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1.Introduction.

In our society today, digital transformation brings revolutionary changes in several domains of our everyday lives. It has cultivated and formed the way we communicate, the way we understand and compute information and essentially determines the foundation of our lives. To further my point, Cottrell states that

‘in the modern society where digital and social media have become more significant in the act of shaping the strategies of marketing to reach wider customer, Social and digital media platforms are instrument in broadening customer reaching, particularly when businesses apply digital skills such as content creation and data analysis (Cottrell,2022)’.

Here it’s imperative to mention the interdependency of booming businesses which is formed by ‘marketing’ that is catapulted by ‘digital media’. Indeed, it goes without saying that to have a business that flourishes and reaches a wide audience, you need to have digital capital. An example of this is TikTok, which is a social media platform which is often used to promote small business. To further my latter example, I take the Tiktoker Kieth Lee, who goes to small business particularly restaurants and rates their food out of 10 on the social media platform. Because of the million of views that he has, he has the power to turn a business which is shutting down, to a thriving restaurant, with one good 10/10 Keith lee approved video. I say this example to pull attention to the co-dependency that business have with social media.

Indeed, for the organisations and business who fail to utilize digital and social media effectively it inevitably makes it extremely difficult to reach a wider customer base and for that reason, it’s imperative to have this co-dependency between business and social media. According to Smith (2022) social and digital media are vital in reaching wider customer base by utilizing digital skills like targeted marketing. This point directly draws back to my latter statement about Kieth Lee’s strong social media presence. However, this report furthers my point by pointing out the ways social and digital media can be used to reach a wider customer base. And finally, this report will discuss the role and the impact of social and digital media in terms of experiencing its usage to gain a wider customer base.

2. The role of social and digital media in reaching wider customers.

In this section I will be talking about the special role that social media has in cultivating specialized material to reach their audience. To further my point, Dedria (2023) emphasizes that 'social media platforms enable interactions and user-generated content that promote engagement within community, by bringing brand visibility.' Here it's important to point out that anything that is placed on social media is done with the intent to reach a certain demographic or 'community'. Thus, business is able to target specific aspects through tailored media that increases reaching more efficiently than traditional media. Another similar study made by Glassford (2021) addressed some significant roles of social media and digital media. Here in this study, he emphasises that employing effective marketing strategies to increase sales of brand awareness is essential.

Rana further the latter point by stating that 'to provide the best customer service, social and digital media play a key role in reaching the wider customer' (Rana,2020). It is the key piece of the puzzle and the theme of interconnection between business and social media is a running pattern. In a survey conducted on 120 people by Solomon and Kytoon(2020) where it was found that 59% of the participants believed that through usage of digital and social media features helps organisations make an easy way to solve any issue to increase trust and brand through the feature of instant messaging or the help of comments on Facebook and twitter allows them to addressed the issue quickly and promptly. Additionally , it is found that more than 61% of organisations take the help of digital and social media to get revenue where LinkedIn, Facebook and Instagram play crucial roles(Stigler,2020).Therefore several studies found that significant role of social and digital media in reaching wider , use the modern business landscape.

3. The impact of the usage of social and digital media in reaching wider customers

In this part of my essay, I will be talking about the impact of usage of social and digital media in terms of reaching wider which inevitably has both negative and positive aspect. Dedria supports my argument as she states that the use of social media can help workstations to get advanced from social media and digital media in reaching a wider customer base otherwise organisations may face decreased customer reach (Dedria,2023). To further my point, I will divide this section into five subheadings.

Advantages of social and digital media

Firstly, to reiterate my point I must state that by using social media, organisations can be able to take the opportunity to build a brand image where social media has a good impact. In addition, using several social tools like Facebook and Instagram allow the workstation to increase brand visibility among customers. According to the report, it is found that more than 80% of individuals use different social platforms which is a great opportunity to increase their brand visibility and help to reach wider customers globally (day,2023).

Decrease the cost

Other significant impact of the usage of social and digital media is addressed by Glassford (2021) where it is found that compared to traditional marketing strategies using social and digital media allows workstations to make effective marketing to increase customers engagement .In addition, email marketing ,social media marketing through Twitter, Instagram and Facebook as well as the use of google allow organisation to spread their brand and product information in cost-effective way to reach wider customers.

Data Analysis.

The use of social and digital media tools like Buffer, googles analytics, and web analytics helps the organisation to address the current needs and preferences of the customer and according to this workstation they can make digital marketing strategies to reach a wider customer base (Stigler,2020). Additionally, the help of sharing comments and posting by customers on Facebook, Instagram and Twitter allows workstations to get the benefits of knowing the recent benefits to make effective marketing to a wider customer base.

Disadvantages of the usage of social and digital

A study made by day (2023) stated that 78% of individuals use different social platform where any information can spread whereas negative feedback can spread quickly which can hinder the brand reputation of the organisation. Negative reviews and comments on Facebook, Instagram or Twitter can damage a brand 's reputation if the organisation fails to promptly respond due to the lack of usage of these social and digital media. Whilst, if we go back to my previous point about Kieth lee, whilst I stated a good review can improve business, a bad review can have detrimental effects as well. This highlights that whilst social media can make your business boom, it can also have bad effects as well.

Privacy concern

We all know that privacy must constantly be considered when thinking about interconnecting social media and business. I say this in the aspect of the negative usage of social media where it may pose risks by increasing privacy concern, an organisation needs to maintain the privacy law or Principe.

Furthermore, while using digital and social media to handle customer information for analysis to make effective marketing (Solomon and Klyton,2020). Indeed failing to main these can create an uncertain situation where organisations can face legal action and customers show less trust which can cheaper to reach the wider customer as the news in social and digital media. So this must always be in the forefront of our minds. Yes, dependence Social and digital media often rely on algorithms that fail to use the social media according to changes in algorithms can negatively affect marketing strategies that hinder reaching the wider customer (Rana,2020). This must be considered whilst taking on such endeavours.

4. Conclusion

To conclude, in the aspect of discussing the way of using social and digital media to reach wider customer, this report discusses the role where the usage of digital and social media features helps organisations make an easy way to solve any issue to increase trust and brand image that helps to reach a wider customer base.

Eventually, to show the impact, this report identifies both advantages and disadvantages of the ways of usage social and digital media where it is found that using social and digital media tools like Facebook and Instagram allows to spread their brand and product information in the most cost-effective way to reach wider customer.

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