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## DIG:ASSESSEMENT 3

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***Digital media and social media can be utilised to reach a wider customer base.***



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## **Introduction**

Digital and social media have become crucial tools for extending the reach of a business in the digital era as it allows them to engage with a wider customer base while building brand awareness. There are more than 4.8 billion people who remain highly active on various social media platforms like Twitter, TikTok, Instagram and Facebook to receive opportunities to connect with potential and existing consumers. The main aim of the report is to elaborate on the ways businesses utilise digital and social media to expand their customer base while exploring the challenges and benefits of both tools.

### **Social Media as an Entrance to Reaching a Wider Customer Base**

Social media platforms offer a wide range of facilities that allow businesses to connect with the audience of a wider base without any geographical barrier. According to a recent survey, it has been identified that more than 4.8 billion people remain active on various platforms of social media and the number is expected to increase massively in the upcoming years (Backlinko, 2024). All these social media platforms enable businesses to engage with various customer bases while targeting certain demographics based on different factors like online behaviour, age, interests and gender. Targeting a certain base of audiences allows businesses to develop personalised advertisements and messages for reaching the potential candidate. For instance, Instagram, Twitter and Facebook offer various well-structured targeting options for posting content. Utilising these platform businesses have the ability to choose certain advertisements for the customers based on their online purchase history, interest and geographical location. It helps to ensure all the marketing efforts of the businesses offer successful outcomes while encouraging the customers to engage with the brand effectively.

### **Focusing on Content Sharing for Increasing Brand Awareness**

Social media is a great platform for businesses as it allows them to post content while making it vital to increase the awareness of the brand among customers. The content that is posted by businesses has the potential to reach a wider customer base if the users engage with the content while sharing and commenting on it. As a result, it will allow the creation of organic reach while allowing businesses to increase brand awareness. According to Lariba (2023), peer recommendation and user-generated content are very crucial methods that help businesses increase credibility and trust among customers. Social media platforms allow businesses to increase the overall engagement of the customer with the brand by offering various discounts, contests and giveaways or posting content which matches the pain point or interest of the customer. Posting effective content helps to increase the overall visibility of the brand.

### **Customer Interaction and Engagement**

Social media platforms enable various opportunities for businesses while they can directly interact with the targeted customer base. All these platforms allow businesses to perform two-way communication while taking instant feedback from customers. This helps to develop a sense of trust and community while progressing towards developing strong relationships with the consumers. Rane *et al.*, (2023), have elaborated that

businesses that engage with customers through various social media platforms are more likely to increase the overall satisfaction and loyalty of the customers. Interacting with the customers in real time while resolving their queries and issues regarding the product and the services offered by the business allows for offering a satisfied customer experience. Even offering personalised facilities for communication encourages the customers to become their permanent customers. Social media platforms like Twitter, Instagram, Facebook Messenger and LinkedIn enable businesses to respond to the queries and questions of customers quickly while offering support in the real-time. As a result, it helps to increase the conversion rate of the business.

### **Expanding Customer Base through Influencer Marketing**

Influencer marketing is one of the most effective and powerful strategies that allows businesses to expand their customer base while tapping into a new one. Influencers who have a large number of followers on their social media platforms like TikTok, YouTube and Instagram are paid for collaborating with businesses where they promote the products or services offered by the business to increase their overall reach. Influencers have the ability to allow businesses to connect them with a particular audience that matches their niche.

Guptaa (2021) has elaborated that customers are majorly influenced by watching the influencer utilising the services or the products particularly those who are more relatable and authentic. Collaborating with potential influencers who are relatable allows for an increase in the overall brand awareness among the customers while reaching a broader customer base. As a result, it has to increase the overall credibility of the brand as the influencers develop various content around the product of the brand. All these efforts help to encourage the customers to increase their overall engagement with the brand.

### **Challenges of Social Media**

With every positive aspect, some negative aspects come along likewise social media has also some downsides which is social media can pose potential challenges to businesses by being a double-edged sword as it exposes businesses to public scrutiny and negative feedback. In case the complaints of the customers are not handled properly it can damage the overall reputation of the brand. Pedersen *et al.*, (2020) has highlighted that it is important that businesses develop effective crisis management to ensure they have strong policies regarding social media which will allow them to

address major issues in real time. Furthermore, It has been observed that social media platforms are majorly over-saturated with various content as numerous businesses utilizes social media. As a result, it creates challenges for businesses to go outside and creates fewer opportunities for businesses to get exposure and retain the attention of the audience for a longer period of time.

## **Conclusion**

The study has successfully elaborated on the ways businesses utilise digital and social media to expand their customer base while exploring the challenges and benefits of both tools.

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