

INTRODUCTION.....

Social media and digital skills provide a vital role platform for marketing for service and goods examples are Facebook, LinkedIn, Instagram, YouTube and others. That can effectively promote and enhance your product or service to a larger audience through using internet network and world wide web example email and file transfer and more important it work two ways communication face to face visual according to BBC, (2019).

Because prior to social and digital media, what is available means of communication were radio, television, poster, telex or one to one meeting with customers and others but this method is highly expensive with low return on the financial investment.

According to Koch, T. Gerber and De Klerk, M (2018) social media and digital has played a very significant role in reaching customer base widely because it has half of world population using it about 3.5 billion on Facebook, LinkedIn 73% market and YouTube 54% and others. therefore, its increase 1. brand recognition 2. improving your converting potential customer 3. Create richer experiences 4. A cost effective on advertising such as in-depth target option allowing only to appeal to the demographic's customer by their age, gender, habit 5. It is easy to track the customers progress either good or bad 6. It gives room for immediate feedback 7. Save time and money 7. Improving your customer insight track record, interest. Supply personal information 8. It also increasing organic ranking online google, Facebook.

With all the advantages the customer can recognise the logo trademark like coke cola, Nike, adidas and others and because the awareness created on social media it makes it easy to gain more potential customer base world-wide, and it can make a strong presence on the platform by using a create profile on relevant platform. moreover, with all this benefit it establishes customer loyalty and attract more customer base. also build image awareness by putting your product in the present of the customer, even with new product by asking for their feedback or by sending sample to your target customer with the database which is easy to gain access to by encourage loyalty card other ways.

However there Macon, c.(2024). is disadvantages of social media and digital to the both company and customers because social media and digital cannot be control by corporate organisation like before, now customer can bring a company down by sabotage or negative feedback either by fake and the customer can go others social media to post bad news and it will spread and it can tarnish the image of the company and it will heavily rely on advertising its product or services and due to rely on advertising there will a return in investment (ROI) again it time consuming because it need to engage and active. it very difficult to measure and the more important of all because social and digital it affect security and private policy issues the customer footprint is easily available on Facebook. LinkedIn and others and selling information to third party. example there a case in USA government win and over Facebook and amazon for Facebook selling its customer base data to amazon for \$100 million and it also reduce face to face contact with customer.

HOWEVER

Social and digital media has become an integral part of our lives and impact in workplace and the society in general and power tools for reaching a wider customers worldwide it make easy to sell product customers eliminating face to face most of time by just placing order in the customer convenience place time and location example are like booking your foods in McDonald and it will collect and deliver by eat or uber or prior to social media if shopping at a supermarket store like Sainsbury or Tesco the customer need to checkout canter for long for payment but nowadays self-payment checkout system wish more convenient to use and because social and media is to more platform on internet it make easy to a referral through feedback or social group of people who are targeting

specify .Again it reduce repetition of task both for the customer and the suppliers ,also enhance innovation and communication by easy way to give feedback to right source of company to the top lever

- attract new customers.
- grow your market, including overseas.
- build loyalty and trust in your brand.
- interact directly with customers in real time.
- advertise and sell your products or services.
- drive traffic to your website.
- see what people are saying about your business.
- keep an eye on your competitors.
- Building a Business.
- Establishing Authority.

Conclusion

Social media platforms have transformed the way businesses market themselves. With their large user base and involvement methodology, social media platforms have become an vital tool for businesses to reach their customers. By defining your target audience, focusing on the right platform, opening ways compelling content, and interacting with your customers, by taking advantages of social media platforms to reach your customers and build your brand image.

Reference BBC (2019) bcc ,newsroom

Macon, c. (2024) Transforming Business Development. www.southamconnect.com

Koch,c. Gerber,m. and De klerk,m. (2018) the impact of social media and digital on the customer base youtube

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