

## ROLE OF SOCIAL MEDIA AS STEALTH MISSION

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### ABSTRACT

Social Media is emerging trend in today's era. Social media as Stealth marketing has gained colossal amount of interest and attention for advertising the product. This paper begins with introduction of Social media and its type of social media used in present scenario explaining us how stealth marketing is done with the help is social media and how people react on it. Various stealth marketing strategies adopted by companies and people as individual to advertised products have been discussed in this paper concluding some pros as well as cons of stealth marketing mission consorting with social media.

**KEYWORDS:** Social media, Stealth marketing, Social networking sites, Virtual Network.

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