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TASK 3 REPORT

Using media and social media to reach wider audiences can be done in many ways and there are many advantages and disadvantages for using social platforms to do this. For example, you could use social media platforms such as Facebook, Twitter, Instagram to promote your business and pay for sponsored advertisements to reach an audience, however you have to pay to be able to reach a certain amount of numbers. This is the bad part of it, however the good part is that if you make a paid promotion to reach an audience, it's a guarantee many numbers will reach your product. In 2024 the biggest way to make sales and reach an audience is TikTok, which is a great platform to sell your products as there are over 1 billion active users, and this makes it very easy to reach your target audience and also expand to more people outside your target audience, however sometimes it could also be very hard as there will be so much competition of people trying to also do the same thing as you and for this reason you would have to pay influencers to promote your product, which means that you will have to spend a lot of money to reach high numbers of audience to sell your product.

Selling products via online could be very beneficial as customers could purchase from home or anywhere and this could become a recommendation from mouth to mouth to build a higher customer base for yourself, and build customer loyalty, however not physically seeing the product could mean sometimes customers will not be happy with what they receive and also delivery could sometimes affect this and could cause customers to leave bad reviews, which makes your company look bad so you have to always make sure to keep customer satisfaction very high to be able to expand your business to a wider audience.

Making a social media page for your business is one of the best ways to reach out to a wider audience and expanding your business, this could be done by making paid promotions, as an ad that pops up on people's social media as they scroll through it and also could be done by contacting social media influencers such as TikTokers, YouTubers, or people who

have very high followers to advertise your product , this way your business can expand to wider audience and reach many more people , but there is a disadvantage of this and that influencers , and people with high followers are very hard to reach out to , and very hard to convince to make business with or to get your business promoted by them , and if you do end up contacting and begin able to reach them most of them would ask for very high price to do this , and the main aim is to use social media much as possible and use less money as possible to be able to expand the audience.

Sending emails to loads and loads of people is another way of begin able to reach out to a lot of people as you are able to send out Thousands of emails at ones and that will reach a lot of people at ones , and this is good way to expand your business , but people do not always check there emails , and most of the emails such as a business advert emails would go straight to spam box on the email section and not many people see it and this could reach less people that way even if you send out thousands of emails most likely only 20% to 30% of them will be seen by the people who the emails been sent to .

Tv commercials are one of the biggest ways to gain large audience and expanding business , however now in the generation we live in most people use social platforms to watch what they use to watch on the tv so sending out commercials of your business on social platforms could reach more people one example could be a YouTube ad , YouTube has 2.49 billion active users , and only 80 million of the people have YouTube subscription that do not see the ads this means that having an YouTube add could reach to very large amount of audience , to build very high amount of customer base for your business and also sell out , the bad part of this cold possible be that many people skip the adds after 5 seconds , as YouTube would give there users as kip option after 5 seconds , and many people don't get to see the full version of the actual commercial ad people put on there , but they also have a 15 seconds add commercial that can not be skipped by users , and that's the most effective way to reach out to people to be able to see the add you have posted on a social platform .

Identifying your audience is a good and easy way to reach out to many people and right people for your business using social media platforms to promote your business gives you and option of what kind of target audience you aiming for depending on your business type , and this is very useful as they would only send your advert to people who is most likely that would be interested in your business and product , this saves a lot of time , as its

not reaching people who are not interested , however the bad side of this is , depending on your business it could not reach many people as its specifically targeted to limited amount of people , so best way could be to expand it to everybody because sometimes even people outside the target audience cold be interested in your business and that's one other way of expanding your business as best way as possible .