

Digital Skills

- **MODULE CODE : LCLM4002_LON**
- **STUDENT NAME : BOGDAN IONUT BALAN**
- **STUDENT`S ID : 2334196**
- **GROUP 3**
- **LECTURER`S NAME : NISHI RAMSURRUN**

**UNIVERSITY OF WALES TRINITY SAINT DAVID
(LONDON CAMPUS)**

Contents

INTRODUCTION	4
MAIN BODY	4
The Role of Social and Digital Media in Expanding Customer Base	4
Pro and Con of Social and Digital Media Tools	6
CONCLUSION	6
REFERENCES	7

INTRODUCTION

It is with regards to the learning of the digital competencies used in the utilization of Social and Digital media for post market communication that this report finds itself. It looks at these tools in the light of the effectiveness and the limitation of their uses in the expansion of business to other persons.

MAIN BODY

Task 3

The Role of Social and Digital Media in Expanding Customer Base

1. Social Media Marketing

1. 1 Targeted Advertising

This is because through the various social media accounts, business persons can market their products to very specific audiences. In their study, Kaplan and Haenlein (2010) point out that the use of the social-media platforms such as the Facebook and Instagram, it is possible for businesses to define their specific audience in terms of the demography, interests, and behaviors (Livingstone, Mascheroni and Stoilova, 2023). This kind of targeting makes it possible to deliver ads to what are believed to be relevant audiences to the products or service being promoted hence increasing the efficacy of the campaign. Such tools as Facebook Pixel enhance the results of conversion by the tracking of users' behavior and the subsequent retargeting.

1. 2 Customer Engagement

Social media directly engages with the customers. Companies are active where they participate in post comments, private messaging, as well as where they use poll and live video. The group of authors De Vries et al. (2012) stress that as engagement levels rise, brand familiarity and customer loyalty also grow. However, the positive trade reputation has several implications that businesses must meet; one of them is being fully responsive to the net.

1. 3 Influencer Marketing

This is among the most significant advantages of influencer marketing, where the latter is capable of promoting the given products to a number of the targeted audience. A number of studies have established that buyers are more likely to respond positively to endorsement from influential social personalities than from business organizations

(Glucksman, 2017). Though this strategy may not always be bad, it also comes with its pitfalls; if the-blacklisted influencer ever associates themselves with a brand, that brand is affected.

2. Content Marketing

2. 1 Content as Value Proposition

Content marketing means the technique that aims at providing useful, relevant, and regular content to a targeted group of customers. According to Pulizzi and Barrett (2009), those who are chasing organic traffic and leads, it is essential first of all to create quality content (Van Laar and et al., 2020). As much as it serves to create trust and portray the business as being at par with the industry it operates in, it offers value to the audience in the process.

2. 2 Since Search Engine Optimization (SEO).

SEO is therefore an important tool that can be used in order to increase the probability of the content being viewed in the internet. Measures like keyword optimization and website Responsiveness place the business entity on a better position on search engine results thereby attracting more traffic to their websites. Yet SEO is not a one-time process, but it needs constant improvement and application of new trends that can be time-consuming.

3. Digital Advertising

3. 1 Pay-Per-Click (PPC)

Paid PPC advertising involves a fixed sum of money to be spent to get as many people to click a link and be redirected to a particular website within a short time. Google Ads is among the popular service providers that provide businesses with options in PPC that enables them place bids on the particular keywords ensuring that their ads reach out to the users looking for the particular keywords (Ben Youssef, Dahmani and Ragni, 2022). In the words of Chaffey and Ellis-Chadwick (2016), the kind of promotion that is obtained through PPC is immediate especially when it is applied on sensitive products that are experiencing seasonal marketing sale promotions or new products that are newly introduced to the market. Still, PPC is costly and if not well controlled, the ratio of return on investment may not be high.

3. 2 Display Advertising

Web banners are the type of display advertising that puts banners on websites, social accounts, or applications which are aimed at specific groups of users according to their

data. That is why display ads can raise brand awareness, but their impact may be modest within the “banner blindness” phenomenon and the constant rise in ad-blocking application usage (Leeftang et al., 2014).

Pro and Con of Social and Digital Media Tools

Advantages

Web 2.0 technologies can help firms make the necessary messages come to the attention of many and the right consumers cheaply. They offer assessment instruments with regard to the campaign, and moreover, they are in a position to alter it more frequently if required (Stofkova and et al., 2022). They also enable real time engagement with customers thus enhancing customer relations and customer loyalty.

Disadvantages

However, there are certain issues and limitations when it comes to S.D. media tools, which include; That is why often large platforms create significant challenges for businesses because it's challenging to appear out of the crowd. The fact is that it is difficult to manage several accounts and different campaigns at the same time and that consumes much time and resources (Rubach and Lazarides, 2021). Negative feedback or public relations issues on the other hand, could also be done by customers through word of mouth or by writing, and could ruin a brand if not well handled.

CONCLUSION

From the report, it can be concluded that, one that would be beneficial for the firms that would like to have more clients is the aspect of mastering the skills in the usage of social and digital media. While these tools offer greater reach or the ability to engage the audience, their use comes with disadvantage factors that need to be managed. As such, to understand the pros of S&DM and the cons of S&DM, the companies can harness S&DM to build a long term positive change in the new world: Digital environment.

REFERENCES

Books and Journals

- Ben Youssef, A., Dahmani, M. and Ragni, L., 2022. ICT use, digital skills and students' academic performance: Exploring the digital divide. *Information*, 13(3), p.129.
- Livingstone, S., Mascheroni, G. and Stoilova, M., 2023. The outcomes of gaining digital skills for young people's lives and wellbeing: A systematic evidence review. *New media & society*, 25(5), pp.1176-1202.
- Rubach, C. and Lazarides, R., 2021. Addressing 21st-century digital skills in schools—Development and validation of an instrument to measure teachers' basic ICT competence beliefs. *Computers in Human Behavior*, 118, p.106636.
- Stofkova, J., Poliakova, A., Stofkova, K.R., Malega, P., Krejnos, M., Binasova, V. and Daneshjo, N., 2022. Digital skills as a significant factor of human resources development. *Sustainability*, 14(20), p.13117.
- Van Laar, E., Van Deursen, A.J., Van Dijk, J.A. and De Haan, J., 2020. Determinants of 21st-century skills and 21st-century digital skills for workers: A systematic literature review. *Sage Open*, 10(1), p.2158244019900176.