

## Annotation

Final qualifying work on the topic:

Key principles of SMM-promotion of a company in the context of the COVID-19 crisis (on the example of the company «ITV Group» )

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**Keywords:** Digital PR, SMM promotion, anti-crisis communications, digital promotion, COVID-19, PR strategies, social networks, promotion in the Internet environment, IT companies.

### **Relevance of the research topic.**

Global organizations and local businesses have been hit hard by the pandemic, which has caused a sharp and widespread drop in sales and employment. The shock of COVID-19 was marked by the sudden adoption of temporary self-isolation and distancing measures, and supply chain disruptions. The blockages led to temporary business closures, and countries with more significant reductions in mobility experienced impressive sales declines (according to Business Pulse Surveys). Few firms have been able to implement new teleworking mechanisms in response to the lockdown. The economic impact of the coronavirus requires corporate leaders to take action on several fronts: meeting employee needs, ensuring business stability, continually analyzing the changing business and social context, and preparing the company to succeed in the new reality. The relevance of the chosen research topic is indisputable.

**The goal is** to identify the key principles for promoting a company in social networks in a crisis situation.

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

- 1) define the concept of crisis and reveal the role of the COVID-19 crisis in the context of modern reality;
- 2) clarify and disclose the features of promoting an organization in social media;
- 3) consider Digital PR as the main element of promotion for IT companies and carry out a comparative analysis of social media platforms: Facebook, LinkedIn and Youtube;
- 4) analyze and present the experience of Axxonsoft during the COVID-19 pandemic, consider the creative innovations introduced during the specified period;

**The theoretical and methodological foundations of the research are** theories and concepts formed in the works of domestic and foreign researchers and dedicated to the methods of anti-crisis management and digital advancement based on the process approach.

**Research hypothesis.** Digital promotion is one of the most effective PR tools for companies in the field of information technology and products.

### **Provisions to be defended:**

1. The tools and strategies for communicating with customers have changed significantly with the advent of the phenomenon known as social media, also called consumer media. This form of media includes many new sources of online information that are created, initiated, distributed and used by consumers who intend to inform each other about products, brands, services, personalities and issues.

2. The traditional communication paradigm, which relied on the classical PR and advertising system to develop IMC strategies, must give way to a new paradigm that includes all forms of social media as potential tools in the design and implementation of enterprise communication policies. Today's marketing, advertising and PR professionals cannot ignore the phenomenon of social media, as they have quickly become the de facto way of life for consumers distributing reviews of products and services.

**The research results consist in** the development of theoretical provisions and the development of practical recommendations for the use of digital promotion for IT companies. Based on the generalization of the theoretical foundations of the study of anti-crisis management, a new concept of understanding the essence of digital advancement in the field of information technologies and products was formed. In the work, an analysis of the effectiveness of online promotion tools in the company "ITV Group" was carried out, on the basis of which the author of the study developed practical recommendations for improving the strategy of promoting products and services in the field of information technology.