

SOCIAL MEDIA UNLOCKED THE WORLD FOR THEIR CUSTOMERS

Task 3: report. Module: digital
skills(LCLM4002). Term: 1. Group: 5.

ASSIGNMENT TITLE:

Write a report about how social and digital
media can be used to reach a wider customer
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Abstract

Social media is the name of the group of platforms that were created for the purpose of posting thoughts, messages, photos and videos about determined subjects between the users.

We have many examples of social media: Facebook, Instagram, Twitter, YouTube, TikTok, Snapchat, ETC. The most influential though is meta. Renowned for its acquisition of Facebook, YouTube and Instagram.

Because of this major success of social media the marketing Department (Promotion of products various brands and services to reach customers) had a major swing from traditional direct marketing to digital and social media marketing.

Benefits

The use of social media for marketing gives businesses major benefits:

User preferences: Social media permits brands and businesses to advertise their preferred customer, giving them the opportunity to check in real time the data about the user preferences on advertisements and product.

Flexibility: social media give the possibility for brands and businesses to update or change the content of their advertisement anytime, it also permits for customer to get in touch with specific brands and businesses via their websites with just one click.

Cost efficiency: social media is the cheapest way to promote your business. Most of the major websites give the possibilities for businesses to share their products for free.

Sales: Because of the vast range that social media has, it gives businesses potential and actual customers making it big increase on sales for the brand.

Disadvantages

Having to deal with many customers. Social medias have to deal with discontent as well. There are many factors that counts as disadvantages based on each platform but the most common are:

Backlash: The reaction of advertisement from the customers is very quick and sometimes it could be not positive. And sometimes a mistake could be made into meme and get viral very fast misunderstanding the brand intention.

Embedding brand: Integrating with the user is very important otherwise they might see the brand has a stranger. And managing the brand presence with various influencers and stories takes a big amount of time.

Popularity: Being a popular brand it might cause a disadvantage in case of keeping up with the image that you created for your business.

Platform loyalty: by concentrating your marketing on only one platform just because it's popular at the moment it might cause consequences in case of the platform losing popularity over some other platform.

Examples of social media:

YouTube is a platform that was created to share videos it was founded in 2005 by PayPal and consequently bought by Meta later on it has an estimate of 2 billion users and it offers a major opportunity for brands to be seen and heard directly.

Facebook created by Mark Zuckerberg in 2004 it is a networking tool that permits users to post status updates, pictures and videos into the platform, with its 3 billion users worldwide it has a very extensive reach.

Instagram presented in 2010 it was based on posting photos by the users allowing them to be followed and to interact with other people. Instagram had a major success with the millennial users that were not used to watch traditional TV ads or radio advertisement (Israfilzade & Babyev, 2020). Instagram with its fast pace and always available platform made it so very hard for brands to keep up with updates of content and interaction.

Social media for businesses

3.5 billion people every day use social media with 54% of product sold thanks to the advertisement on the platforms making it a marketing strategy 73% more effective.

With many key factors social media is important because it can:

- leverage social advertising
- boost brand awareness
- increase search engine optimization
- increase conversation rates
- satisfy your customers
- announce brand loyalty

conclusion

By analysing the pros and cons of social media we have three major reasons why it should be used: for businesses we have the key aspects of marketing, communication, information gathering and receiving feedbacks.

For learning we identify our goals and we clarify why, when, How, and what we use the platforms for.

For hiring we better our chances of employability By researching and self-promoting ourselves.

References

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