



Social and digital media to reach a wider customer base.

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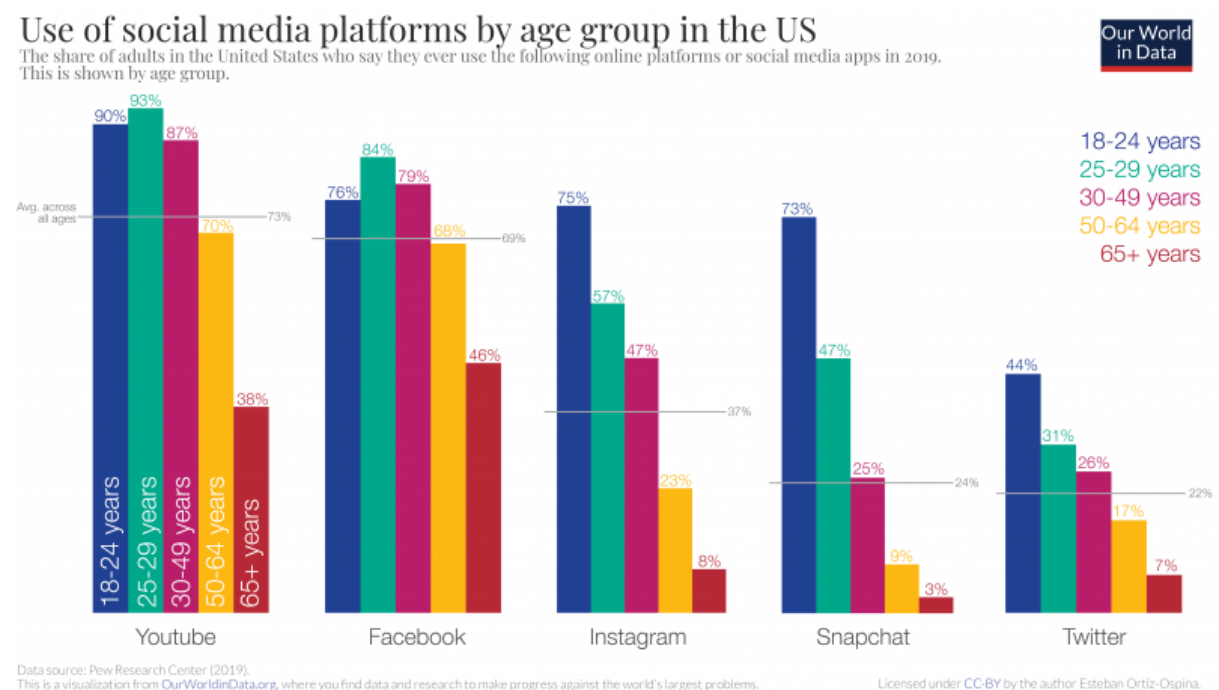
3 Introduction

3.1 Introduction to the report

Nowadays, advancements in social and digital media have moved forward from 20 years ago and let's try to look closer.

3.2 Introduction to my setting

let's talk a little about social and digital media, look in to when it was created and what impact it has on cooperation with business and how it is used in age categories.



3.3 Figure 1 Use of social media platforms by age group in the US

4 Social and digital media

4.1 Social media

The purpose of this essay is to illustrate how useful the uses and gratifications theory is for social media. This paper will investigate and analyze the uses and gratifications that consumers derive from using social media by utilizing the uses and gratifications theory. The goal of this essay is to present a deeper, more thorough understanding of the motivations behind consumer social media use.

4.2 Digital media

Software, digital photos, digital video, video games, web pages and websites, social media, digital data and databases, digital audio (MP3, for example), electronic documents, and electronic books are a few examples of digital media. Print media, like books, newspapers, and magazines, as well as other conventional or analog media, like photographic film, audio tapes, or video tapes, are frequently contrasted with digital media.

4.3 Human potential in the digital world

Tony Feldman gives a clear and very readable overview of the development and uses of digital media in this book. He highlights its enormous commercial and human potential while providing clarification on its underlying technologies. Feldman offers a thorough overview of the digital media landscape by beginning with a simplification that looks at new media in two different sectors: packaged "off-line" media, like CD-ROMs, and the world of transmitted media, which includes interactive online services and digital broadcasting. He describes and analyzes the phenomenal rise of CD-based information as well as the equally revolutionary development of the Internet and online services, with a focus on multimedia and entertainment media. Readers can recognize the potential for income generation and profit from the new media. The final section of Introduction to Digital Media offers a strategic evaluation of the effects of turning digital on people, businesses, and organizations.

