

Digital Skills

Social Media Marketing for Business Report

Name: Erika Giraldo

Student ID: 2317825

Module: Digital Skills

Module Code: LCLM4002

Lecturer: Gregory Cowan

Submitted on 16th of December 2023

Table of Content

1. Introduction.....	p.3
2. Advantage of digital and social media marketing.....	p.4
3. Disadvantages of digital and social media.....	p.5
4. Different types of social media.....	p.5
5. Conclusion.....	p.6
6. References.....	p.7

1. Introduction

Digital skills will help students to be more confident when using computers and online information sources to succeed with higher education. According to Cirilli and Nicolini, (2019) Digital Skills are necessary skills for nowadays lifestyle since they are applied in every social context.

Now days social media has been an important part of people is life from shopping to electronic mails, education, and business tool. Social media plays a vital role in transforming people is lifestyle. Social media includes social networking sites and blogs where people can easily connect with each other (Siddiqui and Singh, 2016)

Marketing is one of the most important and common use of social media in business. It works because today every brand has a target section of online audience.

In conclusion this report will highlight the significant role of marketing a business in social media. In addition, it will cover the advantages and disadvantages; it will also discuss the best and more trendy social media to advertise businesses.

Social Media marketing for businesses.

According to Mahony (2020) Considering the fact that about half of the world population (about 3.5 billion people) are on social media daily an exceptionally large amount of business owner has now considered social media a very strong and effective way to sale and to promote their businesses.

Social media has many advantages for businesses such as growing their number of customers by advertising their businesses reaching people abroad, different cities, countries, and different ages. It also helps to generate loyalty for example when they advertise that, their customers will get more discounts or by offering a subscription to get exclusive offers for loyal customers. Loyal customers also help the business by interacting with the business on social media posts by liking the posts and sharing (Mahony, 2020).

As stated by Weinberg (2009) The main advantage of social media marketing is cost-related. The financial barriers to social media marketing are quite low compared to others. The majority of social media sites are free to access, create profile and post information. Whereas traditional marketing campaigns can cost millions of dollars, many social media tools are free even for business use. Businesses can run highly successful social media marketing campaigns on a limited budget.

As exposed by Nielsen's (2011), Social Media reports that 70% of social media users are engaged in online shopping (Nielsen, 2011). Consumers easily get what they want just by sitting in front of computer screen and accessing online websites. Though social media marketing has huge benefits on consumers and marketers.

The viral nature of social media means that each person who reads your posts has the capability to spread the news farther within his own network, so information can reach a large number of people in a short time (Weinberg, 2009).

However, there are also negative impacts to it for example someone did not like your product, and they review it with a bad comment this has an impact on the new possible customers that will check the reviews before purchasing your product. Another negative effect is that as a business owner if you have an small business you will have to spend a long time on social media in order to do adverts unless you can pay someone that can be in charge of marketing your business, if so, there is another negative impact and is the fact that you will be paying someone to do the advertisement on social media and also paying for some adds as some sources charge for advertising.

According to Hoffmann et al., (1999), using social media to promote a brand, products, or services can also implicate trust, privacy, and data security issues. It is important for companies to aware of these issues and takes appropriate measures to minimize their exposure to liability related to personal data collection.

One of the latest trends on social media to market businesses is the fastest risen platforms which is well known by the name “TIKTOK” this platform has been the greatest by far as it gives the consumer the platform to highlight each individual creativity and self-expression. One of the many tools it has is that it allows you to connect worldwide with alike minds such as collaborations and even features on content and promotion.

Instagram can help a company to promote their products or services (Bevins, 2014). The point that makes Instagram different from other social media is that Instagram is applying a visual based strategy. Everything about Instagram is about photograph, Instagram marketing is an effective way to advertise a product as it is said that a picture speaks a thousand word.

According to Piranda, Sinaga and Putri, (2022) Facebook, has currently more than 2 billion active users. These places Facebook as one of the social media that is widely used by social media users. For some people, having a large network of users is the same as money and marketing opportunities, therefore a strategy is needed to use the Facebook platform as a digital marketing tool in an online marketplace that is now increasingly develop. Based on the findings, Facebook's social media can be said to have complete features because users can communicate with other people, share videos, create a group or association, create a schedule together, and so on. Besides, marketplace it is now widely used by users for buying and selling activities. Facebook marketplace has several strategies such as advertising, sales promotion, publication of individual sales, and product promotion by visually attractive packaging.

Conclusion

In conclusion this report highlights the role of social media in marketing. Many businesses nowadays are advertising their business through social media due to the large number of users that can reach your business from different countries.

It also explains how different social media platforms have diverse ways of advertising not only showing the advantages but also the disadvantages of marketing a business on social media

References

Bevins, C. (2014, May). Get schooled: A visual social semiotic analysis of target's branding using Instagram. Masters Theses. Paper 327. Retrieved from <http://digitalcommons.liberty.edu/masters/327/>

Cirilli, E. and Nicolini, P. (2019). Digital skills and profile of each generation: a review. *International Journal of Developmental and Educational Psychology. Revista INFAD de Psicología.*, [online] 3(1), p.487. doi:<https://doi.org/10.17060/ijodaep.2019.n1.v3.1525>.

Hoffman, D., Novak, T., & Peralta, M. (1999). "Information Privacy in the Marketspace: Implications for the Commercial Uses of Anonymity on the Web", *Information Society*, 15 (2): 129-140.

Kemp, S. (2020). More than half of the people on Earth now use social media. [online] DataReportal – Global Digital Insights. Available at: <https://datareportal.com/reports/more-than-half-the-world-now-uses-social-media>.

Nielsen. (2011). "State of the media: the social media report," Nielsen Company. Retrieved from <http://blog.nielsen.com/nielsenwire/social/>

Piranda, D.R., Sinaga, D.Z. and Putri, E.E. (2022). ONLINE MARKETING STRATEGY IN FACEBOOK MARKETPLACE AS A DIGITAL MARKETING TOOL. *JOURNAL OF*

HUMANITIES, SOCIAL SCIENCES AND BUSINESS (JHSSB), [online] 1(3), pp.1–8.
doi:<https://doi.org/10.55047/jhssb.v1i2.123>.

Siddiqui, S. and Singh, T. (2016). Social Media its Impact with Positive and Negative Aspects. *International Journal of Computer Applications Technology and Research*, [online]5(2),pp.71–75.Availableat:
<https://jogamayadevicollege.ac.in/uploads/1586197536.pdf>.

Weinberg, T. (2009). “The new community rules: Marketing on the social Web”. Sebastopol, CA: O’Reilly Media Inc.