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University of Wales
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Certificate in Higher Education in Business Skills for the workplace

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Course Name: Digital Skills LCLM4002

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Session: October 2024 Term

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

Introduction:

In this report I will explain and Discuss how social and digital media can be leveraged to expand your customer reach as well as the advantages and disadvantages of it. Social media includes online platforms and apps where people can create, share, and interact with content and each other. These platforms help people communicate, work together, and build communities. Common features of social media are user profiles, news feeds, messaging, commenting, marketing and sharing.

Overview of social media:

Social media has transformed significantly in recent years, becoming an essential part of everyday life for millions around the globe for business and individuals. While platforms like Facebook, Instagram, and TikTok originally aimed to help people connect and share content , they have now evolved to offer a diverse array of features and functionalities. Facebook was created in 2004, and its focus quickly expanded to a global user base. Facebook's unique features, like the News Feed, the 'Like' button, status updates, and instant chat, propelled its rapid and tremendous growth. Facebook had a tremendous impact on the social media ecosystem and how we used it. Instagram followed behind Facebook and was realised in 2010 along with TikTok in 2018 which has become a part of vast majority of people's life and business..

<https://www.learningpeople.com/uk/resources/blog/from-facebook-to-tiktok-the-evolution-and-impact-of-social-media/>

Marketing :

Traditional marketing is any form of marketing that uses offline media to reach an audience. Basic examples of traditional marketing include things like newspaper ads and other print ads, but there are also billboards, mail advertisements, and TV and radio advertisements. The traditional marketing for business was different before social media took off but still remains a ways of advertising your business.

The modern version of social media marketing involves using platforms such as TikTok, Instagram and Facebook where people connect and share information to strengthen a company's brand, boost sales, and drive traffic to its website. It not only helps businesses interact with current customers and attract new ones but also includes specialised analytics tools. These tools allow marketers to measure the effectiveness of their campaigns and discover additional ways to engage their audience.

<https://mailchimp.com/resources/traditional-marketing/#:~:text=Traditional%20marketing%20is%20any%20form,and%20TV%20and%20radio%20advertisements.>

Reaching new customer :

Social media is a great way for marketing and allows you to reach a wider range of audience there is many platforms such as Facebook, LinkedIn, Instagram and TikTok available that allow you to advertise and connect with your customer base and audience which is amazing as many businesses make additional income and make videos on TikTok to gain money and is apart of their brand and business now which has now become their main source of advertising. Business can also pay for advertisement on social media websites and they will allow you to track down and know how well your advertisement is performing. The solution is quite straightforward. An effective social media campaign will enhance brand visibility by reaching the appropriate audience. Even more significantly, a well-crafted social media strategy will foster a community around your products, transforming them into trendy and desirable items. This approach will ultimately lead customers to your website, highlighting the importance of social media for eCommerce.

<https://sproutsocial.com/insights/social-media-marketing-strategy/>

3 Benefits of social media for attracting new customers :

1. Affordable Advertising Solutions

Social media platforms such as Facebook, Instagram, YouTube, and LinkedIn offer budget-friendly advertising solutions that enable you to connect with a broader audience. By utilising targeted advertising features, you can maximise your marketing budget and achieve a greater return on investment.

2. Creating customer loyalty

Social media helps you connect with your customers more effectively. By replying to their comments and quickly addressing their concerns, you make them feel important. This builds trust and creates a community. When customers feel valued, they are more likely to support your brand and share positive recommendations with others

3. Consumer insights and market analysis

Social media platforms give important information about who the audience is, what they like, and how they behave. In fact, over 64% of business owners use data from social media to learn about their customers' needs and online habits. By looking at this information, businesses can better understand their target audience, spot new trends, and stay ahead of their competitors. This knowledge can help them create marketing campaigns and develop products or services that meet specific customer needs.

3 Drawbacks of using social media to reach new customers :

1. Demanding in terms of time and resources

To have a successful social media presence, you need to invest a lot of time and resources. This includes creating interesting content, managing different social media accounts, ensuring a consistent brand image, and responding to customer questions. All of this requires ongoing effort and a committed team. If you don't plan well and allocate your resources properly, your social media marketing can become too much to handle, leading to lower quality content and less effective results.

2. Handling Negative Feedback and Managing Reputation

Negative comments or reviews can easily circulate on social media, posing a threat to a company's reputation. Just one bad experience or backlash can have a major effect on how a company is perceived. To handle the fallout from negative content that goes viral, it's crucial to have strong crisis management strategies and to actively monitor your reputation online.

3. Too much information and a short attention span

As users scroll through a seemingly infinite stream of posts, it's essential for businesses to produce engaging and visually striking content that stands out. On average, internet users encounter between 4,000 and 10,000 advertisements daily. Consequently, your social media marketing initiatives may yield minimal results, as capturing a user's attention is becoming more challenging than ever.

<https://www.sprinklr.com/blog/advantages-and-disadvantages-of-social-media-marketing/>

Conclusion:

I think there are many ways to advertise a business, and companies should be careful about which methods they choose, like traditional and modern approaches that I've mentioned. In conclusion, I believe businesses should utilise both methods to maximise their audience reach. It's important to be strategic when promoting on platforms like TikTok, Instagram, and Facebook, as creating engaging videos and posts requires time and effort. Consistent posting is also essential for growing your customer base.