

With the help of rehabilitation exoskeletons, people with disabilities can be almost indistinguishable from ordinary people. Thanks to such inventions, the ecology of the human soul will be preserved, and as it was said before, the ecology of our world is also preserved.

INTERNET MARKETING IN SOCIAL NETWORKS

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This report will consider Internet marketing in social networks, advertising in social networks, the main methods of influence of Internet marketers on a person in social networks, what to need afraid when using social networks and how to protect yourself from black Internet marketing.

Keywords: Internet marketing, advertising, social networks.

Internet marketing has many branches: advertisement in Google ads, Yandex ads, social networks and others. Most social networks have advertising cabinets in which Internet marketers or ordinary people can add advertising for a particular product. Once launched, ads appear on the app screen. Advertising has different types of formats.

The primary goal of advertising is to sell a product, service or increase the reach of a personal brand. In order to effectively sell on social networks, Internet marketers use various methods of influencing a person to sell a certain product.

The main methods of influence of Internet marketers on a person in social networks:

1. Using photos of people's faces that Express a bright emotion: anger, joy, surprise.
2. The combination of certain colors on advertising can cause certain emotions in a person.
3. Using words or phrases of lead magnets. Examples of lead magnet words and phrases: free, your neighbor already bought, 21st century trend, amazing, miracle action, etc.
4. Short texts with correct placement of words.
5. Limitation in the availability of goods by time or quantity.
6. The use of certain numbers. For example: 9.99 \$, 49.76 \$, 499 \$, 1.82 \$ etc.

These are the main methods of influencing a person by Internet marketers for the purpose of selling. There are additional methods, but they are suitable only for certain situations.

There is also black Internet marketing. Black Internet marketers use certain techniques to attract potential victims with advertising. After that, a person caught on this advertisement makes a targeted action. And from the Bank account of the person on the billing subscription money begins to be written off.

To protect yourself from black Internet marketers need to know the structure of the black sales funnel.

Signs of a black sales funnel:

1. There are tough calls to action on the ads. Examples: pay \$ 1 for registration and win Samsung S10; look at the amulet of happiness and it will bring you millions, etc.
2. Advertising man talks about history of success, and the presence of the phrase "I helped + name of subject".
3. On the landing page there is a form with the input of map data with cvc code.
4. Notification from the browser that you are visiting a suspicious website.

These are the main signs of a black sales funnel. It can be concluded that in a state of excitement, stress and affect, a person needs to pay attention to his actions in order not to become a victim of fraud through advertising on social networks.

ECOLOGY OF PYRAMIDAL STRUCTURES

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In this paper, examples of pyramidal structures in various fields are considered.

Keywords: ecology, pyramidal structures, golden ratio, agriculture.