

LCLM4002 Digital Skills

Task 3 Report

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Introduction

Digital and social media has had a large impact on the world that many businesses would not be able to run properly without it. When used right, it can bring a company many advantages over their competitors, with the most important one being it can help them reach a wide customer base. This is important for increasing their profits, and they have many strategies in order to do so. This report will discuss how digital and social media can be used to widen their customer reach, and evaluate the advantages and disadvantages of the tools used to do this.

Digital Media

Digital media is content that is delivered digitally through the use of technology - this includes websites, movie and television services, audio podcasts, social media and online news (Maryville University, 2020).

Therefore, marketing through digital media is now necessary in today's world for businesses to reach a wide customer base. As it is an essential part of our everyday life, businesses take advantage of this to increase their presence. This is because there are so many marketing methods that digital media provides, including website advertisements, television commercials and email marketing (Abimbola, 2022). Businesses use these clever ways to be able to make themselves known to people.

Marketing Tools

Bell (2024) says that digital marketing has tools that provides businesses with useful data of their customers, allowing them to reach their target audience based on factors including interests and demographics. Furthermore, Bell (2024) even says that because customer behaviour is always changing, these tools can be used to analyse this over time and then make effective marketing decisions to maintain engagement with their audience. This could mean improving the product quality or service.

SEO

Search Engine Optimisation is a technique where it allows search engines to understand the content of your website in order to improve the visibility and awareness of your site to users (Goodwin, 2023). When your target customers searches for content that is relevant to your business, according to Goodwin (2023) SEO aims to put your site on the first page of the search result. This will therefore mean more customers will click on your site, increasing your brand awareness and business profits.

E-Commerce

E-commerce is where goods and services can be paid for online (Bloomenthal, 2024). It has completely changed the way shopping is done and continues to grow more popular. This is because it is more convenient for the average consumer to shop from the comfort of their home, being even able to order many things that they may not find locally. This also helps businesses as it can reduce costs and increase sales as they can reach a wider audience of customers.

Social Media

Social media is a technology where anyone can view and share information to the public (NFI, 2022). Businesses now use social media to attract many different customers in many different ways, through creating content that is engaging and reputable for their brand.

It is necessary for businesses to interact with customers. Monae (2023) says that customer engagement on social media is so important, as it helps to establish a relationship with the customers and create a good reputation. Also, customers prefer brands to listen to their queries and respond accordingly (Monae, 2023). This builds a good customer loyalty, which makes them want to continue purchasing from your business. With social media this makes it easier as it can be done online rather than in person.

Marketing

Marketing on social media is very common, as it is one of the most common low cost strategies of digital marketing (Bell, 2024). Popular social media platforms are often used by businesses to promote their product or service. This can include YouTube, a video sharing site with over 2 billion users. Businesses can therefore use this site to share product trailers or advertisements to many users all over the world. It is normal for trailers of new movies and games to be released on YouTube first, which can have hundreds of millions of views.

Online Shops

Platforms such as Facebook and Instagram now have their own online shops, where even smaller businesses can now make a profit if they have a large following. Facebook has an ecommerce platform called Facebook marketplace, where users can buy and sell items locally within their area (Bearne, 2021). This allows people to get rid of items they don't need or acquire things at an affordable cost. Despite it being free for users who want to sell their items, Meta still gets revenue due to users being on the site and viewing the advertisements (Bearne, 2021). Instagram also has an online shop section for business, where users can be directed to them through posts and ads at a single tap (Hopponen, 2022).

Advantages and Disadvantages

There are pros and cons to using social media for businesses. The good things include that it is low cost, increase brand awareness, establish good customer relationships and also provides market data (Gray, 2023).

However, an important thing is that it can easily ruin a company's reputation, any mistakes can cause a backlash that can easily be spread across the whole internet and media (Gray, 2023). This would lead to poor company image, reducing customer loyalty and sales. Gray (2023) also states social media trends are always changing, which can be difficult to keep up with. If businesses use old trends then customers may not be engaged as much.

Conclusion

To summarise, digital media has had a huge impact on the world as millions of users use this. Therefore, businesses all around the world now use this to engage with their customers and have a wider outreach. This is done with using available tools including data analysis, SEO, and using social media to improve brand awareness. This however can come with some downsides, especially with a company's reputation being easily at risk. The rewards however are much greater, and it is essential for businesses in the current world to use these technologies so that they thrive.

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