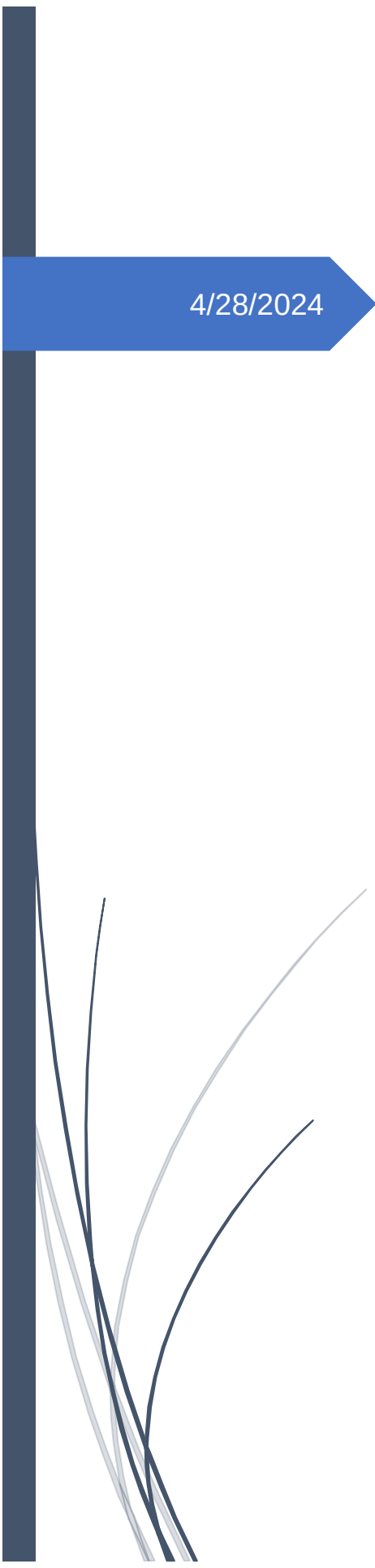




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How social and digital media can be used to reach a wider customer base

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STUDENT'S NAME: SANDU STARIS

STUDENT'S ID: 2323213

GROUP: GROUP 02

LECTURER'S NAME: KOUSHIK MODAK

UNIVERSITY OF WALES TRINITY SAINT DAVID
(LONDON CAMPUS)

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Introduction

Digital media and social media have taken their roles as critical elements in communication for businesses to draw more potential consumers in the digital age. According to Tumasjan (2024), with a large number of people using social media across different social platforms in the billions, companies can engage with their consumers in one of the most personal ways available. While finding a route through the intricate aspects of social and digital media, the need for a thoughtful approach arises as different channels provide important insights about many benefits and shortcomings.

