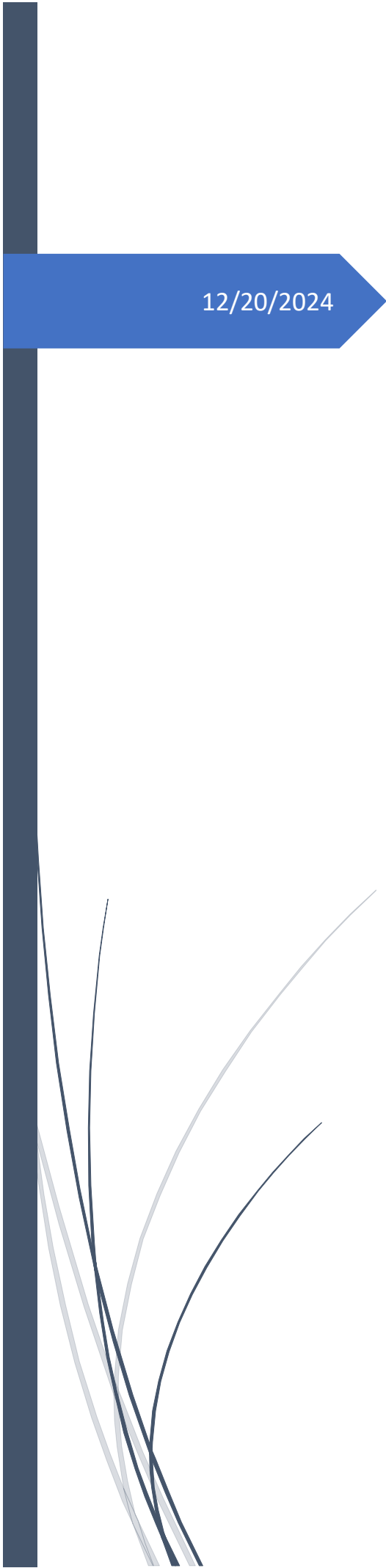




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How to reach wider customers using Social & Digital media

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Introduction

Social media is a sort of online mass media communication in which people share content, ideas, private messages, and other details. There are obviously some pros and cons utilizing social media. Some advantages of using social media are connection and communication, global awareness and entertainment. Whereas disadvantage are fake news, privacy and data concern, cyberbullying, addiction and time wasting, unrealistic beauty standards and loss of real world and moreover mental health impact (Digital Scholar, 2024).

Social media, its use and development

Social media started in the early 2005. In 2023 4.9 billion users used social media worldwide and in 2027 numbers is anticipated to dive to approximately 5.85 billion consumers. Social media is not just apps and platforms such as Facebook, Instagram, Tik Tok, YouTube and X; Clearly digital environment is reshaping the Marketing world in fact in less than a generation, social media has evolved from traditional to Modern. Facebook was established in 2004 by Mark Zuckerberg, is a social networking service and social media that allows users to communicate, share content, help companies getting more lead with paid advertising. Instagram was launched by Kevin Systrom in 2010, on this platform you can post photos, stories or reels advertising your brand, product, service or even yourself as an Influencer. YouTube, which was founded in 2005 by Steve Chen and is owned by google, you have the opportunity to upload videos longer than 60 seconds that allow you to present yourself, your brand and explain more in details. Those videos go viral in a few seconds and millions of users view it and share it with friends. One of the most popular social media is Twitter now officially known as X.

It's one of the largest social media platforms, founded in 2006 by Jack Dorsey, and its use is breaking news, entertainment to sport and politics. Short posts called "tweets" allow users to communicate brief text messages, pictures, and videos.

Impact on Company's Marketing (Traditional vs Modern)

Marketing is the process of attracting potential clients interested in your product or services. During the past fifteen years the way in which brands use marketing has changed dramatically. In fact, websites, online advertising, emails, online videos, social media marketing, and mobile marketing have supplanted conventional direct marketing, which includes face-to-face sales, direct-mail marketing, catalogue marketing, and telemarketing. (Belle wang & Bottorff, 2023).

Reaching new customers with social media

Before using social media to reach new customers need to define your target audience, Who is you customer type, what are their needs and preferences, develop a content strategy, create the content and engage with your Audience using also paid advertising.

The marketing strategies applied to a Business are:

- Email marketing
- Social media marketing (platforms where to share stories and comment to customers)
- Influencers partnerships
- Content marketing

- Podcasting
- Paid ads

Advantages of using social media

There are several advantages of using social media for business. Let's think about the fact that over 4.2 billion people uses social media worldwide at the moment.

You are missing out on a rapid, economical, and effective method of reaching almost half of the world's population if you do not incorporate social media into your digital marketing strategy.

Let's examine the various ways social media can increase your company's growth:

- Boost brand recognition
- Position your company as a thinking leader
- Humanize your brand
- stay at the forefront of people's minds
- Increase website traffic
- create leads
- Boost sales
- Collaborate with influential people
- Promote content
- Engagement of customers and audiences
- Learn more about your customers
- Pay attention to the competition

- Keep up with news in the industry
- Targeted marketing

Disadvantages of using social media

Social media has undeniable power. A lot of companies use social media marketing to build deep relationships with their target audience. Social media analytics are a crucial part of marketing strategies because of its capacity to track success, interact in real-time, and spread content rapidly.

However, there are some drawbacks such as:

Time Investment: Keeping up with several social media accounts can take a lot of effort.

Negative Comments: Complaints from the public can spread swiftly and damage a brand's reputation.

Ad Fatigue: When users encounter too many advertisements, their impact may be diminished.

Dependency on Algorithm: Unexpected modifications to the algorithm may have an impact on posting appearances.

Consistency: In order to have a great social media presence, brands must publish regularly (McLachlan & Newberry, 2021).

Conclusion

In summary, social networks are becoming a sort of reality where people connect, talk, and obviously trust one another, as seen by the fact that over 70% of internet users are active on them and spend at least an hour a day on average. We must also acknowledge that more than 60% of those users access social networks via mobile devices, and there are many signs that this percentage will continue to increase in the years to come.

There are some ways to use social media for business growth are:

- Increase brand recognition
- Drive excellent customer experiences
- Integrating social and digital media into your communications strategy
- Generating leads and turning them into prospective customers
- Networking with like-minded business owners
- Enhancing customer engagement.

Some more tips on improving the number of customers is:

1. Choose the Right Social Media Channels
2. Harness the power of live videos
3. Use social media tools
4. Optimize visual content
5. Use relevant hashtag

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