

SUMMARY

Theme: «Social networks as a tool for promotion of company's brand»

Author: Zeydula T.O.

Supervisor: Ovcharova Galina Borisovna
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Key words: social media, new media, web 2.0., the positioning of the brand sports brands, tools of brand promotion.

The goal of this research work is to study the social media as tools of promoting the company and development of recommendations for PR campaigns sport's brands in Russia.

In the graduation work discusses the advantages of using social networking as tools to promote the brand, identifies the characteristics of individual Internet sites for company promotion, strategies of advertising campaigns of different brands on social networks, and analyses of the PR campaign sport's brands in social media.

Achieving this goal involves the formulation and solution of the following **tasks:**

1. To explore the benefits of brand promotion through social networks; analysis of strategy of promotion of brands through social networks;
2. To study the characteristics of specific online sites for brand promotion of the company;
3. To perform the pr campaign sports brands in social networks;
4. To develop a package of recommendations for promotion of sports brands in Russia.

In the work discusses the advantages of using social networking as tools to promote the brand, identifies the characteristics of individual Internet sites for company promotion, strategies of advertising campaigns of different brands on social networks, and analyses of the PR campaign sports brands in social media.

The theoretical significance of the research lies in the complex and comprehensive analysis of theoretical and practical problems of positioning and promotion sports brand in social media.

Some of the conclusions obtained in the course of work, to some extent, expand the theoretical basis for further study of essence of the phenomenon of new media, peculiarities of their perception and structuring, as well as issues related to positioning and promoting brands through communication strategies and technology public relations.

The practical significance of the thesis is to develop a package of recommendations for promotion of sports brands in Russia by using social networks. This strategy can be applied in practice and will contribute to maintain consumer interest in the brands, increase sales, recognition and loyalty from customers.

The results of the research. In the conducted thesis study, we solved all the tasks.

Recommendations. The results of the study has developed a package of recommendations for promotion of sports brands in social networks in Russia, which involves a multi-pronged approach to the use of different tools of social media to spread advertising campaigns. This will not only attract new consumers but will also contribute to enhance the popularity of the brands in Russia and increase profits.

