

LEVEL 4 ASSESSMENT SPECIFICATION

LCLM4002

Task 3 – Written Report

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Introduction

This report analysis the strategies that business companies should follow to develop their business and promote the business through social media platforms. At the very beginning, this report focuses on the history of social media like when the concept of social media was introduced, and the purpose behind creating social sites like SixDegrees. This report focuses on the importance of social media where it depicts how social media helps people to stay connected with each other and also gives the chance to stay opinionated about their thoughts. Next, this report focuses on the importance of social media in developing businesses through some strategies such as social media marketing, humanisation of business, increasing the brand awareness, and building relationships with the customers. This report also focuses on the key strategies of social media to reach avoid or customer base by building a strong social media presence, measuring the success of social media marketing, and by identifying the target audience and social media.

Social media and its importance

History of social media - Social media means a set of technology that provides the users the facility of sharing the ideas and information with other users. In the beginning, social media was started as a way of interaction between people, friends, and family living in remote places, but soon the idea of social media evolved and expanded. In 2004, the first net worth that reached 1 million monthly active users was Myspace (Dollarhide, 2024). In 1997 the concept of social media platforms was first launched. The name of the first social media platform was SixDegrees. This platform was introduced as an online service to host network communication but later it became a network of social interaction. Andrew Weinreich was the person who invented SixDegrees, the first social media platform. Here the users could make their profiles and send messages to the other users of friends, this social media site voice popular till 2003 (Maryville, 2024). Some popular social media platforms used by people are Facebook, Instagram, YouTube, etc. he has been surveyed that almost 62% of the world's population is using social media nowadays.

Importance of social media -

- 1. Staying connected with people** - As people are so busy today and many of their relatives and friends stay far away, it is very important to stay connected with them. Social media aim to connect those people virtually (Mason *et al.* 2021).

- 2. Staying opinionated** - in daily life people are not always surrounded by other people who think the same way like them. So on social media platforms, people can share their opinions safely (Simplilearn, 2024).

Importance of Social Media in Expanding Businesses

Social media marketing - Social media marketing or digital marketing means achieving the marketing and branding through several social media networks and platforms.

Humanise the business - Social media helps the business owner to take active participation in the market through social media posts, advertisements, and content related to the business. On social media the audience can directly approach the person about the product details, it is easier for the customers to connect with the business persona.

Increase brand awareness - It is easier to build a visual identity through social media and reach a vast audience and improve the brand awareness of a company. When the company becomes famous and brand awareness increases, better results in purchase and profit can be seen by the organisations.

Build relationships - Social media helps in opening up the lines of communication with the followers and it becomes easier for both the organisation and the customers to gather feedback, hold discussions, and connect directly with the followers.

Social media marketing statistics -

Business companies are so interested in promoting their business on social media nowadays because it has been seen that the average US adult spends approximately 2.25 hours on social media every day. So, it becomes easier for companies to reach people through social media platforms. Residency that 81% of people use Instagram to research different products and services. Every month a Facebook user tricks on more than 12 Facebook ads. Twitter users feel a positive Vibe about a business when they get a reply to that Tweet from the business company. These are the reasons that companies are thinking widely about investing money and promoting their businesses on social media (Wordstream, 2024). In many ways, social media helps organisations to boost their brand awareness, provides better customer satisfaction as the customers can directly connect with the business Persona through social media or email, helps in constructing the brand

identity, provides better traffic, gives recognition to a larger audience, through social media it becomes easier for the companies to target the audiences, social media promotions and business related contents improves the engagement of the audience, business organisations promote business through the social media influencers and it becomes easier for the brand to reach people (Oregonsbdc, 2024).

Key strategies of social media to reach a wider customer base -

- 1. Identifying the target audience on social media** - The first important step for developing a business and reaching customers is to target a large audience group, and identify the target audience. It is very important to understand and match the interests of the customers. By understanding the target audience of a company, the business organisation can create content regarding that demand and promote advertisements resonating with them (Boediman *et al.* 2021).
- 2. Building a strong social media presence** - Business organisations should focus on making a strong presence on social media platforms if the business companies wish to expand their customer base through social media platforms. The business organisations should update business regarding advertisements and contents regularly on their social media profiles to engage the audiences. Consistent activity on social media also helps in increasing the followers which leads to the chance of reaching a larger number of audiences.
- 3. Measuring the success of social media marketing** - To understand the effectiveness of social media marketing, companies should measure and track some key metrics. To develop business through social media and digital marketing the companies should focus on social media campaigns, increase the website traffic, and use specific tools like Google Analytics to track the metrics (Linkedin, 2023).

Conclusion

This report focuses on discussing the ways social media and digital media help a business to expand and reach a wider customer base. Here at the very beginning, this report focuses on human

life. This report describes the history of social media and describes how the concept of social media arose in 1997. Next, it focuses on the importance of social media where it depicts how social media helps people to stay connected with friends, family, and others. Next, this report focuses on the importance of social media in expanding businesses. Nowadays online businesses are so popular and how social media helps these businesses to grow and reach a broader audience is analysed here in this part. Next, calm the social media marketing statistics and also the key strategies that the business companies should follow to promote the business through social media.

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