

DIG: ASSIGNMENT 3

IMPACT OF SOCIAL MEDIA ON REACHING
CUSTOMERS



DIGITAL SKILLS MODULE- LCLM4002_LON

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Introduction

In the age of digitalisation and the relentless growth of technology, social media and digital media play a key role in companies' marketing strategies. They are used not only to build relationships with existing customers, but also to attract new ones.

Platforms such as Facebook, Instagram and LinkedIn enable precise targeting of specific groups, allowing brands to effectively present their products and services in an attractive way. Paid advertising on these platforms allows for geotargeting, meaning that companies can target their campaigns to users in specific locations. Additionally, organic posts can attract the attention of potential customers if they are properly planned and engaging. It is also worth developing relationships with influencers who can reach a wider audience, promoting the brand in an authentic way. The aim of the report is social media meaning, also opportunities offered to improve business and to present effective strategies and the best practices that can contribute to increasing the reach and effectiveness of marketing campaigns in the digital age.

Literature review

Social and digital media are concepts that have gained particular popularity in recent years. Social media are media that are primarily available on the internet and on mobile devices and consist of platforms that enable communication, the exchange of information and creation of online communities. Facebook, Instagram, TikTok and LinkedIn, through which users can share information, photos, videos and engage in discussion and interaction with others in real time. In addition, they are aimed at creating networks and relationships, databases of materials and content: text, audio, video and photos and sharing them with other users. Thanks to social media it is possible to exchange experiences, opinions and views in many different ways with other users (like, ratings, comments).

Digital media on the other hand encompasses a wider range of content available on the internet, covering a variety of content including text, sound, graphics and video, stored in digital form. These modern media are extremely flexible, allowing content to be easily shared, transmitted and modified using electronic devices. Thanks to digital technology, these media are the foundation of modern communication, facilitating interactions on an unprecedented scale. A key feature of digital media is their

interactivity, meaning that users become active participants in the communication process, influencing the content form and timing of the message. Furthermore digital media are characterised by their global reach - content can be shared and received virtually anywhere the internet is available. In this way digital media are not only changing the way we consume content, but also influencing our daily interactions.

Opportunities social media brings to successful businesses

Brand awareness plays a key role in building relationships with customers, increasing their trust and loyalty. Through social media, companies can effectively promote their unique features, resulting in increased sales. By having their own website, businesses can drive direct sales, supporting this with advertising campaigns on platforms. Acquiring leads is another aspect made possible by social media. Through forms inserted into marketing campaigns, businesses can collect contact details of potential customers. This enables better communication with the customer and the customisation of offers. Gathering fans on social media profiles is equally important. A large follower base not only strengthens the brand image, but also creates opportunities for interaction that can lead to increased sales. Baer (2014) said: 'social media is not another channel; it is a new way to communicate and connect with customers opening up vast opportunities for brands to reach audiences they may never have engaged before'.

Marketing meaning and them strategies

Marketing is a strategy to increase a company's profit by providing products or services that meet customer needs. It includes building effective communication with customers, creating a brand image and promoting products based on analysis of consumer needs, bringing value to both them and the company.

Social and digital media are used as a tool to attract a wider customer base through strategies such as:

- **Email Marketing**

Sending commercial messages by email enables not only the promotion of products and service, but also the provision of valuable content and the engagement of subscribers in a way that creates loyalty. Users choose to subscribe to email, making

them more likely to convert than people who encounter advertising on other channels. That form has a higher conversion rate than other forms of direct marketing. Email marketing has evolved considerably in recent years; in the past it was dominated by mass mailing 'one size fits all', which did not meet recipients expectations. The modern approach focuses on consent, segmentation and personalisation. Personalisation of emails, tailoring content to users preferences, and segmentation of the subscriber base into groups with similar demographic and behavioural characteristics increase the chances of positive response from recipients. Marketing automation and the use of appropriate tools and software facilitate this process, which is an effective influence on campaign management and saves time (Brevo, 2023).

- **Remarketing**

This is a digital marketing strategy that is consistently gaining ground in the digital age as an effective way of engaging with users who have previously visited a company's website or application. The main objective of remarketing is to remind these customers of the brand and encourage them to take a desired action, which may manifest itself in the form of a purchase, registration or other type of interaction. Unlike other forms of marketing, remarketing focuses on users who have already shown some interest in the offer, which significantly increases the chances of conversion (Cloud, 2022).

- **Targeted Advertising**

Targeted advertising is a key element of modern digital marketing, enabling the creation of personalised content tailored to customers interests. By collecting data on users behaviour, such as browsing habits and demographics, marketers can target their campaigns more effectively. Cookies play an important role in this process, enabling them to monitor online activity and analyse conversion rates. With this data, advertising campaigns become more precise. Retargeting, as a form of targeted advertising, not only reminds users of products, but also guides them further in the purchasing process, highlighting the importance of personalisation in marketing. In

the face of increasing competition, the ability to use targeted advertising is becoming essential to the success of marketing strategies (Indeed, 2024).

Advantages of social media

Social and digital media help companies to reach and engage large audiences on a variety of platforms. By getting to know your audience better, you can deliver more personalised content through data analytics, which increases engagement. Improve customer service. Direct contact enables you to effectively resolve and build a positive brand image. Valuable customer insight through interaction analytics allows you to better understand audience preferences.

Disadvantages of social media

When using social media marketing you do not see immediate results, because posting one piece of content does not determine the success of a campaign, you need to publish many pieces of content over a period of time. This is a disadvantage, because you have to wait to see the results. Another one is that it is time consuming for companies, and especially small companies with limited resources can find it difficult. There is a risk of fraud or identity theft when shopping online. Customers have doubts about the security of the transaction and the reliability and honesty of the parties involved, as well as concerns about the protection of personal information and the execution of financial transactions. There is also still a significant lack of confidence in making payments online.

Conclusion

Social media has revolutionised marketing by boosting brand awareness and fan engagement. It connects business with audiences, fosters loyalty, while globally promoting products. While cost-effective and insightful, many challenges still exist like data security and negative feedback. However through creativity and effective planning social media may soon overcome these challenges ensuring positive relationships with consumers and sustainable growth.

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