

University of Wales Trinity Saint David London

Digital Skills Report

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

Academic years-24/25

Ruslan Rainivskyi

LCLM4002-2412647

Lecturer: Mohammad Shaijee

Date Submission:10/12/2024

CONTENT

Introduce.....	3
1.What is Social & Digital Media.....	4
2.Targeting.....	5
3. How to use social media for business owners.....	6
3.1. Collaborate with influencers.....	6
3.2. Interaction with followers.....	6
3.3. Analyse performance.....	6
4. How to use digital media for business owners.....	7
4.1. Websites.....	7
4.2. Email marketing.....	7
4.3. Online advertising.....	8
5.NIKE.....	8
6.Conclusion.....	9
7.References.....	10

INTRODUCE

Social and digital media is now a critical part of marketing and business development in our fast growing, technological world. Things have changed, as it is well known that platforms such as Instagram, Facebook, TikTok or YouTube have opened a whole new world for companies to communicate with their customers and turned what was previously 100% controlled into a discussion.

In this report, I look at how companies can use social and digital media to grow their customer base and brand. With these tools, companies can not only expand their reach, but also engage with existing customers even more. By using targeted advertising, interactive content and community engagement, companies can further personalise the experience for their audience. Through real-time feedback and interaction, social media provides companies with

the ability to quickly and efficiently adapt and improve their marketing capabilities

I will look at examples of successful social media campaigns and try to explain what made them successful. With those strategies, companies can use social and digital media not only to expand their customer base, but also to build brand loyalty and achieve long-term success. In summary, social and digital media have huge potential, if done right, companies can make incredible results in a short period of time. In summary, social and digital media have huge potential, if done right, companies can make incredible results in a short period of time.

1. What is Social & Digital Media?

Social media is online platforms where people from all globe are able to communicate, share media, from vacation for example and interact with other internet users. Such examples include Facebook, Instagram, Twitter, TikTok, etc. Digital media is a term that covers websites, email, apps, and online advertisements. Both of them serve as great promotional tools for businesses.

2.Targeting

Platforms like Facebook allow companies to show ads to specific groups of people, based on age, location, or interests.

I have a little experience in this. I do some part-time work from time to time. The main goal of the job is to bring a client to a company that you can choose yourself through some websites, for example, it can be an online casino (the highest profit per lead), as well as various medicines (there is a slightly lower payout), and in general it can be anything, even clothes or furniture. I bring clients through Facebook ads. It's not easy work, but everyone is happy in the end. The company - with the client, I - with my money, and Facebook - with the money I spent on advertising. This is only a small part of how you can make money using social media, there are a lot of resources for this now.

3.How to use social media for business owners

3.1. Collaborate with influencers

Many companies work with influencers, who have a lot of followers on their social media. For example, a cosmetics company work with a famous make-up artist to promote their products. Influencers help brands by providing them access to their followers, introduce their products in influencers life. This method really helps them grow their brand.

3.2. Interaction with followers

Brands: It's not just advertising, but what we call social media, regular communication. Companies should respond to comments, ask questions, hold

various giveaways of their products and thank their followers. This also helps to build trust and loyalty.

3.3. Analyse performance

Most social media sites have tools to measure the success of posts and ads. Brands can find out what content is performing best and direct their strategies in the right direction.

4. How to use digital media for business owners

4.1. Websites

A company's website is a place for products, services and contact information. This means that websites should be easy to navigate and mobile-friendly.

4.2. Email marketing

Most buyers prefer to receive communications with brand by email. Companies can use updates, promotions, and newsletters to interact with their clientele.

4.3. Online advertising

For example, Google Ads allows companies to show their adverts to people who are looking for similar products or services. If you are wondering how this works, it is very simple, big companies like Google sell your data to other companies and this is how they track your activity.

5.Nike

One of the best in this business in my opinion is Nike. I am a big fan of this brand, they promote their brand very well. They collaborate not only with athletes as it may seem at first glance because it is a sports brand, but they have many famous people from different fields like Travis Scott, he is a popular singer, his shoes are now one of the best in the history of the brand, all young people are fans of these shoes, me included.

Cristiano Ronaldo is the most popular football player in the world at the moment, he has been working with

Nike his whole life, his fans see him playing in Nike boots and dream of buying them just like their favourite club's shirts.

Michael Jordan is one of the best basketball players in history, his shoe brand is directly linked to Nike, and it has become so popular that basketball fans are a tiny % of the buyers of this brand, if you go out and look at someone's shoes on the street, you will understand what I am talking about. Nike also attracts a lot of bloggers, in my opinion, 80% of the brand's success is based on this.

6. Conclusion

Social and digital media can enable businesses to connect with more people in so many ways. They can expand their customer base by posting interesting posts, using paid advertisements, and communicating online with customers. But businesses need to also be prepared for challenges, such as competitor activities and social media algorithm changes. If you want to succeed in the long run, you must adhere to a known plan and extend new models of digital site marketing.

Social and digital media can be for more than just large companies. Even small enterprises can be quite adept at using these tools if they are careful and creative. These platforms are going to be crucial for customer interaction and growth in the future.

7. References

OurCrowd (2024), *What is Digital Media? Understanding the Digital Content Landscape*. Available at: <https://www.ourcrowd.com/learn/what-is-digital-media> (Accessed: 10/12/2024)

HR Technologies (2022), *The 22 Benefits of Social Media for Business in 2022 and beyond*. Available at: <https://www.hrtechnologies.co.uk/latest-news-and-updates/22-benefits-of-social-media-for-business-lqyb> (Accessed: 10/12/2024)

WordStream (2024), *Social Media Marketing for Businesses*. Available at:

<https://www.wordstream.com/social-media-marketing> (Accessed: 10/12/2024)