

Report on

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

Yosifi Ozodbekov

2417180

LCLM 4002

Digital Skill

Kazeem Oseni

Introduction

In today's world of internet business organizations across all industries have embraced the use of the social online media for market and for reaching out to the customers. These tools offer a distinct opportunity, perhaps an opportunity to interact with the target populace in the real-time basis, increase awareness and nurture customer loyalty. However, there is also any potential for businesses to make good things out of Social Media, and what one would consider as a weakness that has to be looked at when addressing the issue of social media. This paper, supported by the literature, describes some general features of the use of social and digital media to reach a greater number of people with multimedia products. This work also assesses the strengths and weaknesses of these tools for the business organizations.

Examining Social and Digital Media for Business

Customers these days are reached by companies through computer-based facilities such as social and digital media. Currently, Facebook, Instagram, Twitter, LinkedIn and tiktok are some of the most popular business to consumer interfaces allowing users to filter content depending on their interests. Social media is a collection of Internet applications, based on the technological and ideological supporting pillars of Web 2.0, which enables user generated content,(Kaplan and Haenlein , 2010).

Digital media has grown common with the greater use of smartphones and high speed internet connections has also escalated it further. There are about 4.9 billion social media users around the world, and each of them engage 2.5 hours on social media per day. (Statista ,2023). This proves that business advertising can reach a large population of people, hence, the great opportunity out there.

Strategies for Using Social and Digital Media to Expand Reach

This makes consumer advertising to be one of the most essential benefits of using the digital media. one fascinating aspect of the digital media is that it allows for the delivery of target advertising. These platforms as facebook ads or Google ads allows businesses to target customers based on age, sex, location, interest and behaviour. This kind of

targeting enhances the possibility of convincing prospective customers that specifically require the products being sold or want a certain kind of service. Another factor for customers to appreciate is to view and read high quality content. Companies can always share information through business blogs, business videos, business infographics, and social marketing. Content marketing is defined as “delivering content to engage a specific audience to build brand awareness, establish credibility, and increase demand when the prospect is ready to seek information to solve a problem or satisfy a need (Pulizzi , 2012). For example, a sports related brand will post workout video and nutritional advice on Instagram to reach sporty individuals.

The Usefulness of Social and Digital Media for Business.

As one more approach it is effective to work with influencers to have more people know about what is being offered. ordinary individuals who have gained credibility and an audience in a community this audience can be used to sell products or services. According to a survey conducted by mediakix in 2019 marketers pant that the ROI of influencer marketing is better or at least in line with other forms of marketing. Also, social networks allow for the two-business and customer communication. Commenting on others posts , answering questions, and participating in a discussion earns the audience’s trust and makes them followers. Social media engagement with the customers builds loyalty and identification (Brodie et al , 2013).

Visual media also supports analytical data to measure advancements and consumer behaviour on diverse other facets. Depending on an engagement rate, a click through rate, a conversion rate, businesses can adjust their strategies making more informed decisions. Social and digital media hold so many benefits for businesses and here are some of them. First of all, these platforms save money compared to mainstream advertising such as TV and print. The local businesses that may not afford to spend a lot can get a lot of value through organic posts and cheap ads. It also has no geographical constraints which makes it easy for businesses to access the people of

other nations. This extent is more advantageous for e-commerce entrepreneurs seeking more clients to serve from different corners of the globe.

In addition, social media enhances real time interaction with customers. Customers can interact with a business and get solutions to issues and make comments in real time hence improving satisfaction. Having a regular social media presence is important so that your brand is consistently getting out there and is most often among the first things that people immediately recall. This keeps business relevant to the eyes of their followers by continually feeding them with relevant and fun posts to read. Through the use of explicit analysis of social media data, it is quite easy to tap into the preferences and behaviors of the clients and thus be able to create appropriate marketing campaigns and customer experiences.

The negative Strategic implications of social and digital media for businesses

Having a social media presence is a laborious and capital-intensive undertaking, especially taking into account the amount of effort and capital which is consumed in content creation and channel management not to mention the necessity to moderate it. This is accomplished while the goal is to share and engage on social media. The paradox is that “word-of-mouth” can also work badly with social media, posing threats to the reputation of the companies, thus, corporations must have plans on how to deal with such a risk in order to guard their reputations.erate manner. This is done while the goal is to communicate and participate on social media. (Tuten and Solomon, 2022). The fact that “word-of-mouth” can also work badly with social media, creating threats to the reputation of the companies, and as a result, corporations need to have contingency plans to cope with such a risk in order to protect their reputations. (Kaplan and Haenlein, 2010) In terms of calculating return on investment (ROI) of social media marketing the marketers face a problem that is easy to recognize but hard to solve. However, even being measurable it is not possible to achieve the result that the business expects from it simply by estimating its performance on likes and shares. This is something that you

highlighted so perfectly about the issues facing the computation of the return on investment formula (Chaffey, 2020).

Conclusion

In conclusion, social and digital media is a useful tool in enabling business to reach more of their audience and improving on their customer's loyalty and therefore improving their chances of having better visibility to their brands. These social networks as such Facebook and Instagram provide an opportunity for posting ads targeted at audiences, immediate communication, and data gathering. However, running an account may be costly in terms of intensive effort and funds, and undesirable Word of mouth has to be handled. Also, it is often difficult to measure return on investment, as such indicators as likes and shares are not always closely connected to a financial result. Nevertheless, these problems turn social media into an indispensable tool for businesses these days since it is cheap, reaches a vast number of people, and helps engage the customers.

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