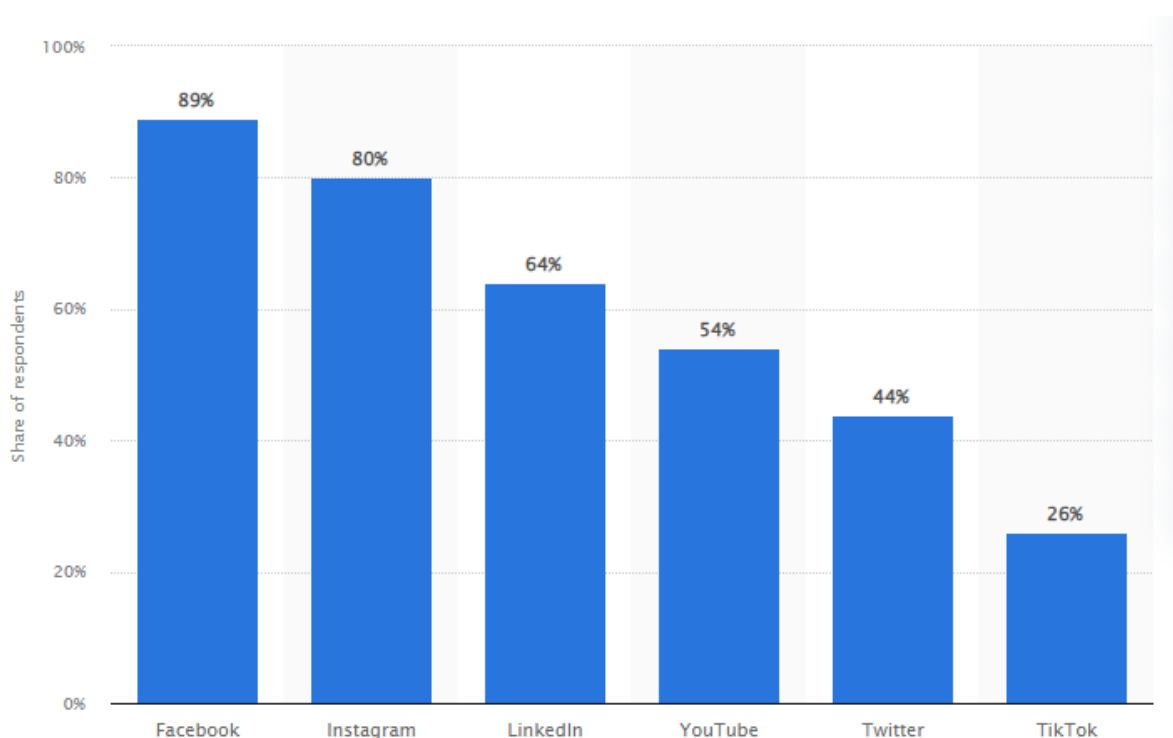


Figure: Leading social media used by marketers

Source: (Statista, 2023)

It is also necessary to explore the multifaceted approach to the uses of social media in reaching customers from different domains since multiple layers cater to this aspect. Through this report, a critical exploration will follow regarding how businesses can adopt social and digital media platforms to engage and expand their customer base, with an overview of the advantages and liabilities of different mediums.

Main Body

Social media has become an important medium for sourcing customers and the expansion of business in recent times (Jamil *et al.* 2022). There are several advantages and disadvantages that not only shape the sustainability of a company but also give rise to better and more effective marketing patterns.

Advantages of social media

Social media camping is now a must thing for businesses that intend to grow their customer pool. The monthly active users of Facebook amount to 2.9 billion, overtaking any other social media entity in the world, and among those, there are a few who seem like lucrative advertising target groups to the marketers because of specific demographics and interests they have (Wiese, Martínez-Climent and Botella-Carrubi, 2020). Companies can use both community-building and engagement tools like groups and pages to market their business at a low cost using options such as Facebook promotions, sponsorships, and similar strategies.

