

LCLM4002 Digital Skills

Title: Report about how social and digital media can be used to reach a wider customer base

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Introduction:

In the era we are in, having a moderate understanding of networks and digital media is very important for companies to grow on a large scale and expand their customer base. This is crucial because most people, if not everyone, are active on social networks and consume many digital platforms daily. Use these platforms to promote your business, whether to raise awareness, advertise offers, or simply reach a larger audience more easily. and the different types of digital tools can be used to create advertisements and thus reach more people.

Sections I will cover today: an overview of social media, its use and development in recent years; what recruitment means, the methods available to companies, and a comparison of traditional versus modern approaches; how LinkedIn and Facebook can be used for recruitment; the advantages of using social media as a tool for recruitment; and the disadvantages of using social media as a tool for recruitment.

Social Media usage and development in recent years:

By: Esteban Ortiz-Ospina 18/09/2019

Facebook, the largest social media platform, boasted 2.4 billion users in 2019. Other major platforms, such as YouTube and WhatsApp, each had over one billion users. With a global

population of 7.7 billion in 2019 and at least 3.5 billion people online, social media reached one in three people worldwide and more than two-thirds of internet users. This phenomenon has revolutionised communication, influencing how we find partners, access news, and drive political change. Social media began in the early 2000s, with Myspace reaching a million monthly active users by 2004. This marked the beginning of modern social media. Platforms like Facebook, YouTube, and Reddit have been around for over a decade, while newer ones like TikTok have seen rapid growth, gaining 20 million new users per month by mid-2018. Some once-dominant platforms, such as Hi5 and Friendster, have nearly vanished. The evolution of social media has also led to platforms like Twitter, initially text-based, now supporting video and image content, demonstrating the significant shifts in user offerings over the past decade.

What marketing is & What methods are opens to companies'

Traditional VS Moderns:

By: Clifford Chi 10/10/2023

Marketing is vital for business success, focusing on creating awareness and interest in a brand. It involves spotting trends, designing campaigns, and engaging audiences to showcase the value of products. In essence, marketing makes consumers notice and desire a brand's offerings.

Modern methods: Video Marketing Purpose: Video content surpasses blogs and infographics in engagement, flexibility, and SEO benefits, offering significant ROI and reaching new audiences.

Influencer Marketing: Influencer marketing, previously popular in the B2C sector for promoting products through collaborations, is now gaining traction in the B2B landscape. B2B influencers, who are often industry experts or thought leaders, attract many professionals seeking reliable information and advice, enhancing the effectiveness of B2B marketing strategies.

Traditional Methods: Posters offer a cost-effective, long-lasting alternative to digital ads, with potentially high reach and similar effectiveness if well-designed.

Event marketing, offers face-to-face engagement, allowing marketers to showcase products, build networks, and gain visibility at industry events, leading to substantial brand benefits and referrals.

How Social Media can be used for marketing and reaching new customers

By: Black Bob 2012-08 .

Social media has become highly effective and essential to business operations. Initially hesitant, the author's firm now finds it invaluable for learning and efficiency. They realised that a whole generation prefers communication through Facebook rather than face-to-face interactions. While the author values traditional meetings and handshakes, newer buyers appreciate receiving information through social media, which offers instant gratification and flexible participation. The author's business partner, skilled at using Facebook, has taken on the role of social media officer. Overall, the firm has embraced social media's benefits, recognising its importance in modern communication and business practices.

Social media marketing offers many benefits for businesses. It expands reach, with 90% of marketers noting increased exposure and 75% higher website traffic. It's cost-effective, allowing precise ad targeting, which boosts inbound traffic and conversion rates. Social media also enhances SEO, as Google factors in social signals. Engaging customers through social media is a powerful growth strategy.

The advantages of using social media as a tool for reaching new customers.

By: Rachna Shah, Karishma Borkakoty May 20, 2024.

Social media builds brand loyalty by engaging with customers, addressing their concerns, and fostering trust, which leads to positive word-of-mouth and brand advocacy. Over 50% of

millennials trust influencers' recommendations. Collaborating with relevant influencers enhances brand visibility and customer acquisition. Social media platforms provide valuable insights into audience demographics and behaviour, with over 64% of business owners utilising this data. Additionally, social media can make content go viral, rapidly reaching a large audience through creative campaigns and user-generated content, thus boosting brand awareness. Social media overcomes geographical barriers, reaching a global audience with localisation options.

The disadvantages of using social media as a tool for reaching new customers.

By: Rachna Shah, Karishma Borkakoty May 20, 2024.

Maintaining an effective social media presence demands considerable time and resources for content creation, platform management, and customer engagement, requiring careful planning and a dedicated team. Negative comments on social media can harm a company's reputation. Effective crisis management and proactive monitoring are essential to mitigate this impact. Social media platforms gather extensive user data, raising privacy concerns. Misusing this data can lead to legal issues and long-term reputational damage. Social media algorithm updates can impact content reach and visibility. Businesses must stay informed and adapt strategies to maintain engagement.

Conclusion

In conclusion, using digital media and social media is a great way to reach a wider customer base, as there are countless options for doing so. It is easy and, in most cases, free. Social media drives the world, making it the simplest way to connect with people. If your business needs to grow, it is one of the best ways to do so

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