Abstract of the Master’s Dissertation

Subject Matter of the Dissertation: the use of social networks such as Twitter and Facebook as innovative management tools to promote trading networks (on the basis example of a trading network "DOMO").

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Topicality of the research: modern social networks are nothing but the environment, aimed at building online communities of people with similar interests or activities. The strong development of social networks in Russia opens up an incredible opportunity for different kinds of brands. Services such as Vkontakte, Twitter, Facebook, MySpace, My Circle and many others rapidly collect million active subscribers. In this regard, the development of innovative management tools to promote trade networks is becoming very topical. SMM (Social Media Marketing) is an efficient tool with which visitors are drawn to the site from social networks, communities, blogs, diaries and forums. SMM is increasingly used as the main innovative managerial tool for promotion of trade networks.

Objective: synthesis of theoretical knowledge and practical application of the tools of promotion in social networks and the development on this basis of design recommendations for optimizing promotion in Twitter and Facebook of the trading network "DOMO".

Tasks:
- to study the concept, strategy and promotion tools;
- to consider technologies of goods promotion in the Internet;
- to study the promotion on social networks Twitter and Facebook as an innovative management tool;
- to consider domestic and foreign experience of innovative promotion in the Internet;
- to study the organizational and managerial characteristics of the trade network "DOMO";
- to study the features of promotion in social networks and develop the author's concept for promoting the trading network "DOMO" in social networks Twitter and Facebook.

Hypothesis: the use of social networks such as Twitter and Facebook as innovative management tools for improving and increasing the effectiveness of the promotion of trade networks as business entities that is provided with the general intensification of communication with target audiences, increased by interactivity and opportunities for effective positioning of these organizations in the information space.

Novelty of the research:
- systematized and classified technologies of advancement in the Internet;
- formulated and proved a systematic approach to managing promotion in social networks Twitter and Facebook;
- identified and described features of the Russian and foreign experience in this field.

**The main principles to be depended:**
- promotion is a set of marketing actions aimed at increasing share of goods, services, particular company or brand, strengthen their market position, enter a product category to the market, increase brand awareness and attract customers;
- promotion technologies are the following: banner advertising, search advertising, bulletin boards and conferences, the Internet agencies, and others, each of which has its own characteristics;
- a lot of companies in Russia are now trying to use the Internet for marketing purposes. This is due to two main factors: the first one is the advantages of this communication channel, while the second factor is the rate of expansion of the Internet audience;
- we have developed some certain design solutions for promoting the trading network "DOMO" in social networks Twitter and Facebook.

**Theoretical and practical significance of the research:**
- the results of our study develop and complement the scientific foundations of the theory of marketing in terms of approaches to use social networking in promoting the services of the firm in the market;
- analysis of the research is determined primarily by the novelty of the solved scientific tasks.

**Results of the research:**
- we have developed definite pages in the analysed social networking sites like Twitter and Facebook;
- particular work of filling the pages, and gaining a number of subscribers has been done. For the period from March 2016 to May 2016 there have been attracted 300 followers on Twitter pages and 500 followers on Facebook pages.

**Recommendations:** developed two pages on social networks Twitter and Facebook, and the program waits for the start of implementation.