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How Social and Digital media can be used to reach a wider customer base.

Introduction

According to Manning, J. (2014.) Social media is a new generation media that has interactive inclusive. The coming up of media is divided into two group, the Electronic and interactive group. The electronic such as Radio, Televisión. Print media newspaper, and Movie distributed messages to wider audience but it happens on a smaller scale.

With the introduction of digital media. people can now speak to wider base and get instance feedback. Opportunity to seek information from several source. In addition, Digital media has a lot of information and spread system, such as social and high-tech media platforms. (Indeed 2024).

Main body:

In this report, I will use Tesco method of reaching wider customers base as a case study. Tesco is a retail chain super market founded in 1919 by Jack Cohen in Hackney, London, England, UK.

Tesco reaches wider customer base with different Channels: They combine Analog and high-tech marketing channels such as Electronic and print media, emails, social, digital media, to reach a wider customer base. (Tesco, 2024).

Tesco, and its team allowed their brand fans the opportunity to become the voice of the checkout for seven days. The team engaged TikTok's 'face/mouth' AR feature to revolve the Tesco checkout into a reality, with the AR feature allowing followers to co-create their input.

They work with TikTok to ensure unwanted input were immediately removed, at the same time planning to foment any feature negativity about Tesco brand. They allowed brand fans opportunity to become the voice of the checkout for seven days. The team involved TikTok's 'face/mouth' AR feature to turn the Tesco checkout into reality, with the AR feature allowing followers to co-create their input.

It was a risk but at the end it pays off. Within 24 hours Tesco Voice of Checkout had accomplished nothing less than 5 million real prospects on TikTok. 10 days into the opening the campaign skyrocketed to 42 million video views.

Its share increased up to 12% were well informed, up to 4% probably to recommend and a 7% average rise in Clubcard use, this led to Tesco winning the 2023 Marketing Week Award for social media. (Marketing Week Reporters 2023).

Tesco uses Facebook: They have done a great job of taking care its timeline with involving visual themes with Facebook. Twitter: Tesco uses Twitter more than any other social media, with different one for each of its business branch. Pinterest: For more than half a year, Tesco consistently increased their Pinterest followers from 32 to 655. and Google+: As it is now, they are bent on taking G+ seriously, so it might start to grow organic followers over time.

(Econsultance.com, 2024).

While social media marketing offers different benefits, it is important to admit and address the potential disadvantages of this marketing approach. By understanding and mitigating confrontation related to information overload, negative feedback, rivalry, procedure changes, privacy concerns, and resource demands, businesses can direct the complexities of social media marketing more effectively and harness its true future.

Conclusions:

in conclusion, Tesco's strategic use of social and digital media has enabled them to connect with a diverse audience, drive loyalty, and enhance their brand presence.

social media marketing is a long-term method that requires consistent effort and endurance. Businesses should set pragmatic goals and understand that building a strong online presence and a loyal following takes time. (Rachna, 2023)

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