

attracting new customers, accessing new financing tools, and increasing the scale of the business. A change in work processes will be followed by staff training and, as a result, talent retention and recruitment.

2. Staff training. Due to the introduction of new technologies, staff training will follow to improve business processes. By training and retraining staff, new skills will enable them to effectively use new technologies, as well as bring their own ideas for using these technologies or a new technology implementation opportunity.

3. Retaining and attracting talent. Due to the shortage of qualified employees, talented employees are being lured to large organizations. Retaining and attracting employees through the ability to use and implement technologies in different ways.

4. Innovative business models. New opportunities are emerging for small and medium-sized businesses, as well as the creation of a flexible approach to change and the introduction of new technologies entails new business models and geographical expansion.

Based on all of the above, in the modern world, the key for small and medium-sized businesses is the introduction of digitalization into business processes, followed by risks, but also the opening of many opportunities. In the Republic of Belarus, small and medium-sized businesses need to introduce new technologies to attract new customers and expand geographically.

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PROMOTION OF BELARUSIAN COSMETIC BRANDS IN THE SOCIAL NETWORK «INSTAGRAM»

Продвижение белорусских косметических брендов в социальной сети «Инстаграм»

Instagram has become a key platform for promoting Belarusian cosmetics brands, offering strong visual tools and direct engagement with audiences. Popular brands such as Relouis and Luxvisage use the platform not only for advertising but also for building transparency, trust, and emotional connection with consumers.

Purpose of the research: to study the ways Belarusian cosmetic brands «Relouis» and «Luxvisage» use Instagram for promotion and branding.

Relouis integrates exclusive behind-the-scenes content, including videos that showcase production processes, such as filling, sealing and packaging. This strengthens brand credibility and makes the brand seem reliable. A distinctive communication element is the «Sunday Kindness Post» initiative, where the brand promotes pet adoption [1]. This

socially oriented format reinforces its ethical positioning and creates a positive emotional aura around the brand.

Luxvisage places a strong emphasis on creating a consistent and aspirational brand aesthetic. The company invests in trend-based campaigns, quickly adapting global beauty aesthetics to its own product lines. This agility allows the brand to stay culturally relevant and maintain high engagement levels.

Educational content plays a central role. Makeup tutorials by professional artists provide practical guidance while subtly featuring brand products. This approach enhances the brand's expert image and attracts new followers who value useful, high-quality content. Regular livestreams support this strategy by allowing the audience to interact directly with brand representatives, learn about product launches, and discuss current beauty trends.

Both Relouis and Luxvisage rely heavily on linguistic strategies. Their Instagram captions frequently incorporate English words such as *look*, *glow*, *mood*, and product names like DRAGON GLASS 3D volume (lip gloss) or *MATT TINT waterproof 12H (liquid eyeshadow)*, which enter Russian through transliteration and become stylistically marked signals of trendiness and professional expertise. Relouis additionally uses motivational English slogans such as «*Make up your life & wake up your soul*» [2] that elevate the emotional tone and add aesthetic appeal. Through this blend of lexical choices and transliteration, the brands construct a modern linguocultural space that supports engagement, and reinforces their local but following-global-trends image.

An important element of the strategy is working with user-generated content. Encouraging followers to share their makeup looks made with company's products builds community and strengthens loyalty. Affiliate marketing complements this: influencers receive PR packages and create promotional posts, amplifying reach through personal recommendations.

In conclusion, Instagram functions as a core communication tool for Belarusian cosmetics brands, allowing them to blend educational, entertaining, and promotional content into a cohesive and effective digital presence.

References

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