

Task 3: Report

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Social media is widely used in this day and age to connect and communicate with friends, family and colleagues. All types of businesses such as start-ups, small, medium-sized, and large corporations can benefit from the use of social media as it can allow them to access a wide range of people or potential customers. The use of social media can enhance a business's capabilities and performance (Smits, M. and Mogos, S., 2013). Platforms such as Facebook, Instagram, TikTok and Snapchat have millions of users and if used correctly it can take a business to another level. Data shows that the amount of all American adults that use at least social network site went from 7% to 65% between 2005 to 2015

One way a business can use social and digital media to reach a wider customer base is by using paid advertising. Paid advertising is where you pay a social platform such as Facebook or Instagram to push your content and/or product to a wider audience. With these paid advertisements you can filter through them to reach a specific type of customer. This is done by identifying the age range, location, and interests of your desired customer. Paid advertising can result in your business enhancing their online presence and attracting more customers which will generate more sales

In addition to this, another way a business can use social and digital media to reach a wider audience is by utilising email marketing. In 2023 approximately 347 billion emails were sent and received every day worldwide which shows that it is in integral part of daily life (Ceci, Laura 2024). Targeted emails to potential customers can be used as an effective digital marketing tactic to create connections and according to Dodson (2016) email marketing is one of the best ways to convey relevant information to your intended audience. Email marketing can be carried out in a systematic manner as you can send personalised messages to customers and dictate how often a customer is sent an email

Furthermore, another strategy businesses can use to reach more customers is by using affiliate marketing. affiliate marketing is where people advertise offers on behalf of businesses in numerous ways such as blogs, videos, reviews, and product links (Weare, Chris 2024). This is beneficial due to it being a low-risk strategy as you only have to pay based on performance. To add to this if you collaborate with the right person to advertise your business it will allow your traffic to be more targeted if targeting a specific niche. Using affiliate marketing will eventually grow your brand awareness as customers are more appealed to buying from you when they see that your product is already popular among others

Although social media can be greatly beneficial to businesses there can also be challenges along the way. One challenge can be overcoming competition for visibility. With the rise in use of social media over the last decade it is now very uncommon for a company not to use social media so this will therefore force you to become more creative and think of innovative ideas which can give you the upper hand. To add to this, another challenge businesses can face is navigating algorithm changes on social platforms such as TikTok. Algorithms can change frequently and strategies that work today can often stop working soon. This shows that it is important for businesses to keep up to date with the changes on these platforms.

To conclude, the use of social and digital media can effectively aid a business when it comes to reaching a wider customer base due to the number of different methods that can be used such as paid advertisements, email marketing and affiliate marketing. The use of these methods will ultimately boost a business's online presence as it allows them to freely reach millions of people worldwide at any given time which is much more useful compared to relying on just word of mouth alone or basic advertising strategies that were used in the past. By reaching a wider audience this will allow a company to push their product in front of more people which can generate more sales

Reference List

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