

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

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Introduction

In this report we will be analysing how social and digital media has such an impact in our everyday life's, currently where most of us own a smartphone and have an internet connection we are able to access services online, more over exploring how we use this in business and reach out to customers on a wider base. Utilising social media platforms can have a huge impact as well an attraction when using these strategies correctly. We will discuss the advantages and disadvantages of media today.

main body advantages

Social media platforms are astonishing in reaching out to customers by using apps e.g. Instagram, TikTok and YouTube in which billions of people over the world have downloaded this app in their mobile phones. According to Gwi *'59% of the world's population uses social media'* We can connect with people over the globe within a few clicks. By creating a business page online this can be effective for reaching out to an audience on a bigger platform. Data shows we now have over 1 billion active users on Instagram today. This app allows you to access business features such as advertising options by crating your own adds, adding high quality pictures and videos to your page. This is a great way of keeping your audience engaged with regular interaction and community engagement on your latest feed online. Engaging with potential customers online it has become extremely easy for customers to reach out with a click of a button. For example, Facebook business pages can be messaged directedly with any queries without any problems.

Websites and mobile apps have become a easy and more convenient way for people to shop and percase products online without any hassle business can attract customers online. Compared to the traditional advertising methods social media has become more cost effective, making It accessible for business of all sizes.

Social media can show faster results in sales with the correct commutation stagiect with costumers moreover less cost effective for staffing as business online can be run by yourself saving you money.

Linked in has become a way in reaching out and connecting with other professional. From Building brands, employment benefits and meeting people within the same career industry. One of the key benefits of creating a LinkedIn profile is you can see opportunities for jobs all around the world even Building up your social network. You can network with induvial globality on a higher level pinpointing your professional career experiences highlighting your skills and abilities.

In addition to social media digital media can also have a profonde affect for your audience to feel connected to you on a more personal level. keeping up with your everyday life and activity's. Blogs and podcast are a great way to keep your customers engaged. YouTube channels have reached a sky-high number of users with the latest make up tutorials to post cast talks. This can increase your chance of

being seen by potential customers searching for your products or services online. For example promoting your product or brand demonstrating the key feature and benefits builds up trust comfortability in spending money on your product or services. Additionally, this is a way in which digital media can boost brand awareness to a higher level.

Disadvantages

There are many outstanding points in which social and digital media can have a positive effect on a wider customer base. Additionally, there are also Disadvantages. First case being that cyberbullying and trolling has shown to have a damaging effect on a businesses or outlet and can destroy a brands reputation. For example, bad online reviews lead to customers being unable to trust in your services in the future. This will create a negative review on your business. bad reviews online result in drop in sales which then puts the company at risk of losing money. Customers who would have been interested in your product or service can view threes reviews online and immediately change their minds if they come across negative feedback. For example, amazons

Privacy concerns on data and missus of personal information online can be very harmful. As online platforms come with many security risks, social accounts and business could be at risk of being impersonated to multiplate costumers. This can potentially destroy a business and trust of using their services in the future. *Individuals with inside knowledge of your business might inadvertently blurt out confidential information, damaging the company's competitive advantage.*

Social media and digital media have taken away the face-to-face quality of sales between two people leading to lack of commutations and lack of intimacy between The customer and salesperson. As the older generation are not so aware of how to use apps or websites online this may not be effective for them as much as the younger generation.

Frequent users on social media tent to develop mental health problems. *Excessive use has increased loneliness, fear of missing out, and decreased subjective well-being and life satisfaction.* This can lead to users feeling isolated and out of touch of the real world.

Summary

In conclusion social media and digital media offer a cost-effective way in engaging and attracting potential customers. By implementing three strategies correctly your business has the potential to grow by interaction online with customers. On the other hand, traditional media can lack intimacy on social platforms making it harder to engage with customers.

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