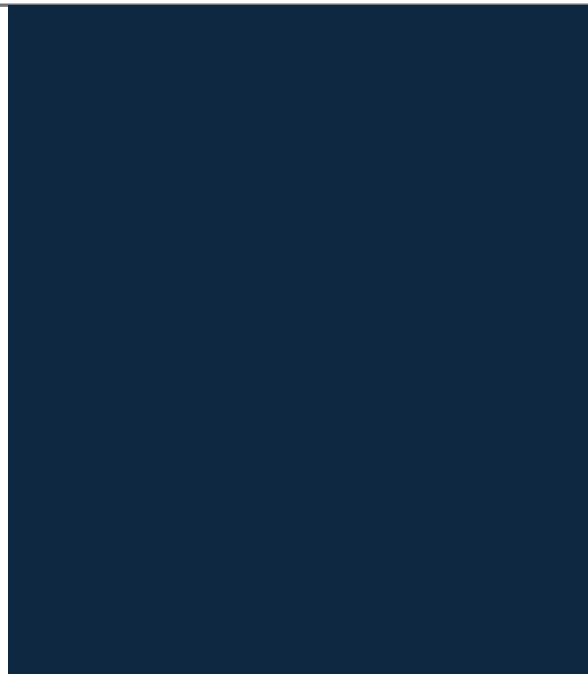




DIG

Assignment 03:report

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Utilizing Digital and Social Media to Reach a Broader Customer Base

Introduction

Consumers are part of a business's main drivers as they drive the purchases and revenue. Their preferences are constantly evolving based on social, psychological, social, environmental, economic, and cultural influences, among others. For instance, recently, consumers have been significantly drawn to brands that promote ecological viability due to the climate action movement (De Angelis et al., 2017). They are more concerned with brands that promote ethical sourcing and produce eco-friendly products, among other sustainable practices. Social influences like celebrity endorsements, peer pressure, and social media influence also largely influence consumer decision-making. Businesses must, therefore, keep up with the trends to maintain a good relationship with their customers and reach a broader customer base, increasing their relevance and success in their respective industries. In the digital era, social media and digital media have become powerful tools for reaching a broader customer base and keeping in touch with a business's consumers. For example, most people spend at least two hours of their day scrolling on social media (Hunt et al., 2021). Enterprises are, therefore, using social media to advertise their products and services, thereby capturing a broader audience. This report delves deeper into how social and digital media can reach a wider customer base.

How Social and Digital Media can be used to reach a wider Customer Base

The various ways a business can use social and digital media to reach a wider customer base include influencer partnerships, target advertising, engaging content creation, and community building.

Influencer partnerships

Influencer partnerships have become a popular way of engaging customers on digital and social media. For instance, Gen Z is famous for being loyal to their favorite influencers and the brands they promote instead of sticking to a particular brand (Cagnin and Nicolas, 2022). Businesses can, therefore, leverage influencer partnerships by selecting the right influencers according to their target audience, crafting mutually beneficial partnerships with them, and creating proper campaigns for the business. Identifying the right influences that

align with the business goals is essential as it helps reach the target audience. Companies can do this by looking at the influencer demographics' online behavior and interests. The influencers should also have a high engagement rather than just a high following (Bentley et al., 2021). Furthermore, the businesses should allow the influencers to leverage their creativity to get better engagement from the audience instead of micromanaging them, as this is their area of expertise (Smith et al., 2023). Allowing them to be creative creates a mutually beneficial relationship with the influencers, leading to motivation and better productivity for the benefit of the business. The business should also fairly compensate the influencers to maintain a good brand image and relationship with them. Moreover, the company should communicate its brand message target audience and desired outcomes to the influencers to help them create captivating campaigns aligning with the business goals to help capture more customers.

Target Advertising

Target advertising can also help businesses reach a particular audience online. For instance, companies should target their advertisements based on gender, income, location, and education. This ensures that the brand message spreads to the people most likely to be interested in the business's products and services. For instance, companies can leverage multichannel targeting through search engine optimization. This is done through pay-per-click advertising to appear at the top of search engine results for relevant keywords (DanaHER et al., 2020). This targets users actively searching for one's products and services, increasing consumer engagement for the business. Multichannel targeting entails placing targeted advertisements on websites and applications frequented by one's ideal audience. These may include social media platforms like Instagram, Facebook, and X. It helps increase brand awareness and website traffic.

Creating Engaging Content

Engaging content can also benefit businesses looking to reach a wider audience. Businesses can retain their audience by constantly delivering engaging content with eye-catching visuals, sounds, and captions. For instance, consumer emotions play a significant role in their decision-making process. Therefore, businesses can tap into consumer emotions to reach a wider audience through visuals and music that evoke feelings like nostalgia and create a theme in the business campaign. For example, the 'Share a Coke' campaign by Coca-Cola focused on personalization, connection, and positivity to strengthen its brand identity, foster deeper consumer engagement, and drive sales and brand loyalty (Vincent and Kolade, 2019). By replacing the Coca-Cola logo on its bottles and cans with popular first names, the company encouraged consumers to share a Coke with their loved ones, friends, and family, creating a sense of inclusivity and personalization that made the consumers feel seen and valued. Most businesses also use trending music in social media advertisements to reach a broader customer base.

Community Building

Community building can help businesses reach a wider audience. This can be achieved by creating a loyal fan base that helps market the business by responding to their feedback effectively, responding to their comments and messages on social media quickly, and following up on their experience. This helps create a sense of belonging among consumers and a positive community that helps propel the business to tremendous success. For example, Gymshark has been able to leverage community building to maintain a relationship with its audience and to reach a broader customer base through sharing workout tips, motivational quotes, and behind-the-scenes glimpses into the lives of sponsored athletes (Harju, 2023).

Conclusion

The above report details how businesses can reach a broader customer base. This includes using influencer partnerships, target advertising, engaging content, and community building. Influencer partnerships have become famous for advertisement and brand promotion, especially on social media since most people are loyal to their favorite influencers and the brands they promote. Businesses can, therefore, maintain a mutually beneficial relationship with their ambassadors to reach a wider audience. Target advertising also helps get the specific target audience. This can be done through search engine optimization, which allows businesses to appear at the top of the list when consumers search for their products using various keywords. Engaging content also helps reach a broader customer base as it evokes emotions like happiness and nostalgia that draw customers to one's business. Community building also allows companies to reach a broader customer base. When one creates a sense of belonging with their consumers, they take it as their initiative to promote the brand to others and bring them into the community.

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