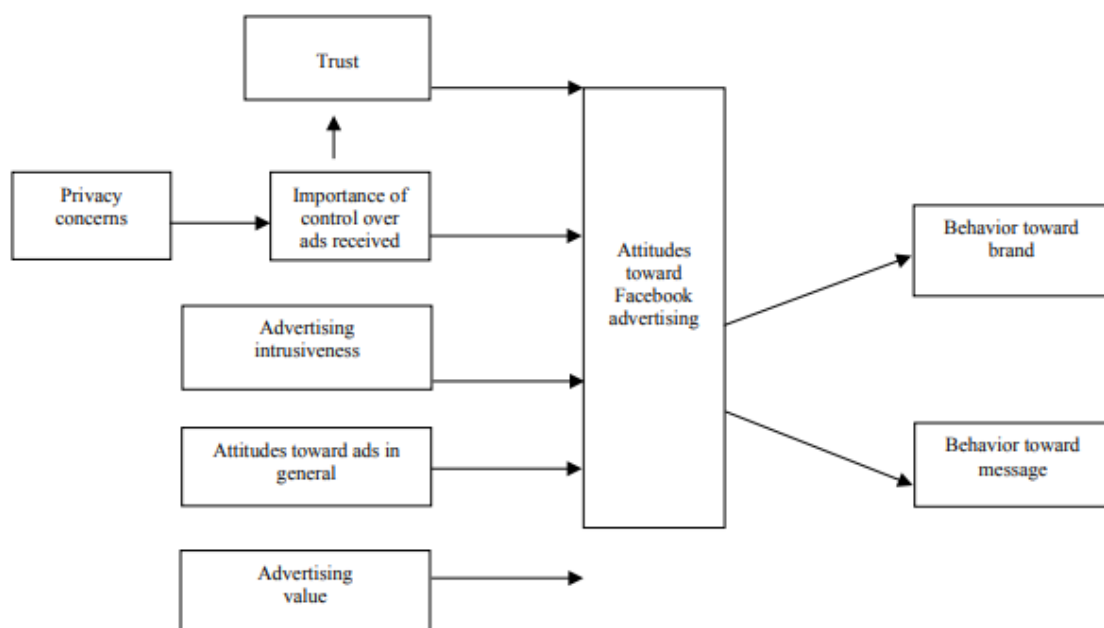


Figure: Effectiveness of Facebook Advertising

Source: (Wiese, Martínez-Climent and Botella-Carrubi, 2020)

Whilst Instagram is not only one of the most popular social media platforms, it is also a very important social media platform for companies and businesses because of its focus on the

noticeable aspect of products and commodities, which can be used to directly upgrade products and indirectly market brands in general (Wulandari and Darma, 2020). Its integration with Facebook's advertising network, which targets teens and young people, makes it an ideal utensil in the process of creating brand visibility. It has been claimed by Singh (2020) that user-generated content and influencer association transcending organisational communication can develop a brand's outreach far more. Twitter has also maintained its reputation as one of the most widely reached platforms in the social media domain and has established itself among the favourable applications of people who like to stay informed. The quick reaction nature of the Twitter platform makes it best fitted for interacting with customers based on customer service in terms of engagement so that businesses can link with influencers and intellectuals to grab attention in a more expansive base by sharing the latest news, updates, and campaigns (Juntunen, Ismagilova and Oikarinen, 2020). The ability to become viral everywhere and reach a wider audience is one of the big advantages, but it also requires strategic content to stand out in the steady stream of information. The popular networking medium, LinkedIn, opens new horizons for B2B marketing and recruitment. Through the offer of precision advertising formats oriented by company position, industry and audiences, companies will be able to reach the right audiences for them more efficiently. Not just that, LinkedIn provides a unique opportunity for thought leadership and content marketing, enabling companies to cohesion as well as constructing industry diligence.

Disadvantages of Social Media

Companies need to handle the liaisons of digital media, where they have both pros and cons. Various amounts of the same type of content can hamper the position of organic reach and visibility. Competition with algorithm updates may prevent the brand from expressing itself uniquely and standing out (Perego and Yuksel, 2020). The plethora of menus from competitors and influencers cannot be downplayed in this competition, either. The issues of negative sentiment and reputation management rank as one of the most critical factors to consider. Organisations ought to be ready for the chance of getting negative reviews and feedback as well as backlash from their clients which may require them to do constant monitoring of customer interactions and timely responses to the concerns (Di Domenico *et al.* 2021). Because of the lack of proper dealing with high-profile

issues, there is going to be reputation damage. Regulatory and compliance challenges, in addition to legal requirements of advertising, need to be addressed in our approach as well. According to Caledonia *et al.* (2021), crafting a one-size-fits-all brand personality is often complicated, and the legal hazards that arise from user-generated content and influencer relations are also difficult to deal with. As a result, successful social media operations have to be based on well-targeted work and need extra resources and expertise. Adequate content production, customer interactions together with analytics performance can limit even the most prepared marketing groups. Along with social media, companies can use digital media to achieve additional marketing goals and a wider audience. Search Engine Optimization (SEO) consists of optimising the content and the website structure to emphasize the visibility of searches, improve organic search conveyance and sell highly efficient traffic with the use of keyword search and on-page optimization techniques. Email marketing channels give rise to email list building and subscriber engagement by selecting the campaign and communication that are triggered by the customer while using personalisation and automation capabilities for the best results.

Conclusion

Successful social and digital media requires a close grasp of the audience, constant content creation, and a regular process of monitoring and adjustments according to the auditing metrics. Businesses have to overcome these issues including content saturation, negative moods, compliance, and resources and experience management to succeed. Eventually, the effective application of social and digital media in a company's marketing efforts can turn into a wider customer base, great brand recognition and improved customer engagement. If the businesses accept such vigorous instruments that can improve the company's performance, then they will be up to the challenge of the growing digital world and, therefore, be able to keep up with the competition.

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