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How social and digital media can be used to reach wider customer

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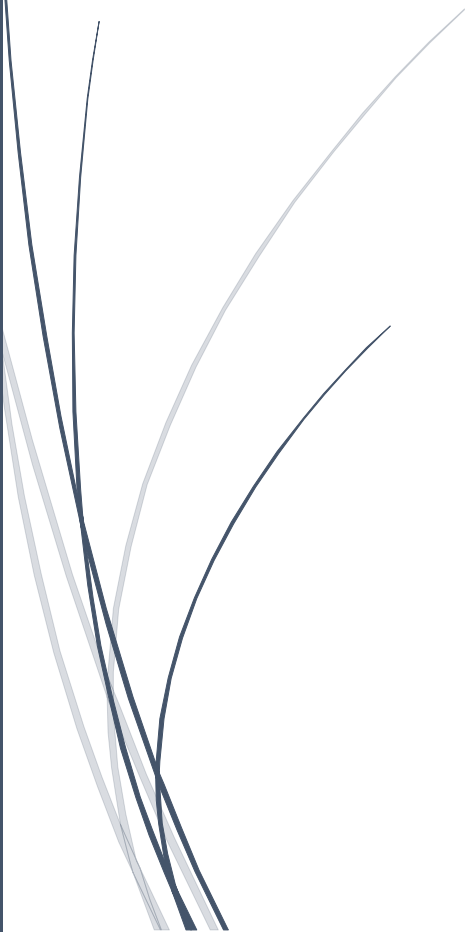
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Introduction

Social and digital media have completely changed the way we share information and connect with others . What started as simple tools for stay in touch with friends and family has now become a major part of how business , organizations, and even governments communicate with people all over the world . Platforms like Facebook , Instagram , and TikTok have billions of users , and digital tools like blogs, email, and YouTube videos are a normal part of our daily lives. In this essay , we'll look at how social and digital media evolved, what makes them so useful for reaching wide audiences , and some of the downsides to keep in mind.

History of how social and digital media to reach customers

In the 1990 , email and simple websites they where the first digital platforms for sharing information , companies began experimenting with banner ads newsletters to reach audience , the emergence of search engines like google in the late 1990s and early 2000s marked the beginning of targeted marketing through the digital space , in the early 2000s with the launch of platforms like Friendster 2002 , MySpace 2003, and Facebook 2004. Initially focused in personal communication but then become a space for marketing and public outreach. Social media is an online form of communication, sharing, engaging, creating content, including blogs. Various platform like Facebook, Instagram, Twitter and YouTube, gives the opportunity to everyone not just to public figure, to communicate, discuss and even becoming famous in social media. And it become an extraordinary marketing channel replacing tv, because of the people lifestyle and the development of the smartphone, social media give you a closer interaction with customers and allows marketer to understand the need and habits of audience.

Digital marketing stays for marketing activities, business owner has the opportunity to reach consumer how are constantly looking for things on the internet, with the right strategy and the right tools an argol item tells what you are looking for, company and business owner they can see you are searching for specific product, this is were this special tools intervein buy showing up on your social media platform like Instagram, TIK Tok with the right advertising so hey build a faster and easier communication with the customer , buy allowing them to get to the product they were looking for previously on the website so the customer without realising it gives information to companies and business owner, with this strategy the company gain more from the

customer, because of the higher interaction with the customer, buy finding it easy and faster to make the purchase, on the social media platform, so business owner they create pages where customer they can look for it on the social media where they usually spend most of the time, and another way that every tip of company use to expand their visibility in the social media world is that they make collaboration with influencers, buy sending them product to post and advertise in their social media page, so company can expand their productivity and make more money from customer, that they will buy their products because they have been sponsored by influencer that they may follow on their social media, this help to build a relationship with the customer, gives you the opportunity to interact with them, that help your business to improve your business buy having an indirect communication because social media gives you the opportunity to express yourself buy making a positive or negative comment or putting likes, so company they can make their own calculation in base of what the customer likes or don't likes. Social and digital marketing now days are the key for an expanded and well noted business company and little business company.

The good part of the social media is a platform that gives you opportunities to grow as influencer buy making viral videos where you will have the opportunity to gain more audience that follow your activity and to keep this audience grow and become loyal, you will have to create content that attracts your followers and need to be a regular routine of your day life, so you will have the opportunity to be contacted from brand that would like to collaborate with you, and that mean that they will send you sample from the product that they sell and they want you to simply create a video that can reach your audience to benefit their productivity and sells, and as influencer buy sponsoring big brand you have the opportunity to gain more follower and more benefits.

ADVANTAGE AND DISADVANTAGE OF SOCIAL MEDIA IN BUSINESS

The advantage of social media in a business are reach wild customers, faster and easier communication, direct customer engagement, help to understanding the need of the audience.

Disadvantage of social media in a business are: time consuming you need a dedicated team or specialist, wrong communication can harm a brand reputation, poor quality content can lead to a flier.

CONCLUSION

Social media has an important role in various aspects in our life, by facilitating information and data search, learning how to maximize the use of social media platforms such as Facebook, Instagram it gives you the opportunity to reach target consumers quickly and precisely.

Digital marketing has also the effectiveness and efficiency of spending found for marketing or advertising purpose. The public relationship is very important for every business and social media improved that interaction and connection with the public.

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