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Assignment 3

Impact on Social Media on
Reaching Customers

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What is Social Media?

Social media is a combination of applications and websites that people use to interact. It began in 1997. (Mckinsey, 2023)

What are the Different Types of social media?

Social media has changed the business world and how people socialize, think, get news and information, shop, and date online. It has no limit. There are many platforms which can be difficult to keep up with for example Snap chat, TikTok and many more. It is much better now on how businesses connect and transact with their customers. Some organisations who know and understands the importance of social media are taking good advantage of it. The four types of social media organizations should be mindful of are:

- Social networks. For example, Twitter and Facebook helps unite and bring together family, friends, strangers, and brands. Users can connect with other users, share photos, thoughts, ideas, life updates, and more. Businesses can also gain advantage from social networks through customer service and branding.
- Media-sharing networks. To mention few, TikTok, Snapchat, Instagram, and YouTube give allowance to people to share videos, photographs, and other networks. Media-sharing platforms are the domain of social-media influencers and are used to influence their audience and can help businesses reach out a particular set of audiences and promote their products or services.
- Discussion forums. This is where people discuss issues or anything you can think of, and even those you cannot. Businesses and companies can use these forums to take advantage of research insights into new markets venture, create advertisements, provide excellent customer service, and can put together brilliant ideas for products and launches.
- Consumer reviews. Such as TripAdvisor explore a new type of cuisine or can express their honest opinions on consumer experience. Many people trust their reviews in decisions making as online consumer reviews is considered important for businesses (Mckinsey, 2023)

Advantages of Social Media

- Explore and Connect with the World: Making friends and interacting with different kinds of people all over the world.
- Quick Chat: Makes it possible to call or video call and chat instantly to friends and loved ones.
- Gain Knowledge: This opens your mind on current affairs around the world that you would not have known about including news, education, fashion, entertainment, and more.
- Show your Talent: Platforms like TikTok and Instagram allows people with talent to display their gift or ability worldwide.
- Stay Updated: Social media keeps you abreast on trends, news, and your friends' lives.
- Self-Empowerment: Keeps you mentally and physically active to explore and take new ventures.
- Social Influencer: Serves as a mouthpiece to support and address issues around the world. This is also good for social activism.
- Boost your business: One of the best ways to advertise your business and create a direct link with potential customers to make your business successful.
- Connect with your Tribe or community: Online groups help you connect with your tribe and other people and can also offer help and assistance when necessary.
- Kickstart your Job opportunity: For example, LinkedIn has made it easy for many people seeking employment to take on a new job role or something in line with their interests. (Anon., 2024)

Disadvantages of Social Media:

- **Privacy Exposure:** You can openly get exposed to privacy risks by sharing your personal information.
- **Online bully:** Many users use this to intimidate others for no just cause or reason.
- **Misleading information:** Makes it difficult to tell which source of information is true or false.
- **Internet dependence:** Due to this addiction some people have developed short memory spans due to sleepless nights due to the increase of usage and can also interfere with daily life routine.
- **Social Comparison:** Comparing yourself to what others post on social media can cause low self-esteem, unhappiness and depression.
- **Mental Health Issues:** Excessive online usage causes depression and anxiety and can make you feel isolated from other.
- **Loss of face-to-face contacts:** Spending excessive time online can reduce social skills.
- **Increase in crime through Fraud:** Stay alert and watch out for scammers and fraudsters taking unfair advantage of social media users.
- **Volume of Information:** Due to the high volume of information, it is difficult to tell the difference between valuable and non-valuable contents.
- **Privacy threats:** Sharing your personal information in cases of emergencies is dangerous for your safety and privacy. (Anon., 2024)

Impact of social media on reaching Customers

There are billions of people who are engaged in social media networking all over the world. Many users spend more time on social media than we ever think of and has now become part of our daily lives. It elevates brand awareness with potential customers which is helping the growth of businesses around the world today.

Social media makes it possible to interact with different kinds of people including those you share the same interest with, not only by direct messaging, but also by comments, likes, and many more.



A lot of users don't know the importance of social media, and therefore do not know how to take advantage of it. Little do they know, this powerful tool can change your life around and increase in the growth of your business. (Anon., 2023)

Increases Brand Recognition

These are two key factors for a successful business. This allows you to stay in touch with consumers in an easy and quick way. Thus, helps to increase your brand visibility and value to reach out to both new and existing consumers and wider customer base. A brand recognition is important for any business as it portrays the good in your business or products. It allows you and your consumers to be in constant touch. Companies who take advantage of social media in reaching out to their wider audience have influence on consumers.” (Anon., 2023)



The fastest way your business can grow is through social media marketing. Firstly, you must understand the consumer and engage with them frequently. This will help the growth of your business. (Anon., 2023)

Before engaging with consumers, you need to put together your marketing objectives and goals. This will help to assess your campaign on the media and business profits.

For example, look through your already existing LinkedIn Plan of your brand. Think how you can make it better and see how your business will begin to grow. If you do not have one, you can create one now. You should be able to continuously target wider audience if you focus on your goals, and you will be amazed to see how successful your business will grow.

Why not take advantage of this amazing tool and see how it will impact your business. (Anon., 2023)



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