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1. Introduction

In this report I will write about how social and digital media can be used to reach a wider customer base. I will summarise my information and research with references. Social media is a big part of participating in the modern business. Media is a very big informative market. According to Aw digital marketing (2023) social media marketing is the key to success. In today's digital age, where billions of people are active on various social media platforms, it has become essential for businesses to tap into this vast potential. By effectively utilizing social media marketing strategies you can not only increase your brand visibility but also connect with your target audience on a more personal level. Considering that about half of the world's population (about 3.5 billion people) are on social media daily. In this report I will focus on Facebook and TikTok.

2. Facebook

Social media relates to networking sites and applications known as Apps designed for people to swiftly and effectively post information in real time. Most company's use media to promote or sell products which increases profit. Regardless of the industry social media is an effective way to reach your target audience and strengthen your brand. Sites like Facebook which is social networking site where people connect with friends and family. Established in 2004 by Mark Zuckerberg. Facebook has 3 billion regular users. According to M, freedman (march,2024) E very small businesses can benefit from a Facebook presence, with more than 2.91 billion monthly users. It gives business many ways to promote their services, increase customer support and boost sales and recognition through their Facebook platform. One of Facebooks biggest strengths is allowing businesses to target a specific audience through paid campaigns and advertisements. The platform maintains a significant amount of information about its users which can be advantageous when targeting advertisements. In addition, creating a Facebook business page can be an effective small business marketing tool. As of July 2021, 81.8% of Facebook mobile users aged over 18 accessed via an app from an

android device, M, Freeman (March, 2024). This is a long way from traditional direct marketing styles such as;

- Direct mail marketing
- Telemarketing
- Face to face selling.
- Catalogue marketing.
- Kiosk marketing.

These are just a few examples of what marketing was like before the use of the internet. Society previously had Newspaper's, TV, Radio and catalogues as options for advertising or marketing. Marketing expanding since those days. The internet is most definitely a powerful and profitable tool .

3. TikTok

If you're wanting to increase sales through social media marketing TikTok is a great channel to do so. In 2023 there was a 40.5% increase in shoppers on TikTok from 2022. The growth doesn't stop there. By 2026 the platform is projected to increase in purchases from the app by 67%. According to sprout social (2024) TikTok marketing involves using short form video content to promote brands and their offerings, focusing on exclusively on TikTok's unique content style. To start TikTok marketing businesses should create a business account. Distinguishable from creator accounts offering business tools like Ads, analytics and ecommerce store fronts. Benefits of TikTok marketing include its growing influence in driving product purchases and higher chances of content going viral due to its discovery focused algorithm and the power of influencer collaborations. While social media marketing creates a cohesive strategy for all social media platforms, TikTok marketing focuses on TikTok solely. Overall messaging on TikTok is similar to other platforms your brand presence on but as a rule TikTok content tends to be much different than the content you'll publish on other channels. However, individuals may end up repurposing your TikTok videos for Instagram reels and YouTube shorts to reach even more viewers. TikTok has a reputation for being popular with teenagers, but the platform user statistics may surprise you. According to A, Hirose (2024) 32% of TikTok global active users are between the ages of 25 and 34. But it's true that

TikTok's younger are loyalists. 76% of social media users between the ages of 18 and 24 use the app. In fact, a Google executive even admitted that 40% of the population are more likely to use TikTok than Google when looking for a place to go for lunch. It's all about creating, authentic, engaging content that feels human and personal. This can help you build strong relationships with the audience and increases the chance of them turning into customers. It's not enough to just be present on TikTok or on any social media platform. It's how you take advantage of the app's creative tools and features that can get your business noticed by millions of users worldwide. For example, Curry's which is a large, popular company selling digital and electrical products have a TikTok page which promotes products and sales. Individuals may be scrolling the TikTok App and see multiple adverts or videos from businesses like this. The more frequently an individual watches these videos, the more frequent these videos or adverts will appear. Having a TikTok page as a business or as a company can create the opportunity for promotion and sales.

Conclusion

In summary, the importance of social media in business is growing at speed with such amazing growth. Most businesses today need social media channels. Using social media as a form of direct marketing offers businesses and brands a range of advantages. Social media apps allow brands to target their adverts at their ideal customers. Brands can check real time data about unique user view of adverts and products. Apps offer brands the ability to update and change advert content anytime they can also link the customer with the brand website with just one click. Facebook shows adverts in between scrolling and you can skip them or watch them and that's when they become interesting, and you want to continue watching or purchase the product that is being advertised. TikTok now has a different way of advertising products, it's more about having your own page and the more likes you get gives you more opportunities. No matter the industry social media is an effective way to reach your target audience and strengthen your brand.

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