

Written Report

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In this report I will talk about how social and digital media can be used to reach a wider customer base. Social media is a huge part of participating in the modern business landscape. Not using social media to advertise your business can hurt you dramatically in the future as every and all business is using different platforms to advertise their business. There are endless options to choose from like Google and Pinterest, but you should concentrate on the big three (Facebook, Twitter now known as X and LinkedIn) these are the most popular platforms now and they all related for businesses.

A LinkedIn presence is essential for establishing professional credibility, if you do not have more than 100 connections, or you have a poor profile, or simply you are just not actively using the platform, it will actually work against you.

Twitter and Facebook are very useful platforms for those who want to build and advertise a business, you can effectively establish connections and personal relationships, easy to keep communication open and promoting your business. Both platform is a new way or tool for a new level relationship building.

“Social media helps you increase and broaden your customer base. With LinkedIn, prospects can read about your experience and background, as well recommendations written by current and former customers and colleagues. It doesn't matter if you're a CEO, sales manager or otherwise—prospective customers are looking for your experience in the role they need to work with you in. Channel Futures (2024).

Social media is truly important for your business if you learn how to use it properly, you will see the growing audience and the increase about your business.

Using social media to advertise your business is a serious work which includes: engaging, marketing, nurturing and ultimately convincing a prospect to take action. It is vital to understand the difference between paid and organic social media strategies.

- Organic social media is for content and activities the you share on you own profile without paying for them. This includes engaging with people, responding to comments and messages, and sharing useful information.
- “Establishing a genuine relationship with your audience” Dotdigital (21 November 2023) available at: [How to use social media for customer acquisition \(dotdigital.com\)](https://dotdigital.com/blog/how-to-use-social-media-for-customer-acquisition)
Accessed on:
- “Building brand trust and credibility” ” Dotdigital (21 November 2023) available at: [How to use social media for customer acquisition \(dotdigital.com\)](https://dotdigital.com/blog/how-to-use-social-media-for-customer-acquisition) Accessed on:
- “Showcasing your company’s culture and values” ” Dotdigital (21 November 2023) available at: [How to use social media for customer acquisition \(dotdigital.com\)](https://dotdigital.com/blog/how-to-use-social-media-for-customer-acquisition)
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