

Summery

Graduation qualification work:
«Formation of a personal brand of a fitness trainer via
the Internet and social networks(creative project)»
Author: Kozmov V.E.
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Key words: personal brand, promotion, social networks, internet, website, fitness trainer, fitness services

Relevance of research. The relevance of the research topic is justified by the fact that the number of people who want to develop their personal brand is increasing every year. The reason for this phenomenon is the increasing desire of people to independently manage their careers. The importance of the formation and promotion of a personal brand in the fitness industry is no less than in the business sphere, since fitness is also a business, a service sector. Therefore, between those who provide these services, there is a struggle for clients. Having a personal brand is beneficial from the point of view of commercial success.

Currently, the Internet has become one of the leaders in terms of the effectiveness of work with the target audience. The Internet and social media can open up new opportunities for fitness trainers to attract customers at the lowest cost. Thus, the fight for a competitor is being waged on a different field - visual, imaginative, value-based, virtual, which can only be reached through the formation of a personal brand.

Target of research: is to develop and implement a project to promote the personal brand of a fitness trainer on the Instagram social network and through a personal website.

Goals:

1. Conduct a conceptual and categorical analysis of the term "personal brand";
2. research the promotion of a personal brand on social media;
3. to identify the features of promoting fitness services in social networks and on the Internet;
4. develop a project to promote the personal brand of a fitness trainer on the Instagram social network and through the website.

Theoretical and practical relevance of research

Results of research:

1. a business card site was created to promote the personal brand of a fitness trainer at the address: <https://vokofit.ru>.
2. Five motion animations were created to advertise and promote fitness services for the following training programs: functional training, children's fitness, strength training, posture correction, training in exercise techniques, and strengthening body muscles.

Recommendation:

to special attention should be paid to the quality of the illustrative material and its presentation, since professionally taken photographs and videos evoke a stronger positive reaction and trust in the trainer from users, thereby forming a positive personal brand.