



HOW SOCIAL AND DIGITAL MEDIA CAN BE USED TO REACH A WIDER
CUSTOMER BASE.



MOODLE NAME: DIGITAL SKILLS

MOODLE CODE: LCLM 4002

STUDENT NAME: WANEATTA PHILLIPS

STUDENT ID: 2321525

GROUP: 1

LECTURERS NAME: AMITAVE BANIK

Contents

Intoduction.....	2
Positives	2
Negatives	3
Conclusion.....	5
References	6

Introduction

Social media has played a significant role in the way businesses interact with customers, market their products, build brand awareness and drive sales **(Felaco, Raffaele, 2023)**. According to Felaco, social media has influenced businesses in keyways, such as: customer engagement, brand awareness, influencer marketing, sales, market research, feedback, privacy concerns and information overload **(Felaco, Raffaele, 2023)**. In this essay, I will illustrate some of the strategies used by business to target a wider audience. This will be used to show the benefits of social media. I will also cover the negatives of social media, for example the effect on a business of posting wrongly using social media tools. The essay will be concluded with a summarisation of whether I believe social media has greater positives than negatives in reaching out to a wider audience.

Positives

Businesses use several social media tools for leveraging and digital platforms for expanding customer reach, to influence their target audience and drive sales. The most effective tools used to date. According to google search (2024), these social media tools have the following number of viewers:

Facebook with 2.9 billion monthly active users **(Google, 2024)**, Instagram 2 billion users, **(Google, 2024)**, LinkedIn over 830 **(Google, 2024)** million members **(Google, 2023)**, Twitter 368 million monthly active users **(Google, 2024)**, YouTube 2.49 billion monthly users **(Google, 2024)** and Tik Tok over 1 billion monthly users **(Google, 2024)**.

These make them highly useful and effective to a business's market presence due to their high popularity of viewing numbers.

Below will be a summary of the key aspects of social media tools and how businesses use them to interact with their customers increasing their presence and target audience **(srinivas, n.d.)**.

Building Brand Awareness: Posting can help to increase brand visibility and awareness.

Connecting with customers: Is a great way to interact with customers, respond to their questions in real time, and receive feedback.

Drive traffic to your website: Posting links to your website or blog can drive traffic to your online presence and increase your websites visibility.

Boost engagement: Posts can generate comments, shares, and likes, which can help to increase engagement and reach a wider audience.

Enhance customer relationships: By posting, you can build stronger relationships with your customers and foster a sense of community.

Cost-effective marketing: Posting is a cost-effective way to reach a large audience and promote your business.

Negatives

Due to the high volume of numbers these popular tools have, this can affect a business dramatically as they can be used as a platform for customer to express their views about products or services whether positive or negative. This feedback has the potential to quickly go viral, enhancing or damaging a business's reputation.

For example, Burger king is a worldwide franchise that mistakenly sent out a wrong message on National Women's Day. Burger King stated that "women belong in the kitchen" so you can imagine how all the feminist women took that comment and ran with it. People thought they were being sexist and felt very upset about what was said in the tweet. Burger king once realising, they were getting negative comments, then sent out another tweet to clear up their mistake by saying they meant that females only represent 20% of their workforce compared to the men at burger king and that they basically need more women. So, regardless of a business's good intentions, posting on social media can get you in to trouble with the public and can be very dangerous because you never know who will take offence to what you write.

Burger King may have also had a dedicated Team to look over its posts before sending but this still managed to get overlooked. Once you post its out there for life. Even if you try to delete it somebody has already seen it. Burger kings tweet weather it was a mistake or not could have been very detrimental on its reputation and brand due to the high volume of viewers Twitter possesses (**Rico, 2023**). This is a clear indication of the power of social media and the impact it can have on a business if used incorrectly.



An example of social media gone wrong: Burger King's tone-deaf tweet from 2021. (Source: **Burger King**)

Security can also be negative to social media. For example, if you are a business owner worldwide the security must be very tight due to the volume of its users. A breach in security can be detrimental to a business. For example, PlayStation had its account hacked resulting in the leakage of personal data from its customers. Customer bank information was at risk (**Google, n.d.**). Hackers target these major companies due to the high volume of customers they generate and also to be

profitable or cause disruption. It also can have a negative experience for the customer who have children who like to purchase gaming money to play these games as there can be overspend on parent's credit cards but if your sites had more authentication, it could stop parents wanting to take off their credit card details and have more faith in the company. I feel I have already lost my son to the gaming world already he spends lots of money online and I must keep checking my card details.

Misinformation can be very harmful to businesses. Misinformation can affect the purchasing decisions made by customers. 85% of customers participating in survey stated they would not buy a product from a company associated with misinformation and 90% said that reliable information is important in helping them decide whether to buy a product or service from a particular business (**Bishop, 2022**).

Conclusion

The role of social media tools has provided businesses with new opportunities to enhance customer engagement, market their products and drive sales. Social media has transformed the way businesses operate globally possessing many pros and cons. I hope I have illustrated the pros and cons by using clear examples of how business can be affected by social media.

