



ASSESSMENT 3 - DIGITAL SKILLS

THE IMPACT THAT SOCIAL AND DIGITAL MEDIA HAS TO REACH
OUT A WIDER CUSTOMER BASE

The impact that Social and Digital media has, to reach out a wider customers base.

1. Introduction	2
2. Main body	4
3. Conclusion	5

1. Introduction

Social media is defined as a new promoting instrument for brands (products/services).

Composing a developing communication channel through the relationship between the company and its customers. (HSU,2012)

Companies claimed that the power of online is an economical and universal interconnection, which collaborates by lowering or eliminating geographic obstacles and physical separation, as a platform for jointly creating value with clients, because of the internet capabilities, results: interaction, wide range, perseverance, quickness and adaptability. (SHAWHNEY et. al, 2005)

All the listed results, leads to creation of a platform, to win over clients' commitments.

Prior research on social and digital media, has primarily focused on how digital technologies provide value for customers and how this affects their purchasing decision, such as through brand equity and customers satisfaction. (Kim and Ko, 2012). Since marketing transformation directly affects the sustainability of a brand, it is imperative to have a solid understanding of it. The body of knowledge regarding social advertising and how it affects brand management is still growing, though. Examining millennials 'perceptions of digital media and brands will be used to gauge the social media commercials' success.

The success of social media commercial will be determined by examining millennials' attitudes towards digital and brands. "International Journal of Management" 11 (4), (2022)

According to Bronnenberg et. al. (2016) in "*Journal of Retailing and Consumer Services*" Vol.60, May (2021):

Social and digital media is constantly growing, landscape with incredible potential for recruiting and engaging customers, which is critical for any business. The social media includes:

- ❖ Social networks.
- ❖ Network feeds.
- ❖ Social networking sites.

Social media combines:

- ❖ Technologies.
- ❖ Social engagement.
- ❖ Content creation- to seamlessly connect online information.

People and groups, may can use social and digital media, to:

- ❖ Inform themselves.
- ❖ Modify.
- ❖ Produce.
- ❖ Permitting institutions- to better accomplish their objectives.

Blogs, microblogs, social networks, podcasts, discussions, forums and RSS feeds, are the most popular social media channels among marketers.

2. Main body

With the help of the social and digital media, advertisers may shade the word about their goods/services, to have an idea of what people think of them, sketch in new enterprise, and to create a stronger connection with their consumers.

Using tactics like search engine optimisation, holding online contests, delivering surprise gifts in exchange for clicks, and competitive pricing, marketers are currently trying to draw in new clients on social media platforms.

Numerous advantages come with social media marketing, such as its wide audience, low cost or free, and its ability to quickly and easily engage in close, personal interactions with both individual and group customers. Clicking on connections to popular social networking sites like Facebook, LinkedIn, Twitter, Google Plus +, Tagged, My Space and Ning, can gain extra consumers and fast selling. (DR. Brijesh Sivathame, DR. Rajasshrie Pillai 5(8), 2014)

There are Advantages for the Impact that Social and Digital marketing, has about gaining more customers:

- ❖ Quick and easy access.
- ❖ Other peoples review in the matter.
- ❖ Less employees needed.
- ❖ Becoming popular(known).
- ❖ Inspiring others.
- ❖ Accelerating and simplifying the sale of your goods.
- ❖ Consumers review obtain through social media, minimalised inaccuracies regarding a product. (Kim and Ko ,2012)
- ❖ Attract and engage new customers (B. Sivathame, R. Pillai 5(8)35,2014)

Unfortunately, there are disadvantages for the impact that Social and Digital media, has about gaining more customers:

- ❖ You might can get negative feedback from previous consumers and could lead to bad promoting.
- ❖ People can hack your business system.
- ❖ Other companies can plagiarism your ideas, relating to the products design.
- ❖ Having to deal with people's issues, (misunderstandings, refunds, replacements)
- ❖ Initially, you might need to make a lot of investments and fail.

3. Conclusion

As an example, Bronnenberg et. al. (2016), looked at consumer's internet search behaviour, to determinate how digital technologies affect demand. It has been observed that, unfortunately, the impact of social and digital media advertisers, on businesses results, like volume of sells, profit or rate growth, has not been fully studies in much research.

Social media is now a crucial component of digital marketing strategies, used by businesses, to promote their goods/services and ultimately increase profits, considering how quickly digital technology is becoming more and more prevalent. However, there's still a lack of actual research on social media's effectiveness, as a marketing tool

Businesses has started to develop more, by using social and digital media, for faster advertising and selling.

Customers progressively use social media, utilising it for:

- to search for products/services,
- to communicate with their business, they get to buy from. (Garretson,2008)

Customers expect surprises and innovations (B. Sivathame, R. Pillai, 2014)

I think that social and digital marketing plays a vital role into attracting new customers. Because without it, we cannot make known our contents, products/services, which can lead to low profit and less customers.

Regarding to nowadays, as an example, Facebook is the most viral social media marketing platform, to advertise your business. Digital and social media for brands, to advertise their goods/services. Digital media is used to communicate with the businesses they get to buy from. (Garretson, 2008)

It's also used to review other experiences, before purchasing a good or a service.

From the comfort of your place/home, you can view everything you might want to buy. Through digital media, with just one click, you can access tons of information's about the services/products. Businesses, sometimes reach out through social media, by looking to collaborate with famous people, that could lead to quick promoting and fast selling.

REFERENCING

[] Bronnenberg et.al. (2016) "Journal of Retailing and Consumer Services" Vol. 60, May 2021, 102501. Available [Online] at: <https://www.sciencedirect.com/science/article/pii/S0969698921000679> Date accessed 14th April 2024.

[] Dr. Brijesh Sivathame, Dr. Rajasshrie Pillai (2014) "Use of social media to attract and engage new customers base" Academia Edu, 5(8). Available [Online] at: [USE OF SOCIAL MEDIA TO ATTRACT AND ENGAGE NEW CUSTOMER BASE - Academia.edu](#) Date accessed 14h April 2024.

[] Garretson (2008) "Journal of Retailing and Customer Services" Vol. 20, May 2021, 102501. Available [Online] at: [Influence of Social Media Marketing on Customer Engagement](#) Date accessed 14th April 2024.

[] Hsu (2012), Shawhnew et. al. (2015) "Journal of social media marketing on customer engagement". Available [Online] at: [Influence of Social Media Marketing on Customer Engagement](#) Date accessed 15th April 2024.

[] Kim and Ko (2012), Kietzannet et. al. (2011) "International journal of management" 11(4) (2022). Available [Online] at: [Power of Digital Marketing in Building Brands: A Review of ... - SSRN](#) Date accessed 15th April 2024.

