

How social and digital media can be used to reach a wider customer base

Kaden Silveira

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Introduction

Digital Skills

In recent years, social media has gained lots of popularity and has piqued many. Social and digital media have changed the perspective of how businesses can communicate with their targeted customers and a larger audience. Social media platforms such as TikTok, Instagram, LinkedIn and Facebook allow businesses and companies to engage with their customers, promote their brand and create a good relationship between buyer to business owner/worker, using tools such as targeting advertising, content marketing and analytics, businesses are able to reach newer audiences and get diverse statistics. Businesses can focus on their role in creating a safe and trusted environment for their customers also known as personalized experiences can enhance newer customers' engagement and be globally recognized. This report examines the ability to strategize, boost your business and popularity and gain customer interactions using social media and digital media. About 93.79% of businesses use social media and around 70% of small businesses use social media to advertise their product, 905 of marketing pros say social media has majorly boosted their business exposure (M., 2024). I will be going over some strategies that could hone and improve your social media promotion skills.

Starting off with TikTok which is an app a lot of teenagers and businesses use to promote their business. "How and what methods can I use to promote my business" you may ask? First you will need to create engaging content based on the algorithm and what is trending. Try to focus on short, but visually aesthetic and pleasing videos that will promote/highlight your product or service. A key role for the product to get more recognition is using trending audios and hashtags to increase discoverability. Using behind-the-scenes footage and getting customer testimonials on the product can also help gather a wider audience base. Consider collaborating

with other influencers who align with your business to gain popularity and gain more customers. You are also able to use TikTok's advertising tools in feed ads and branded hashtags for targeted marketing. If you may not trust my knowledge I can assure you that I also use TikTok and have a TikTok page with over 8,000+ followers , I have gotten 1.04M Likes and have a video that has gotten 4.5M views and another video that has gotten 2M views.

If you are thinking about using Instagram to promote your business/product, one of the first things you can do is switch your newly made account into a business account which will give you access to various amounts of tools to check your insight and the audience you have reached. Be sure to use a recognizable profile picture where it would be your company logo or something your company is known as. Create a neat and catchy bio and add a link that will direct potential future customers to your business's website. Start posting HD well-made content, being able to share and post good pictures and videos of the product or service, make sure to use captions to entertain your audience and educate them on the product or service. Being consistent and posting daily stories and creating highlights displaying the product or service will also attract potential customers, be sure to manage your highlights into various categories of pages such as some being dedicated to newcomers to the Instagram page and what they can expect from your brand. Another method to make your brand more successful on Instagram and social media in general is to engage with your customers, if you are wondering on how you can engage with them you can start off by responding to their comments and answering direct messages you get from customers or buyers. Using things like polls, QnA or quizzes to interact with customers will make them have a better liking for you because they will be able to see that you care about customer engagement and interactions. You can run advertisements on Instagram to target demographics. Same as the previous platform feel free to collaborate with other creators/influencers who align with your goal/business.

Facebook is also a good social media platform you can use to promote your business and there are plenty. Create a professional business page first and start posting every service or product your business has to offer with a detailed description of what you can expect from it. Start experimenting with other ad formats on Facebook like carousel ads for example, carousel ads are a type of social media ad that combines multiple images or videos into a singular advertisement. Boosted ads and video ads also play a similar role and will promote your business. Join other Facebook groups who are in a similar industry as you are to gather more insight and knowledge on how to grow your profile. Being able to stream live for new product launches or events will also help you attract potential customers. An honorable mention is doing giveaways which is guaranteed to boost your customer base by at least 5%. It is not

necessary to do as not every business does it, and it has fewer pros than cons because of income loss by giving away a product for free, but you can gain what you have lost by getting new customers.

LinkedIn is also used as a business promoting application, but it is not as effective as the other brands/companies such as Facebook, TikTok and Instagram. When you have created a company page on LinkedIn you can post updates for customers or employees, spread news about the company, post leadership articles for other companies to read or anybody that wants to. Most important one is to highlight your expertise and being able to build credibility and having a good reputation by posting case studies. On LinkedIn you can join or create groups that will be relevant to your business and share each other's expertise and knowledge by connecting with potential clients. You are also able to utilize LinkedIn analytics by monitoring metrics and statistics by post engagement and follower demographics.

(Hirose, 2024) (Read, 2021) (Cox, 2021)