

Leveraging social media to expand customer reach.

JadenForde

2328025

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In the digital age and era of today, social media platforms have become fruitful tools for businesses which aim to expand their customer base. This report explores various strategies and methodologies used by multiple businesses to effectively utilise social media in reaching a wider audience. It specifies the importance of establishing a solid online presence along with other strategies. The importance of social media platforms has drastically affected the way businesses interact with consumers, offering vast opportunities to connect with target audiences worldwide (Kaplan & Haenlein, 2010). This report aims to explain and conclude the many strategies utilised by businesses to leverage social media effectively in expanding their customer reach.

A vital aspect of reaching a broader customer base includes building a solid online presence across a multitude of platforms. This not only involves tactics such as creating captivating profiles and visually appealing content but also involves keeping up and maintaining regular engagement levels with followers (Qualman, 2019). Businesses must aim to implant a strong brand identity across all digital channels in order to draw the attention of their target audience.

Targeted advertising enables businesses to reach specific demographic segments within the market through techniques such as tailored messaging, maximising the effectiveness of their marketing efforts (Smith and others, 2012). Platforms such as Instagram ads and Google Ads offer specific targeting options based on data such as demographics, interests and cookies which allows businesses to tailor their campaigns for optimum impact. By leveraging targeted advertising, a business can reach their ideal customer base and convert footfall.

Active engagement is also essential for establishing customer loyalty and building customer trust. Businesses should actively respond to comments and feedback online which will display attentiveness and care for the customers (Qualman, 2019). In addition, providing live sessions, and Q&A sessions will further improve audience engagement and increase participation. Any forms of interaction (the more often the better) with the customers is likely to make the customer feel valued and appreciated which will increase the customers trust and reliance on the business.

Tactical partnerships with influencers will offer businesses an opportunity to broaden their reach and reliability within their target audience. By collaborating with influencers who agree with their brand morals and are similar to their target demographics,

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businesses can leverage their influence to gain access to new customer segments and to establish their name as a reliable and verified brand in the market (De Veirman and others, 2017). Influencers have instant access to a loyal follower base and can successfully promote/advertise products and/or services to their audience. By vouching for a business an influencer makes their own name and reliability liable against the name of the business because the whole new section of customers it will gain have come simply from that influencer and they are taking the influencers word for it.

Visually appealing content lays at the heart of an effective social media strategy. A good business should invest in producing top quality, informative and interactive content across various formats, including videos, blogs, and user generated content. By delivering valuable and captivating content businesses can draw the attention of their audience and stimulate meaningful interactions. Which will only boost brand awareness. If a business's content does not capture the attention and is plain/ simple they may struggle to have customers return to their pages or may even struggle to make sales as customers may not be interested due to the simplicity or lack of information on the page.

Prolonged monitoring and analysis of key performance metrics are crucial for evaluating the productiveness of social media efforts (the state of influencer marketing,2021). By using analytical tools provided by social media platforms and third-party software's to your advantage: a business enables themselves to gain insights into engagement, reach, and social footfall alongside conversion rates. Which therefore facilitates data supported decision making and analysis of marketing strategies for better results. It is always easier for a business to react and act upon findings that are supported by research and data rather than just feedback from customers. This is a systematic approach that is very successful and multiple business use it.

In conclusion, the calculated and strategic usage of social and digital media provides a business with unique and bespoke opportunities to expand their customer base whilst also enhancing brand visibility. In addition, by taking on a comprehensive approach including the use of tactics such as: a formation of a solid online presence, targeted advertising, audience engagement, partnerships with influencers, compelling content creation, and performance monitoring, businesses can effectively navigate the social media landscape and achieve sustainable growth in today's competitive marketplace.

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