

BAAVEU3BHX**1.**

The main idea presented by the article reflects that social media platforms such as Instagram, TikTok, and Facebook have become important marketing tools for small businesses to help with increasing brand awareness, attracting customers and generating sales. The widespread use of social media has also shifted traditional businesses to online ones, as 1.5 million businesses in the UK operate on TikTok, whereas 200 million businesses worldwide use Instagram to reach a wider customer base; thus, social media platforms provide easy and efficient ways of expanding the reach of small businesses, which are crucial for their success (Deady, 2025). It also highlights that small businesses do not always require to develop expensive marketing campaigns, rather focusing on relatable, entertaining and engaging content on social media can also help reach a larger audience, while user-generated content can help foster trust of people, as they find these recommendations to be more authentic and reliable, leading customers to travel long distances to visit these shops and increase their sales.

2.

One key point that is repeatedly pointed out in the text is that social media channels, such as Facebook, TikTok, and Instagram, can aid small businesses in their growth by attracting customers and increasing sales by making their products viral on these platforms. Honeywood Sandwich Shop in Basildon is a prime example of this idea, as the shop saw an increase in the number of its customers following the virality of its content on TikTok, which is mainly driven by the post of its customers about the shop, although the company does promote itself through the platform itself. Although at first, its customers were the locals and regulars to the shop, the viral post of customers trying its burgers generated massive interest among individuals, which led them to travel from afar to visit the shop and try it out themselves, which, in turn, helped the business increase its customer base, along with financial performance, hence establishing the fact that social media can propel business growth (Deady, 2025).

3.

The article presents another key idea that small businesses can leverage social media to expand themselves beyond local markets while also successfully operating online, and Lindy Loo's Boutique is a great example supporting this view. Started selling clothes on the market in Essex, Kent, and London, the owner Linda Hunter shifted to posting online about her clothes during the lockdown, which eventually helped her to transition to an online clothing shop and sell her products across the UK and to Australia as well, and she has about a combined 320,000 followers on both Instagram and Facebook, thus, changing the trajectory of her business (Deady, 2025). This aptly reflects the idea that social media has substantially helped in transforming traditional business operations by providing a more convenient platform and helping small business owners reach customers beyond the boundaries of domestic markets, while also reducing their dependency on physical stores.

4.

In my opinion, the point about how social media has changed business operations in the modern digital world is one of the most important aspects of the text, as this provides us with greater insight into how modern businesses are leveraging digital tools to sustain their businesses. This is aptly reflected in the case of Lindy Loo's Boutique, which went from traditional selling of products in markets to an online shop with an expanded reach to both wider domestic and international markets, and also helped in the sustenance of a struggling business (Deady, 2025). This instance, along with other examples like Binley Mega Chippy, Honeywood Sandwich Shop, and more, all of which have gained significant prominence and enhanced their financial performance, reflects that social media has evolved from being merely entertainment channels and has become powerful tools that can propel the growth of businesses, along with influencing their long-term success in this highly competitive and volatile business world.

Reflection:

5.

Although the task was not difficult and I was able to assess it more efficiently, I did face some challenges, among which creating the mind map and writing the main points clearly in a precise tone were the main difficulties that I faced. As I had to create the mind map during the class, it became a bit difficult for me to concisely identify the main points written in the provided text, although I also believe that I could have made the mind map more appealing, as I mainly focused on jotting down the points that I deemed important; hence, I failed to create a more visually appealing representation of the ideas. On the other hand, capturing the context of the entire information based on the idea in only 1-3 sentences and using academic language became a bit difficult for me, as I struggled to incorporate all the ideas efficiently while also maintaining an academic tone and objectivity in the writing process.

6.

Regarding the mind map, while I struggled to identify the main points to an extent, going through the text repeatedly did help me in forming a cohesive understanding of what is being presented in the article, which enabled me to create a somewhat effective mind map that captured the main contexts of the text, although it was presented in not so appealing manner. As for my issue with cohesively capturing the key points within the limited scope, I focused on creating drafts of the assignment where I wrote my entire perspective comprehensively and then started to separate the main ideas that I wanted to keep. Making drafts and going through the article several times have helped me substantially gain a more cohesive understanding of the text and also refine my knowledge, which I was able to present in my answers and also justify the reasons behind this; thus, it helped me enhance my academic writing skills and complete my assignment in a timely and efficient manner.