

Topic 2: How social media can be used to reach a wider customer base

NAME : MARYJEFFERS

STUDENT ID : 2336994

MODULE CODE : LCLM4002 LON

MODULE TITLE : DIGITAL SKILLS

LECTURER : JAYA GOPALKRISHNAN

ASSIGNMENT : SOCIAL MEDIA REPORT

CONTENTS

1. Introduction	p.3.
2. An overview on social media	p.4.
3. What is marketing	p.4.
4. The uses of social media And marketing	p.4.
5. Advantages of using social media To reach out to new clients	p.5.
6. The disadvantages of using digital media to reach out to consumers	p.5.
7. Conclusion	p.5.
8. References	p.7.

Introduction

Social media is an evolving online platform, with many members of the public joining every day, people take to social media using their online platforms to communicate with peers and sharing their daily lifestyle, businesses can use these digital platforms and take advantage of their online advertising facilities, creating business pages and a more personal response to customers, using this advantage to gain more consumers. Publics also use the online domain to vent or create negative feedback or comments, social media and its online influencers can alter anyone's mood of consuming in many ways. Traditional marketing is a more face to face experience but you need to depend on those customers local to you, where the modern marketing world of social and digital media can reach further, creating more publics to see your online marketing campaign.

An overview on Social Media, online medias remain a range of interactive networks that enable the formation, sharing also collection of matter within the online communities. Over the years since Social Media launched in 1997 there was only a couple of websites that could be used for connecting with people around the globe, since then many more social media websites have launched and have evolved from being able to connect and communicate with people to being able to advertise and set up business pages. The advanced world of social media has evolved from traditional media. Traditional media can be seen as a one-way street, where you consume content like reading a newspaper or watching a tv report but have limited opportunities to share your views. In contrast, social media functions as a two-way street, enabling active communication and interaction. (NFI, 2021).

What is Marketing, Marketing involves every aspect of a approach directed at convincing a possible buyer into a reassured and loyal client. This process includes everything from conducting market research to executing advertising campaigns. (Snyder, 2021). Traditional marketing has a more face to face approach and can be quite costly where modern day marketing uses online resources for advertising making businesses more visual to new customers, both traditional and modern marketing have an important role in a business's success. Today marketing should be viewed not as merely making a sale, but as the process of meeting customer needs. (Kotler *et al*, 2020). Online advertisements of a company are more popular each day on social and digital media people are opening their apps or websites and seeing advertisements.

The uses of Social Media and Marketing, rising platform medias have transformed the vender-client relationship, enabling clients to interact openly among organizations in present-period on a particular intensity. (Harrigan *et al*, 2015). Purchaser encounter is described as a emotional procedure that leads customers toward becoming loyal to a brand. (Bowden, 2009). Similar to usual marketing, online media are capable of being applied to reward clients for participating in specific actions. (Malthouse *et al*, 2016). Businesses use online platforms to its full potential to advertising or engaging with clienteles for many purposes creating a good customer experience. Companies can be more personal with customers responding to them with emails or online messaging services, creating a more comforting approach to consumers.

Advantages of using social media to reach out to new clients, social media has many advantages for reaching out to new customers as mentioned previously, online Advertising is a great advantage for businesses as this creates a wider range of customers. Online platforms like insta, YouTube and X offer endless opportunities so cyberspace customers can relate, vent themselves, communicate, and produce content on any topic, plus trademarks. (Muntinga *et al*, 2011). Companies can also leverage the viral marketing potential of social media. Viral marketing on these platforms centres on the content produced by the companies. (Manzoor, 2018). Online platforms create a cost effective way of advertising a company or brand which influences customers to see these advertisements and possibly consume creating a larger customer base.

