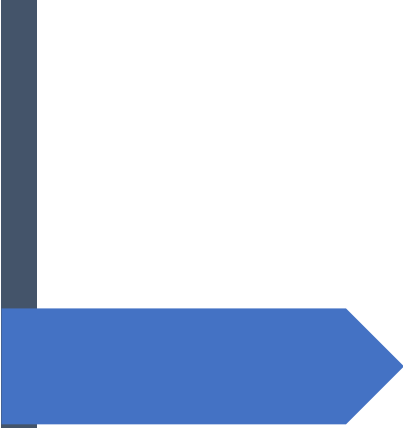




How social and digital media can be used to reach a wider customer base



MODULE NAME: DIGITAL SKILLS

MODULE CODE: LCLM 4002

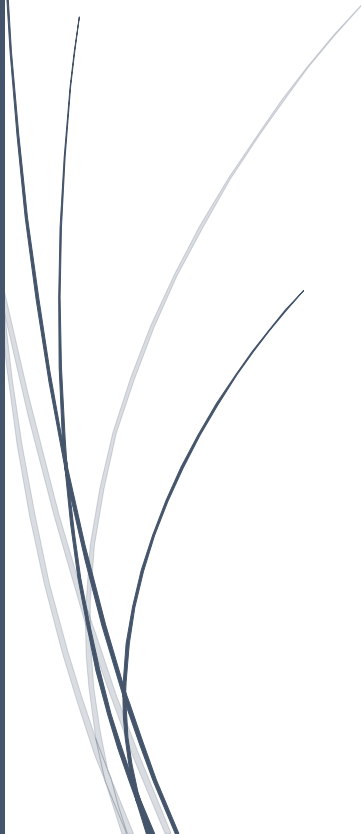
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Introduction :

Today digital technologies are essential for everyone worldwide, and managing customer relationships has grown significantly.

Everyone uses social media to work, do business, sell, shop, etc.

If you use social media in the correct way you probably will be successful and earn money but you need to be careful when you are using social media on internet platforms because many scams can use your details to commit fraud.

Do not use any personal details on the internet and always be safe.

The most popular social media are Facebook, YouTube, WhatsApp, Instagram, TikTok, Snapchat, and Pinterest. Social media marketing means promoting your brand and selling your products and services (Bharadwaj, Varadarajan, and Fahy, 1993).

Social media market development

The globalization of social media and the market has grown unprecedentedly in a few years. Creating multiple online marketing opportunities helps customers become more qualified with new tools in their research offerings marketing influencing. (Kaplan and Haenlein Citation 2010).

To choose the right marketing to connect brands to consumers, and purchases to guide consumers in the decision-making process. Today you can see more people doing business and using social media to create their businesses and be very successful. Social media is coming to revolutionize the market of business. We are in a digital era now so we must know that can bring benefits and disadvantages as well.

Many people are increasingly purchasing in the social media market, and the partners of big brands or even small companies provide valuable products to different brands. This way customers are satisfied and leave good feedback on the main social media platforms.

How to manage your business the way traditional and use social media.

Today most importantly you understand the market business. The world of technology decides directly on the development of the business using the internet as a tool for exploring the business market and social media.

The impact of digital transformation and digital marketing on brand promotion, and positioning, is very significant.

Globalization and the increased usage of the Internet are two important motivations behind the transition from traditional marketing to the social media market. Digital transformation constitutes, changing our ways of life and how we do business through digital technologies; primarily through the implementation of new technological solutions based on Internet services and modern information technologies to *business processes*. (Salesforce 2019)

Probably in the past, many people used other tools to do their business, such as companies using articles such as television, newspapers, and radio, to sell their products and publicize their business, etc. In my opinion, it is now easier to use the internet and social media because everyone can have access to different parts of the world.

Marketing and reaching new customers

Today a billion people use an increasing approach involving social media to communicate with customers, endorse brands, and promote products through digital marketing campaigns and online best-selling products. (Grewal et al., 2017).

Many people today create a strategy to sell their products in different social media markets, the tendency of our public is any generation. I believe now the target of digital marketing is all ages in the social media market like TikTok YouTube, and Instagram, the youngest generation uses more shopping.

Digital marketing on business results and the evidence of business results and the relationship with the existing characteristics of the customer base are mainly due to social media activity on various social platforms. Critical to developing more targeted

and cost-effective marketing strategies, expanding the existing customer base, and improving consumer satisfaction marketing to meet customer needs. (African Journal of Hospitality Vol. 4 - (2015).

Advantages and disadvantages, of using social media as a tool for reaching new customers.

I will first talk about the advantages of using social networks such as reaching a customer base, for me the most important of all, and the fact that people can use the internet to do business, which the majority of the world's population has access to. Many people can create business opportunities with small businesses to diversify and customize products and services. Thus reducing costs and promoting and increasing reach. (Watson et al. 2002; Sheth & Sharma 2005).

New business models use the internet as the main tool; associate new prerequisites for better business planning and management; and provide a better quality of products and services; the marketing firm can provide unlimited information to customers without human intervention. Be more effective cost optimization; have more innovation; provide communication space and hence provide high efficiency to customers. (Chaffey D 2015)

More options in the social media business market efficiently, cheaper products and better quality, many more small businesses, the possibility for people to create their businesses and be successful.

Without a doubt, the big disadvantage of using social networks as a tool to reach new customers, in my opinion, is everyone has access, and there is a lot of fraud, anyone can be a victim.

One of the biggest problems is the delay in financial return. Financial investments, for some people, are too big.

This turns into a small discomfort of having to wait a long time to have your new financial stability. However in addition to the fact that someone has to be responsible for monitoring the business online, which means that the person must spend a lot of time online and use a tablet, laptop, or smartphone to complete the sales process (Barefoot & Szabo, 2010).

Another disadvantage is that many products on the social media market can be fake products, many pages are not real, and many people try to get your money easily. This promotes piracy and fake pages.

Conclusion

I would like to describe social networks as a tool for connecting with the world through which we can be informed about the diversity of products from different brands, from small and large companies.

We have more opportunities for people to create their businesses and everyone can have access to different parts of the world. Easy way to earn money and be a successful person.

The right strategy to create businesses to reach the right customers with great product diversity and quality.

Because you are using tools like the internet to create your business, it costs less, be wise and use your time correctly to use the social media market and be successful.

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