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## The business value involved in the social media profile

Nowadays, if a person doesn't have a social media profile, they don't exist in real world, let alone a company that is not connected with its costumers via Facebook, Twitter or Instagram. It's a fact that the more interactive and attractive a business social media is, the more it can attract not only costumers but also admirers of its brand.

Companies know how hard it is to conquer loyal costumers, and the best way to do it nowadays is through social medias. It's not only about launching a product or service, but it's also about getting closer to their audience, meeting their needs and establishing communication connections. The company becomes a reference in the market for what it sells and for the positive relationship it creates.

As Kotler has already said, "the old marketing is dead. Previously, costumers didn't really know the company (...) Today, it has changed. One may know much more from a company than the company knows about itself". (KOTLER, 2012, p. 56).

Aware of those changes, the juridical world has followed this evolution, and it has approved the Statement 95 of Business Law which states that business profiles in social medias may be considered part of the company when they work the same way their electronic pages do, that is, commercializing and announcing the brand.

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**SÃO PAULO**

ALAMEDA CASA BRANCA, 652 - 6° E 9° ANDARES  
SP +55 (11) 3085-3360

**RIO DE JANEIRO**

AVENIDA ALMIRANTE BARROSO, 97  
RJ +55 (21) 2391- 9988

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