The disadvantages of using social media to reach out to consumers, although social media has benefits to helping a businesses grow their customer base there are many disadvantages to take into consideration. Since social media has become a convenient and accessible platform for people to obtain information about companies, publics are tightly connected over these online platforms, it is easy for individuals to discuss a business with their peers online. Therefore, businesses should be mindful of the factors that can trigger negative discussions among publics on social media. (Men and Qin, 2019). A damaging comment can have many ranges of adverse outcomes for businesses. Therefore, understanding in what manner customers style and estimate damaging unfounded information is a critical concern for businesses.(Chen and Zhang, 2022). Like many public online platforms negative feedback will always be ready to influence members of the publics thoughts influencing them to join in which could cause trust in another consumer using the company. Creating a decline in customers.

Conclusion

Since the internet is always evolving and more social and digital sites are continuously generating, Social media has also evolved and made a way for businesses to create profiles and demonstrate what they have to offer the public in a more open mind, Social media has a very important part in successfully reaching out to customers and expanding its customer base to a more wider variety of consumers, every day people joining an online platform grows as the world's population grows. using social media for advertising a company makes a business more open to the public's eye, however, as good as positive branding and communicating with consumers may be, there is a darker side to the internet and online platforms, from a negative response by a single member of the public indicating an poor

experience, creating other members of the public to participate in negative feedback could lead to a company's decline in sales. It is both important to remember the advantages and disadvantages of using social media to promote a business to gain a larger customer base. Being mindful of negative impacts on social media and how the public can communicate with a business will help to keep a healthy consumer relationship.

References

- Bowden, J.L-H.(2009) 'The process of customer engagement: A conceptual framework', *journal of marketing theory and practice*, 17 (1) pp.63-74. Available at: <https://doi.org/10.2753/mtp1069-6679170105>. [Accessed: 20 Aug 2024]
- Chen,C. and Zhang,D.(2022) 'Impact of emotional intensity of negative word-of-mouth on perceived helpfulness in social media', *industrial management + data systems*, 122(12), pp. 2657-2679, Available at: <https://doi.org/10.1108/IMDS-04-2022-0259> . [Accessed: 21 Aug 2024]
- Harrigan,P. et al.(2015) 'Modelling CRM in a social media age' *Australasian marketing journal*, 23(1), pp. 27-37. Available at: <https://doi.org/10.1016/j.ausmj.2014.11.001> . [accessed: 20 Aug 2024]
- Kotler, P. et al.(2020) '*Principles of marketing*'. Eighth European edition. Harlow, England: Pearson.
- Malthouse, E.C. et al.(2016) 'Evidence that user-generated content that produces engagement increases purchase behaviours', *Journal of marketing management*, 32(5-6), pp.427-444. Available at: <https://doi.org/10.1080/0267257X.2016.1148066> . [Accessed: 21 Aug 2024]
- Manzoor, A.(2018) 'Using Social Media Marketing for Competitive Advantage', *Social Media Marketing*:
- Manzoor, A. (2018).' Using Social Media Marketing for Competitive Advantage' *Social Media Marketing: Breakthroughs in Research and Practice* (pp. 21-38). Available at: <https://doi.org.ezproxy.uwtsd.ac.uk/10.4018/978-1-5225-5637-4.ch002> .[Accessed 21 Aug 2024]
- Muntinga,D.G., Moorman,M. and Smit,E.G.(2011)'Introducing COBRAS: Exploring motivations for brand-related social media use',*international journal of advertising*,30(1),pp.13-46. Available at: <https://doi.org/10.2501/IJA-30-1-013-046> . [Accessed 21 Aug 2024]
- NFI,(2021) *What is Social Media?-Everything you need to know*, Available at: <https://www.nfi.edu/what-is-social-media/> . [Accessed 19 Aug 2024]

Qin,Y.and Men,L.R.(2019)'Exploring negative peer communication of companies on social media and its impact on organization-public relationships', *Public relations review*,45(4),pp.101795.Available at: <https://doi.org/10.1016/j.pubrev.2019.05.016> .
[Accessed 21 Aug 2024]

Snyder,K.(2021) *What is Marketing Definition Strategies & Best Practices*. Available at https://www.forbes.com/advisor/business/what-is-marketing/#marketing_definition_section .
[Accessed 19 Aug 2024]