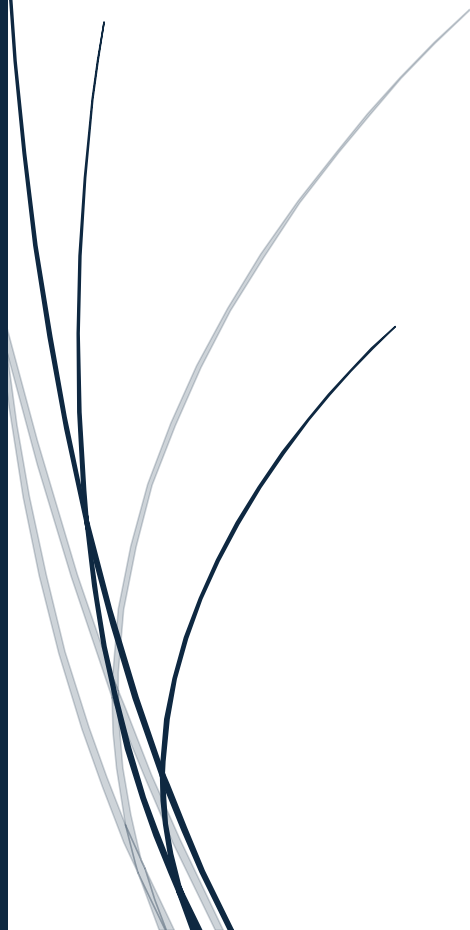




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DIG – Assignment 3: Report

Impact of social media on reaching
costumers.



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What is Social Media?

Social media is a form of communication that allows people to have conversations, create content and share information through platforms, such as, blogs, wikis, social networking sites, instant messages, photo sharing sites, and these are only some of the many types of ways you can communicate with others on social media platforms.

What started as a way for family and friends to stay connected, soon was extended to having many different purposes. Today online platforms reach the mark of five billion users globally. Among the best-known are Facebook, You Tube, WhatsApp, Instagram and WeChat (University of South Florida 2024).

How can social media help companies to market their products and services?

Social media marketing became vital for most businesses.

Finding new costumers, engaging with existing clients, marketing products and services are some vital parts of being online for said businesses. The connection, interaction and data provided for users are one of the most powerful tools to grow a business recently (Enfroy, 2021).

If in the past, reaching costumers from all over the world was seen as impossible, today we can easily do from the palms of our hands.

Social media makes the connections between consumers and sellers easier and faster. People buy based on others' opinions.

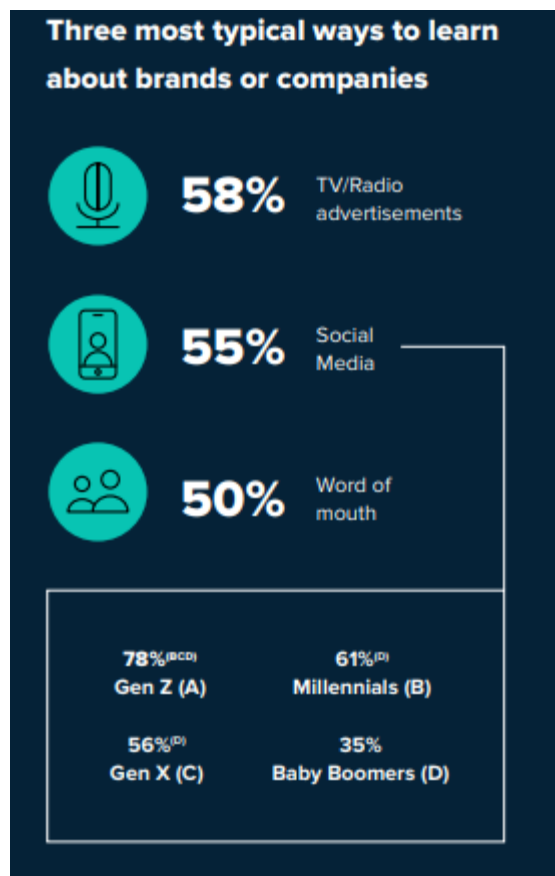
Platforms differ from each other, so there are several ways to reach the right costumer. Reaching an audience from marketing influencers on social media is a terrific way to increase sales quickly.

As shown in the research from Global Web Index, 54% of social media users use social media to make their purchases, and 71% are more inclined to buy products and services based on said social media referrals (Barysevich, 2020).

Having knowledge of the type of costumers you want to reach is a strategy that allows businesses to achieve success effectively. Analysing and collecting data from your social media platforms, thinking about the message you want to send to viewers, and probably the most important of all, keeping your content up to date and being engaged with your followers (Sprout Social, 2023).

How social media helps customers to find products and services?

According to Porch Group Media (2024), the company those brands that will be left behind are the ones that are not investing in social media. According to new research by Sprout Social, one in three consumers use social media to search new products, services or brands. Consequently, one in four use social media to buy products. In consequence of the pandemic, the use of social media has increased among younger and older generations as shown in the image below.



With more than one billion active monthly users, Instagram is one of the easiest digital platforms for sales, with several tools to transform views into sales with stories, the “buy now button or by simply posts.” Facebook as well as Instagram has the same approaches although it is not as good as it used to be but does not mean that is not a good platform to buy and sell (Enfroy, 2021).

Another platform that recently came to this world of selling is Tik Tok. Certain products and services have found a natural fit on TikTok. From fashion and beauty to technology products that lend themselves to visual and creative expression are likely to do well on the platform. However, the way the product is presented is what can

make the difference. Find a good strategy, using what is trending at the moment, play a crucial role in catching the interest of the audience (McKenzie, 2024).

Risk associated with digital and social media.

Social media platforms can be used to create an identity, to make new friends, to increase profit, and many other benefits through these tools.

Otherwise, being exposed to the online world without a clue on how to make beneficial use of it, can have emotional, financial, or even legal consequences in many cases.

Hackers and cyber criminals are constantly looking for distracted users. For this reason, the less personal data you can share or make public, the better. By uploading photos that anyone can see, users make it much easier for potential stalkers to target new victims, with they can use to sell or potentially put a victim's life in danger (Ionos , 2023).

Recommendation and Conclusion.

In conclusion of this research, we could see that the Internet has brought us an incredible world of opportunities. Not long ago, it would have been unimaginable to think that without even leaving our homes we could buy and hire services or meet people and places completely beyond our reach.

We can also assume that as a sales tool it could not be more useful and accessible, with some knowledge anyone could start an online business these days. With the ease that the internet has brought us, we can see that there are no longer any barriers between companies and their consumers.

We can take advantage of social media in many ways, as consumers, entrepreneurs or as students.

Using social media to learn new skills is also something that anyone can consider, just remembering that there is a lot of misinformation out there.

Therefore as in any other situation, we must use this powerful tool wisely, being careful about what we see, say, post, buy and share online is something we must be cautious about.

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