



‘HOW DIGITAL AND SOCIAL MEDIA CAN BE UTILIZED TO ACCESS A MORE EXPANSIVE CLIENTELE’

TASK 3 - REPORT

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Nowadays, social networks have become essential in our daily lives for communicating with people, for commercial purposes and for sharing content. Social media consists of various platforms with a user base of all ages and locations who can follow each other online. This report aims to investigate current strategies and trends by exploring diverse opportunities and challenges in applying these platforms for marketing purposes. It examines who utilizes them, effective utilization methods, and discusses the advantages and disadvantages of their application. Moreover, the report also includes personal reflection, and displays examples of successful businesses that have made a significant impact on social networks.

In the modern digital era, the utilization of digital and social media resources is no longer limited to well-established enterprises or large corporations. In fact, they are accessible for any person without specific qualifications or restrictions. According to McKinsey (2023), 60% of the population uses a social network to connect with family and friends, such as Twitter, WhatsApp, or Facebook, and as media sharing platforms like TikTok, YouTube, or Snapchat. Personally, Instagram is my preferred platform because of my familiarity with it, although all these platforms offer similar tools that can be used to reach a broader customer base. These digital resources are employed by a diverse range of entities including small businesses, multinational corporations, entrepreneurs, non-profit organizations, influencers, freelancers, and even individuals aiming to promote their personal brands. In general, anyone striving to effectively expand their reach to a global audience can profit from implementing these valuable resources, regardless of the purpose or size of the corporation utilizing them.

As a canine spa proprietor, I have expanded my business's reach to a larger number of clients by creating an account on Instagram. Here, I target canine guardians through video advertising, uploading reels that demonstrate how our specialist works with canines and interacting with the audience to build a trusted relationship, as suggested by Jessica Barker (2021). The editor also recommends sharing high-quality videos with clean audio and staying current with the latest content trends. Based on my personal experience, I highly recommend participating in paid collaborations with established business accounts to facilitate growth within the app, especially for inexperienced users. If your goal is to reach the largest possible number of canine guardians online, you must share the same content on each platform mentioned above as not everyone has Instagram installed. Additionally, ensure that you provide a contact number in your profile for further information or to schedule an appointment, eliminating the need for clients to travel to the establishment.

On the one hand, companies have multiple advantages when utilizing social networks for their brand, which permits them to develop in the market. As noted by WebFX (2022), the most important benefits are that it helps you to attain your company's objectives regarding sales, involves less spending in digital media marketing than in traditional marketing methods like TV advertisements or print, and permits you to manage online discussions around your store. Rushali Das (2023) points out that 71% of customers recommend brands to their close ones after a positive involvement. She also mentions that 76% of individuals have obtained

something after seeing it on networking sites, which is achieved through personalized advertisements based on factors like area, age, or user conduct. As a consumer who utilizes digital platforms, I discover new products and compare prices before visiting my local markets. After the successful integration of my spa into the digital world, I have realized the challenges of differentiating it from competitors. This has encouraged me to support new business users whenever possible.

On the other hand, there are several disadvantages to consider for its usage. As reported by Hubvela (2023), some of them are the constant effort required to consistently upload new content to interact with the spectators, struggle to effectively be noticed by their intended audience, some users causing intentional controversy by posting sensitive content, and negative reviews and comments from dissatisfied customers leading to a reputational damage that potentially discourages clients. Their report also states significant limitations, such as scammers who employ confidential information for the purpose of identity theft, spy on them, or attempt fraud, and the reliance on platform algorithms that are responsible for distribution of content to users based on their preferences. From my perspective, I view these situations as unjust violation towards individuals who have dedicated their blood, sweat and tears to their lifelong arduous work. Numerous cases come to my mind of companies that have experienced reputational damage, such as Metro Bank, whose stock value decreased due to fictitious rumours spread on Twitter and WhatsApp, as detailed by Caroline Binham (2019).

A notable business to mention is Chefs Door (2023), a Middle Eastern restaurant located in Canada. They promote their meals and discounts through YouTube and Instagram, where the chef uploads humorous cooking videos and share recipes. This strategy has attracted a diverse audience, including individuals from various cultural backgrounds, to try their cuisine. Personally, if I were to visit Canada this summer, dining at their restaurant would be my top priority. And other example is TraxNYC Diamond Jewelry (2024), a jewelry shop located in New York. The shop promotes its jewelry through various platforms, with a primary focus on YouTube. On this platform, they upload videos showcasing their store and engaging in gifting activities. The content includes impressive videos featuring the owner giving away expensive necklaces, gold items, and even money for free. Consequently, viewers are continuously navigating through their channel. The first time I saw their content, I was speechless. They gained fame through these videos, leading to a surge in popularity and the opportunity for collaborations with other distinguished channels, resulting in mutual growth.

In conclusion, as we can observe, everything experiences its highs and lows, and life can sometimes be unjust to certain individuals despite the efforts expended. Through further investigation for this report, I discovered fresh strategies to implement in my business. It is also vital to respond to any negative rumours circulating about our establishment and to maintain a friendly attitude both in face-to-face interactions and on the internet. It is essential to remember that anyone can utilize these platforms for personal gain or purely for entertainment purposes. It presents a challenge due to the algorithm, as there may initially be limited visibility, resulting from the lack of recognition and the selective distribution of content by the algorithm.

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