PHILOSOPHY AND SOCIAL SCIENCES
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**PROMOTION OF PASSENGER TRANSPORTATION SERVICES
ON THE INTERNET**

Diploma work
ANNOTATION

Speciality: 1-23 01 15 Social Communications

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ANNOTATION

The structure of the diploma work includes two chapters. The first chapter analyzes the theoretical foundations of the promotion of services on the Internet, examines the features and tools of Internet marketing, as well as the stages of promoting passenger transportation services. The second chapter presents the case of Intercars-Europe, describes the general characteristics of the company and its Internet promotion strategy. The methods of market and competitor analysis, as well as practical aspects of using various Internet marketing tools, are highlighted. Recommendations for improving the promotion strategy and achieving sustainable growth in a competitive environment are considered. The volume of the diploma work is 43 pages and includes 1 drawing, 2 appendices and 17 used sources.

Keywords: internet marketing, promotion, target audience, content marketing, seo viral marketing, effectiveness, strategies.

The object of the diploma work research is passenger transportation services.

The subject of the diploma work is the promotion of passenger transportation services on the Internet.

The purpose of the diploma work is to analyze the promotion of passenger transportation services on the Internet.

The methodological basis of the diploma work was made up of general scientific methods: the method of analysis and synthesis, the method of induction and deduction, the method of comparison, the descriptive method, as well as private scientific methods used in conducting sociological research (interviews).

In the process of writing the diploma work, the following results were obtained: the theoretical foundations of online promotion of passenger transportation services were analyzed; key Internet marketing tools such as SEO, contextual advertising and SMM were identified; the main stages of developing a promotion strategy were identified using the example of INTERCARS-Europe; the analysis of current trends in Internet promotion and their impact on business efficiency; Recommendations are given for improving Internet strategies, including increasing investments in SEO and developing content marketing to increase the company's competitiveness.

The novelty of the results obtained is due to insufficient information about the specifics of online promotion of passenger transportation services and how modern companies can adapt to rapidly changing market conditions.

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 to improve Internet strategies at Intercars, as well as for other organizations involved in passenger transportation seeking to increase their competitiveness in the digital space.