

ANNOTATION

Title: “Media technologies in the system of PR-promotion of beauty products”

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Customer organization: Laboratory of modern cosmetics "MIXIT" in Pyatigorsk.

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Keywords: public relations, beauty industry, promotion, PR, media technologies, innovative technologies, cosmetics, cosmetic products, cosmetic companies, social networks, Internet, media.

The relevance of the research is determined by the rapid development of the beauty industry as one of the segments of the world market. Today, the cosmetic market is one of the most competitive markets with huge business potential, which allows innovative brands to grow faster every day in order to enter this profitable market.

The aim of the study was to study the features of PR promotion of beauty products, taking into account the use of media technologies.

To achieve this goal, it is necessary to solve the following tasks:

- 1) to study the categorical apparatus of PR promotion;
- 2) to analyze the features of the use of media technologies in the promotion of beauty products;
- 3) to analyze domestic and foreign experience in the promotion of beauty products;
- 4) to develop recommendations for the promotion of beauty products for the laboratory of modern cosmetics "MIXIT".

The theoretical and practical significance of the study is due to the provision of a set of theoretical information on approaches to the definition of the concept of media technologies as tools for PR-promotion of beauty products. In addition, an

algorithm for planning and conducting a special event aimed at increasing the level of recognition of a cosmetic enterprise is presented. Also the results of the study.

The main conclusions obtained as a result of the study about the nature of media technologies can be applied in their further study in the framework of PR-promotion of cosmetic products. Recommendations for the laboratory of modern cosmetics in Pyatigorsk "MIXIT" will help the organization to use PR-technologies more effectively during promotion of new products.

According to the results of the study, it was revealed that promotion allows companies to achieve the main goal of their activity - to inform the public about products and attract the attention of potential buyers. Also, the promotion of beauty products in the media is the most effective option for brands seeking to increase their fame and recognition. The media have a wide coverage, which gives companies the opportunity to talk about the product and attract a new audience.

As recommendations for the MIXIT modern cosmetics laboratory in Pyatigorsk, a special event was proposed to promote a new line of products in collaboration with local bloggers and the media, and a script was developed. It is also proposed to carry out active work to promote laboratory products on social networks (VKontakte) and on Instagram and YouTube platforms.