

3. The administrative and legal resources of the greenmailer.
4. Creative thinking of his employees.

In conclusion it should be noted that greenmailing, in spite of its real objectives, also has a positive effect. After a greenmailer's raid the managers, as a rule, do not resume their financial malpractice for a long time. There is also an opinion that greenmailing in certain sense boosts natural selection. Greenmailers make the company management more organized in their work, force it to take measures for asset stripping prevention, and to strictly follow the procedural regulations of corporate management.

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## SOCIAL MEDIA MARKETING

Social media marketing, or SMM, is a form of internet marketing that implements various social media networks in order to achieve marketing communication and branding goals. Social media marketing primarily covers activities involving social sharing of content, videos, and images for marketing purposes.

Social media marketing programs usually center on efforts to create content that attracts attention and encourages readers to share it across their social networks. The resulting electronic word of mouth refers to any statement consumers share via the Internet (e.g., web sites, social networks, instant messages, news feeds) about an event, product, service, brand or company. When the underlying message spreads from user to user and presumably resonates because it appears to come from a trusted, third-party source, as opposed to the brand or company itself, this form of marketing results in earned media rather than paid media.

Social networking websites allow individuals to interact with one another and build relationships. When companies join these social channels, consumers can interact with them directly. That interaction can be more personal to users than traditional methods of outbound marketing & advertising.

Social networking sites act as word of mouth. Social networking sites and blogs allow followers to 'retweet' or 'repost' comments made by others about a product being promoted. By repeating the message, the user's connections are able to see the message, therefore reaching more people. Because the information about the product is being put out there and is getting repeated, more traffic is brought to the product, company.

Through social networking sites, companies can interact with individual followers. This personal interaction can instill a feeling of loyalty into followers and

potential customers. Also, by choosing whom to follow on these sites, products can reach a very narrow target audience.

Social networking sites also include a vast amount of information about what products and services prospective clients might be interested in. Through the use of new Semantic Analysis technologies, marketers can detect buying signals, such as content shared by people and questions posted online. Understanding of buying signals can help sales people target relevant prospects and marketers run micro-targeted campaigns.

Social Networking is used by 76% of businesses today. Business retailers have seen 133% increases in their revenues from social media marketing.