

## **Секция 2**

# **ОСОБЕННОСТИ ВЕДЕНИЯ БИЗНЕСА В СТРАНАХ И РЕГИОНАХ МИРА**

## **АНГЛИЙСКИЙ ЯЗЫК**

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### **GLOBAL FLAVOR: INSTAGRAM STRATEGIES FOR ELEVATING RESTAURANT BUSINESSES' PERSONAL BRANDS ACROSS CULTURES**

#### **Мировые вкусы: стратегии Instagram для продвижения личного бренда ресторанного бизнеса в различных культурах**

Living in the era of social media where Instagram has become not simply an application for pleasant day-to-day time spending, but also a very powerful tool in marketing for brand promotion it's vital to understand that nowadays, when aesthetics and visual content play a key role in shaping consumer preferences, creating and maintaining an attractive image on the Instagram platform becomes a mandatory element of business strategy. All popular brands have Instagram-accounts and tend to follow trends in order not to lose clients. But to have an Instagram-account doesn't mean having any personal brand. A personal brand allows the restaurant business to respond quickly to changes in consumer preferences and adapt to new market demands, which can be critical for business survival and growth. That's why it's not

astonishing that restaurants, cafés and coffee shops worldwide are leveraging the platform to enhance their personal brands. This research is dedicated to the exploration of effective strategies tailored to the diverse business landscapes of different countries and regions.

For restaurant businesses it is currently essential to diversify strategies along with today's trends and necessities. So, we would suggest next strategies for doing profitable business in this sphere in different cultures.

1. Localization, Cultural Calendar Integration and Hashtags. In order to resonate with local target audiences (TA), personalize your content by incorporating cultural elements and definitely align your marketing campaigns with significant cultural events and holidays; highlight regional specialties, celebrate local festivals, and use language that connects with the community; utilize popular local and global hashtags that widen your reach and invent your own hashtag that will reflect your brand, make you unique and work for you.

2. Geo-Targeted Ads and appropriate Timing. So as to invest in Instagram's geo-targeted advertising to reach specific demographics in different regions it's advisable to do the following: tailor your ads to reflect the preferences and cultural nuances of each location and, of course, activate posting during peak hours when your TA is most active ensures maximum visibility and interaction.

3. Interactive Engagement and Influencer Collaborations. For the purpose of creating a two-way conversation that strengthens your brand-customer relationship you shall run contests, polls, and challenges that involve your audience. You should partner with local influencers whose endorsement can significantly impact the perception of your business, creating a ripple effect across their followers.

4. Storytelling through Imagery. By implementing this tool, you will leverage Instagram's visual appeal to tell compelling stories about your restaurant or cafe. Showcase behind-the-scenes glimpses, the journey of ingredients, and the passion of your culinary team. They will help create an emotional connection with your audience.

To sum it all up, successfully promoting restaurant and café personal brands on Instagram requires a thoughtful approach that acknowledges and celebrates the unique characteristics of each country and region. By embracing cultural diversity, understanding local nuances, and staying agile in your strategies, your establishment can thrive in the global Instagram landscape.