

Some other accounts can be advertised by bloggers. Many bloggers' subscribers trust their taste and try to buy everything they buy. If the blogger advises company, then a large influx of customers is possible. This method can be expensive (if the blogger is very popular), or carried out on a barter basis (the company shares production with the blogger and he advertises it). If a blogger advertises something too often, this method may not be very effective.

Distribution of messages with advertising was also popular some years ago. This happens with the help of paid services with bots. This method only annoys users, but sometimes annoying advertising allows the new company to become more popular and well-known in the market.

Businessmen often face difficulties in working with advertising. There are several ways to optimize it:

1. To test. This means checking how different bundles of videos and pictures work for different audiences.
2. To redistribute the budget. It is necessary to constantly check which audience gives the best feedback at what time and select the most profitable way to spend money.
3. To use retargeting. To attract a new audience is good, but it is even better to warm the interest of the people concerned. Companies need to come up with a system of lucrative offers and use it to increase the effectiveness of advertising on Instagram.

Conclusion. The principles of creating advertising on Instagram are changing rapidly. It is possible to achieve the desired efficiency, increase the number of regular customers and increase the company's profit only if you use relevant methods when developing ingenious advertising strategies on Instagram. It is also necessary to study the target audience, correctly determine what result is necessary for an advertising campaign. A high-quality photo, picture or video, a well-designed profile and fine-tuning of the audience ensure that the placement of advertisements on Instagram will bring a lot of quality traffic. This social network is built on the most "easily digestible" format - images and consists of active users who even respond to advertising twice as often as on other social networks.

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ENVIRONMENTAL MANAGEMENT

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Resume - Ecology is a significant aspect of the development, prosperity and existence of humanity. Therefore, it is important to consider this concept in all spheres of human activity. This research work considers an economic activity and its direct participation in the preservation and protection of the environment.

Резюме – экология является существенным аспектом развития, процветания и существования человечества. Поэтому так важно учитывать данное понятие во всех сферах деятельности человека. В данной работе рассматривается экономическая деятельность и её непосредственное участие в сохранении и охране окружающей среды.

Introduction. Environmental management is a special method of management at the enterprise, the main task of which is maintaining the quality of the environment, ensuring the regulatory and legal environmental parameters. Environmental management is based on the principles of eco-efficiency and eco-friendliness. Eco-friendliness is awareness of the company's management of moral responsibility for the negative impact on the environment and the irrational use of natural resources.

Nowadays, it is difficult to find a more important global problem covering the entire globe than environmental safety. The people of the world must make an important choice: either to normalize their economic and social desires, guided by the limited resources and capabilities of nature, or the line will be crossed beyond which irreversible processes of human extinction will begin. If in the nearest future humanity does not draw conclusions about the impending threat, it will face the problem of destroying itself and all higher forms of life. All this shows the importance of such a thing as environmental management.

Environmental management. In the nineties of the last century, it became obvious that it is necessary to develop General rules for the creation and operation of environmental management systems in enterprises. The result was a series of standards in the field of environmental management systems: «British standard in the field of environmental management systems BS 7750», «A Series of international standards of environmental management systems ISO 14000», «ISO 14001». And now the modern production environmental management is primarily aimed at compliance with the mandatory state requirements in the field of the environment and the use of natural resources. The introduction of environmental management systems or environmental management systems is becoming more and more widespread.

There are four main types of structures of environmental management and management systems, which differ in the position of the environmental service of the enterprise or an authorized specialist:

1. Structure with no environmental service or environmental management specialist;
2. The structure in which the environmental service is combined with any other division of the enterprise;
3. Structure in which the environmental service is separated into a separate unit;
4. The structure in which the environmental service is allocated in a separate division with the head equal in rank to the Deputy Director of the enterprise.

The main principles of creating an environmental management system are establishing the order of environmental quality management; creating or strengthening the environmental service of the enterprise; implementation of the agreement between the manager and employees on environmental issues; identification of the requirements of legal acts to the environmental aspects of the enterprise and clarifying the compliance with these requirements of its environmental impact indicators; allocation of material, financial and human resources to ensure the selected level of environmental safety; assessment of environmental management processes through audits and approval of the possibility of improving the environmental management system (its audit); implementation and development of subsystems of environmental marketing, engineering, environmental education.

What economic goals can be solved with the help of environmental management?

First of all, the introduction of environmental management system provides the company with a competitive advantage by: expanding markets; attracting investors; reducing production costs with more rational use of raw materials and energy; compliance with environmental legislation and reducing costs associated with the impact of the enterprise on the environment.

By implementing an environmental management system, the company receives a mechanism for assessing the economic damage from environmental pollution and its prevention. In the case of an assessment of the damage already caused, the main objective is to take into account all the components of the damage, with an accurate assessment of both the full value of the adversely affected object and the share of the cost of the loss.

Conclusion. Thus, one of the main tasks of ecological and economic education is the emergence of an understanding that any economic action affects the environment, and therefore it is necessary to solve production issues in a comprehensive manner, comparing the production effect with environmental consequences. Sustainable development of the country requires that every citizen should be a conscious and active participant in the process of saving, multiplying and rational use of natural resources in order to ensure normal living conditions and activities of present and future generations.

Environmental management of the enterprise can actively participate in solving the problem of production and sale of competitive products, in the creation of environmentally friendly industries, in the production of environmentally friendly products. Environmental management of the enterprise will be in demand in the near future in the practice of economic activity of all types of enterprises. The introduction of environmental management in economic activities in the near future will be the main goal of the development and implementation of Federal and regional environmental programs. Therefore, the training of specialists of a new type in ecology, undoubtedly, is extremely necessary and timely.

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