5 Why social and digital media

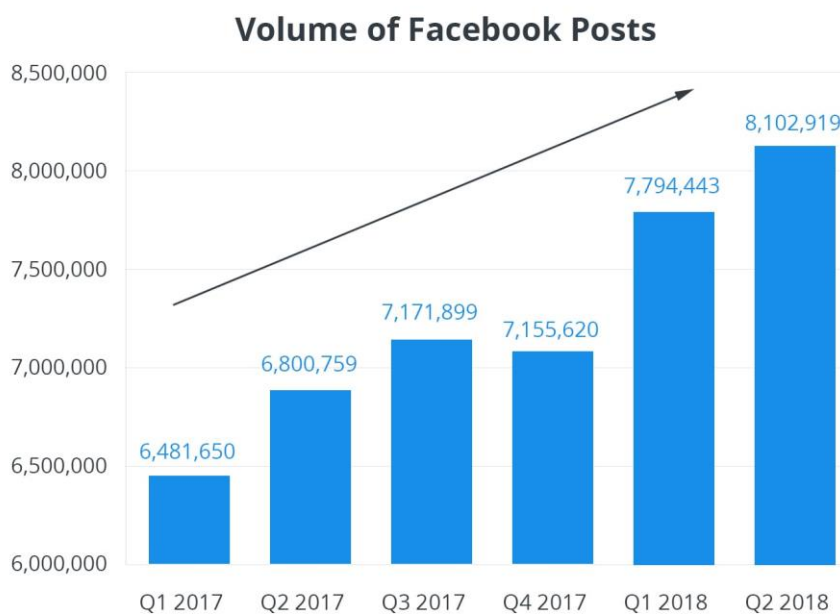
Businesses must reconsider their digital marketing strategies in light of shifting consumer behavior.

At present, a considerable amount of related research centers around the customer rather than the company.

This article demonstrates that companies are under pressure from both internal and external sources to establish a digital presence on social media platforms, based on a survey of marketing managers.

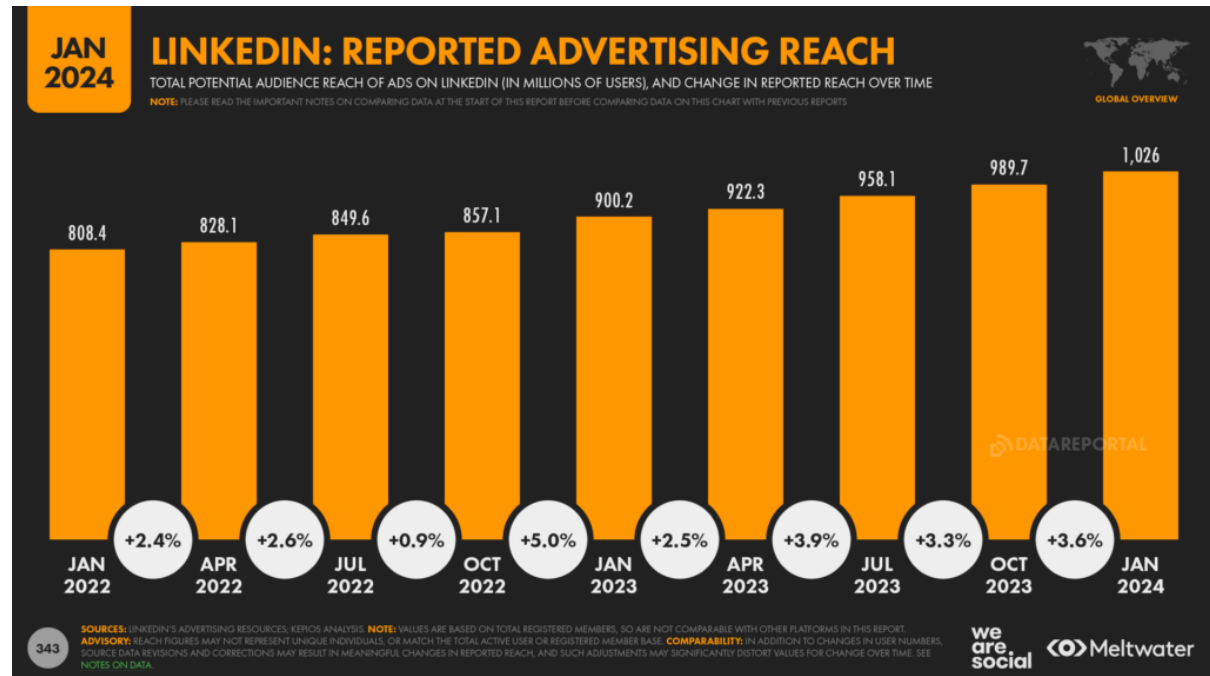
Marketers need to concentrate on relationship-based interactions with their customers in order to increase engagement with digital marketing.

On this time we can see the platform Facebook (Meta) is most popular on this time and companies use this platform to address potential customers both in marketing and in prime engagement links for immediate viewing of the offer or purchase.



5.1 Figure 2 Volume of Facebook posts

6 Collaboration of business



6.1 Figure 3 LINKEDIN:REPORTED ADVERTISING REACH

7 Conclusion

In the end, we could look back 20 years and wonder where we are now. We have come a long way in a short time and we cannot imagine where we will be in 10 years. We can already see that the progress that goes forward with time and improves and accelerates every day...

8 References

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4.3 <https://doi.org/10.4324/9780203398401>