

Institute of Romance and Germanic Languages of Information and Humanitarian Technologies /
Department of Innovation, Marketing and Advertising: 42.03.01 .- Advertising and Public
Relations (Commercial Advertising)

Subject matter: Tools for promoting restaurant business on the Internet

Author: Krasilnikova M.

Scientific supervisor: Avsharov A.G., Associate Professor of Innovations,
Marketing and Advertising Chair.

Topicality of the research: In modern world it is impossible to imagine life without the Internet. Today, almost all companies and organizations have their own representation on the web like a website, blog or page in social networks. For the restaurant business, promotion with the Internet tools is especially important, since the presence of official profiles of institutions on various resources allows you to remain in sight of potential customers and be in constant contact with them.

(Objective): analysis of the Internet promotion tools and identification of the most effective for the restaurant business

Tasks:

1. To consider the current state of the restaurant business in Russia
2. Study ways to promote the restaurant business
3. Analyze the main types of the Internet advertising
4. Identify the most effective and appropriate ways to promote the restaurant business on the Internet.
5. Develop a project solution for promotion with the help of Internet marketing tools

Theoretical and practical significance of the research: The work discusses the main provisions of the Internet promotion tools and how they can be applied.

Results of the research:

1. Advertising of the restaurant on the Internet should be targeted at the interests of the target audience and be not only informative, but also entertaining. Advertising in most cases should be native and unobtrusive.

2. Promotion in the Internet is complex and works most effectively if several tools are used, complementing each other.

