

2/8/2024

How social and digital media help reach a wider customer base

MODULE NAME: DIGITAL SKILLS

MODULE CODE: LCLM 4002

STUDENT'S NAME: Rahmia Sulay Kamil

STUDENT'S ID: 2335591

GROUP: 6

LECTURER'S NAME: AMITAVE BANIK

UNIVERSITY OF WALES TRINITY SAINT DAVID
(LONDON CAMPUS)

Table of Contents

INTRODUCTION:	2
USING SOCIAL MEDIA TO REACH A WIDER CUSTOMER BASE:	3
<i>Advantages of social media for businesses:</i>	<i>3</i>
<i>Disadvantages of social media for businesses:</i>	<i>3</i>
USING DIGITAL MEDIA TO REACH A WIDER CUSTOMER BASE:	4
<i>Advantages of digital media for businesses:</i>	<i>4</i>
<i>Disadvantages of digital media for businesses:</i>	<i>4</i>
CONCLUSION:	5
REFERENCES:	6

Introduction:

With the evolution of new-age technologies, organisations have started using social media platforms and other new-age media for promoting their products and services to customers. Social media marketing with the help of social media sites like Facebook, Instagram, Twitter, LinkedIn, & others & digital marketing tools inclusive of, but not limited to e-mail and content marketing has become a significant way for companies to interact with an audience (Flynn, 2023). This paper is a review of the steps and resources that organisations employ when seeking to reach out to new consumers via social and digital media. It further expounds on the uses and drawbacks that come with the instruments and presents a broad picture of their effects on the development of business. Some specific areas are outlined, such as social media in customer relations, the advantages and disadvantages of digital media, and quantitative data to strengthen the reasoning.

Using social media to reach a wider customer base:

The availability of a diverse range of social networks gives companies a unique chance of becoming global (Hinson & Doe, 2024). Through the production of quality content and incorporating the aspect of going viral, which is common in social media, firms are able to spread their brand's message to potential customers. In the present era, social media platforms have around 5.07 billion users (62.6% of the global population) across the globe which reveals the huge market for business organisations (Smith, 2024).

The first of these methods is the use of relevant targeted advertisements. Facebook and Instagram offer enhanced targeting, whereby businesses can select age, location, people's interest and their behaviour on the social site (Flynn, 2023). For instance, a fashion retailer selling apparel can present the ad to users who are drawn toward fashion, in their early twenties and living in urban cities. This precision targeting comes in handy in ensuring that the Return on Investment (ROI) of the marketing campaigns is almost optimal.

Advantages of social media for businesses:

One of the distinctive and well-known benefits of having a social media presence is the relatively low cost (Green, 2022). Social media marketing therefore entails a relatively low cost compared to other advertisement mediums such as TV or print media. Also, social media opens a channel of communication with the customers which is real-time and can encourage customers' loyalty. According to a survey, consumers are likely to purchase products from brands they are following on social media accounts, and the percentage is around 77 (Howarth, 2024). Social media also gives a quantitative aspect where analytics can be used. To show the level of adoption, companies are able to track parameters like likes, shares, comments, and click-through rates. These provide an optimal chance of improving corporate strategies and generating content that reflects customers' needs.

Disadvantages of social media for businesses:

Social media has a few limitations in facilitating communication. The negative side of this process is the possibility of receiving negative feedback and developing public relations crises (Hinson & Doe, 2024). Criticism in the form of a post that has a negative view or a low rating can spread like wildfire hurting the company's image. According to Luisa Zhou (2024), 94% of consumers have been turned off a business due to an online review.

Another major concern is that the news articles must be regularly updated and contain new and exciting information. Just as is the case with moderate posting, it is time and resource-consuming to be actively posting on social media (Smith, 2024). Establishments are required to spend their money on content development, control, and moderating to keep going and to compete.

Using digital media to reach a wider customer base:

This is in addition to online media tools like email marketing, SEO (Search Engine Optimization), and content marketing which is mainly used in getting to new customers. Even today, email marketing is considered one of the best tools in digital marketing as it has an average ROI of \$42 for each dollars spent by Litmus (Luisa Zhou, 2024).

SEO becomes a tool for optimising a business on search engines, including Google, in an effort to attract traffic to organisational websites (Ross, 2023). The process of search engine optimization involves ensuring that the content in a company's website is properly keyed into certain words most likely to be used by intending customers.

Content marketing is the process of publishing quality and relevant content to the target audience with the aim of persuading them. Such content can be blogging articles, videos, Infographics, or white papers among others. According to Trupheme (2023), it indicated that content marketing costs 62 per cent less than traditional marketing, and it produces about three times the number of leads in the marketplace.

Advantages of digital media for businesses:

Being an online platform, digital media has several advantages, the potential to deliver a message to the intended audience, the possibility to monitor the effectiveness of the message and change the approach instantly (Flynn, 2023). For instance, while enterprises can articulate media Objectives for any campaign launched on traditional media platforms, the kind of insight offered by the digital media channels, such as meaningful Analytics measurement of results, cannot be matched.

Disadvantages of digital media for businesses:

Digital media has its drawbacks as well. It is an ever-growing and highly saturated market, that never lets anyone rest and always demands more originality (Hinson & Doe, 2024). Also, privacy and data protection laws, including GDPR rules, limit ways of obtaining and processing the data of customers.

Conclusion:

In conclusion, it can be stated that social media and digital media remain useful tools for businesses in their attempt to expand their client base. Hence, these platforms cannot be ignored as they are cost-friendly, allow for precise targeting, and provide great insights for any marketing campaign. However, there is also negativity such as receiving negative comments, content generation, and legal issues that affect the business. As such, deriving from the peculiarities of social media and digital media, companies can strengthen their presence and grow their customer base. The main issue is in finding an optimal balance between using these tools while strengthening the overall organisational structure to optimise the effect of the digital tools used.

References:

- Flynn, A. (2023) *Modern communication* (4 vols). Ismaning: Filmkunst-Musikverlag.
- Green, J. (2022) 'Advantages and limitations of using social media to acquire data', *Advantages and disadvantages of social media for businesses*, 23(44), pp. 221–224. doi:10.4135/9781529799071.
- Hinson, R.E. and Doe, J. (2024) 'Social Media Marketing Management: How to penetrate emerging markets and expand your customer base', *Social Media Marketing Management*, 23(45), pp. 244–251. doi:10.4324/9781003307457-9.
- Howarth, J. (2024) *33 new branding statistics and trends for 2024, Exploding Topics*. Available at: <https://explodingtopics.com/blog/branding-stats#:~:text=one%20social%20issue,-,77%25%20of%20consumers%20prefer%20shopping%20with%20brands%20they%20follow%20on,apps%20and%20visit%20their%20websites>. (Accessed: 03 August 2024).
- Luisa Zhou (2024) *Customer review, Luisa Zhou*. Available at: <https://luisazhou.com/blog/online-review-statistics/#:~:text=94%25%20of%20consumers%20admit%20that,reviewed%20never%20replied%20to%20them>. (Accessed: 03 August 2024).
- Ross, D.L. (2023) *Seo Marketing: A beginner's guide to SEO* (45 vols). 4th edn. London, England: Findaway World.
- Smith (2024) *Internet and social media users in the world 2024, Statista*. Available at: <https://www.statista.com/statistics/617136/digital-population-worldwide/#:~:text=Worldwide%20digital%20population%202024&text=As%20of%20April%202024%2C%20there,population%2C%20were%20social%20media%20users>. (Accessed: 03 August 2024).
- Trupheme, S. (2023) *Content marketing* (56 vols). 4th edn. Paris: Dunod.