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How to Reach a Wider Costumer Base Using Social Media

DIGITAL SKILLS

LCLM 4002

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Introduction

This report is presenting the digital marketing era and shows different tactics how to achieve a wider customer base. Any customer base is a group of people who regularly purchase from a company their products or contracting any services. For this, the companies had come with some solution to expand, by attracting new costumers and organising a good plan with different methods and strategies, for **Online Marketing**.; (NFI 2022). Social and digital media can play a very importing role in obtaining new costumers by using different tools for advertising in business platforms like: Facebook, Google, You Tube, LinkedIn, and sale their products in different web pages like Alibaba.com, Amazon, eBay, and much more, but the most importing thing is to have a webpage where the company can present their products or services they offering.;(URMBS 2017). According to Vibrant Publisher in 2020, by implementing strategies such as: identifying target audience, building a strong social media presence, engaging with the audience, and measuring the efforts and strategies, can effectively be expanded any customer base trough social media marketing.

- **Social media and strategies for marketing**

By effectively utilizing social media marketing strategies, they not only increase the company visibility but as well, can connect directly with the targeted audience, in on one or more different levels. More largest customer base, more potential leads for selling and obtaining higher profits.; (AW 2022). Notwithstanding, to enlarge a customer base, is not so simple, he needs to be used different advertising strategies, on different social media platforms, where a vast of potential leads, are actively engaged with personal and businesses accounts. Digital marketing it is the best option to find out how to increase Retorn on Investment (ROI), better than conventional marketing, because of the availability of different online analytical platforms.; (Vibrant, P. 2020). ROI to not be confused with the exterior Russian company (ROE) and his allies in 70's when they had a big success in Irland, Argentina, and USA market.

Applying different strategies to identify and attract audience.

As Vibrant Publishers mentioned in 2020: Before to efficaciously obtain a substantial audience, needs to be establish the target audition. What is their demographic? Intrust? Weaknesses? Acknowledgments? By understanding the leads and the target audience, it can be designing contents and targeted, or persuasive ads that may stimulate their interest. Productively using social media is one of the easiest ways to advertise about the company, brand, product, to the existing or potential leads. It can be paid marketing on **Facebook Ad** and **Google Ad** channels to increase traffic audience for the company business site and generate leads. We can use: **Search engine optimization (SEO), Video and display marketing, Blogging, Content Marketing, Re-targeting, and Remarketing, Digital Advertising, Paid Advertisement, E-mail Marketing, Mobile Marketing, Marketing Automation, Influencer Marketing, Digital Public Relations, Affiliate Marketing....** (Vibrant, P. 2020) and (URMBS 2017).

Digital Channels are different platforms that allows the communication between companies and targeted leads to promote any brand or product. The companies can use digital marketing strategies on multiple channels to promote multiple marketing campaigns. With the support of digital marketing channels, can increment the efficiency and visibility of any companies marketing campaigns. Every business requires a marketing strategy, here is few options:

- Outline marketing goals.
- Outline costumer profile.
- Identifying our targeted audience
- Align ultimate business objectives with marketing goals.
- Define the budget.
- Determine the method of measuring results.
- Review and test campaign performance.
- Identify digital marketing technique and channels.

Developing a website for digital marketing, it is a very important task, because is where the companies can present a brand, a product, or announce the services which they are offering, organize topics with the costumers, receive feedback, etc...(NFI 2022). A perfect website, he needs to be optimised for search engines to attract traffic from Google search. Search Engine Optimization (SEO), play a very important role in how digital marketing work for businesses. This type of strategies, SEO allows to the company's website, to be ranked first on Google, which is considered one of the best paid-traffic creators, together with Facebook which as well is generating almost 90% referral traffic. A customer relation management (CRM) system

allows to store all the captured information when leads fill in their contact information and convert, but without effective CRM he cannot be organize costumers contacts, and even raise a prospect into a sale. (Vibrant, P. 2020).

Company Image and Costumer Service

Through social media, it is possible to increase the brand familiarity between leads. Advertising, and building a strong **Company Image**: - by satisfying the customers, attention to costumers' messages and feedback, responding fast to any enquires, offering prompt costumer service, it is how must be maintained a good customer base. According to Forbes (2019), nearly 80% of costumers who receive a quick response on social media say they are more likely to recommend that brand to other people. (Vibrant, P. 2020). So, in other words, all the work it is not only based how to attract new customers in social media and create a large customer base, but as well the company must respect what they promise, from when the costumer order the product or any service, which has to be delivered: on time, no issues regarding to the product or service contracted by the costumer, it is one of the strategies how can continuously be maintained and growth a customer base.; (URMBS 2017)

Conclusions

To establish a good profit for a company, it must be done investments on digital media which has become one of the most powerful tools in these days. In my opinion any study about social media terminates by having a positive impact on business as growth and performance, allocating time, resources and continuously organising different strategies to advertise, promote products or services, building a strong company image, hold periodic meetings, collect feedback from costumers, have a strong and very well-organized costumer service, and as well one of the most importing things to have a good and wise partnership with others third companies. Third companies are those who offering a transport service, packaging, selling or any other services which another company can relay on their services. This third part companies must be controlled and ensure they're not affecting the main company image, brand, and products. One of the best examples, which can be called a third platform, but in reality organise them self as main business platform, were another third companies or main ones selling their products on this platform, is AMAZONE.

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