My overall opinion on social media is it is very useful when used correctly. It can connect long lost families; you can talk or facetime internationally without having to buy expensive calling cards. I personally use it a lot to connect with all my friends and family around the world. I recently connected with school friends on Facebook where they posted a picture of me with a group of my classmates from my schooldays in (2006) I use Instagram a lot to post pictures of my children and family life. Traditional hard copy photographs would be shared via post office mailing to share memories whereas nowadays these memories can be shared instantly with a click of button reaching out to a wider audience within seconds and at a minimum cost. I would say my only concerns have been when a stranger leaves a horrible

comment under a loved one's picture or when they say something negative as a joke. When this gets posted or shared around different platforms hundreds of times, this has the potential to go viral and there is nothing you can really do about it!

References

- Bishop, A. (2022, August 31). *Tech Informed*. Retrieved April 27, 2024, from How misinformation can impact businesses.
- Felaco, Raffaele. (2023). *Wholesale Business 2.0: Navigating the Future*. Retrieved April 27, 2024, from Wholesale Business 2.0::
https://www.google.co.uk/books/edition/Wholesale_Business_2_0_Navigating_the_Fu/r-7UEAAQBAJ?hl=en&gbpv=1
- Google. (2023, December 22). *How many people use linkedin*. Retrieved April 27, 2024, from Google earch:
https://www.google.co.uk/search?q=how+many+people+use+linkedin&sca_esv=ef60048de08cc37c&sca_upv=1&sxsrf=ACQVn080MLHQSIA06RVIChc73QgOWMSNmw%3A1714302774142&ei=Ni8uZsioCNS_hbIPwo--iAg&oq=how+many+people+use+linkedin&gs_lp=Egxnd3Mtd2l6LXNlcnAiHGhvdyBtYW55IHb
- Google. (2024, March 7). *How amny people use tiktok*. Retrieved April 27, 2024, from Google search:
https://www.google.co.uk/search?q=how+many+people+use+tiktok&sca_esv=ef60048de08cc37c&sca_upv=1&sxsrf=ACQVn0_SVzcWNr7uJzcbw4JAtf0zgkD5MA%3A1714303206799&ei=5jAuZridMO6thbIP9cenQA&oq=how+many+people+use+tikto&gs_lp=Egxnd3Mtd2l6LXNlcnAiGWhvdyBtYW55IHBlb3BsZ
- Google. (2024, march 20). *How many people use facebook*. Retrieved April 27, 2024, from google search:
https://www.google.co.uk/search?q=how+many+people+use+facebook&sca_esv=ef60

048de08cc37c&sca_upv=1&sxsrf=ACQVn08DN7Xyc3vPHhEkW7O6Ey9NSQZzjQ%3A1714302145064&ei=wSwuZs7DA8-KhblPubaDuAU&ved=0ahUKEwiOqJOT4eSFAxVPRUEAHtnbAFcQ4dUDCBA&uact=5&oq=how+many+people+us

Google. (2024). *How many people use instagram*. Retrieved April 27, 2024, from Google search: https://www.google.co.uk/search?q=how+many+people+use+instagram&sca_esv=ef60048de08cc37c&sca_upv=1&sxsrf=ACQVn0_VsgheMGUsUmwpJMI6b0jfg0uTw%3A1714302241995&ei=IS0uZvyrPL26hblPycCQuAQ&oq=how+many+people+use+ibstagram&gs_lp=Egxnd3Mtd2l6LXNlcniHWhvdyBtYW55I

Google. (2024, March 7). *How many people use tiktok*. Retrieved April 27, 2024, from Google search: https://www.google.co.uk/search?q=how+many+people+use+tiktok&sca_esv=ef60048de08cc37c&sca_upv=1&sxsrf=ACQVn0_SVzcWNr7uJzcwb4JAtf0zgkD5MA%3A1714303206799&ei=5jAuZridMO6thblP9cenQA&oq=how+many+people+use+tikto&gs_lp=Egxnd3Mtd2l6LXNlcniGWhvdyBtYW55IHBlb3BsZ

Google. (2024, March 27). *How many people use twitter*. Retrieved April 27, 2024, from Google search.

Google. (2024, March 20). *How many people use Youtube*. Retrieved April 27, 2024, from Google search: https://www.google.co.uk/search?q=how+many+people+use+youtube&sca_esv=ef60048de08cc37c&sca_upv=1&sxsrf=ACQVn09HgLSxU4jFwGdHfR-F1NeaGz-KOg%3A1714303075431&ei=YzAuZpn2GYaUhblP2funwAM&ved=0ahUKEwjZs-TO5OSFAxUGSKEAHdn9CTgQ4dUDCBA&uact=5&oq=how+many+people+use

Google. (n.d.). *Google Search*. Retrieved April 27, 2024, from playstation hacked cases: https://www.google.co.uk/search?q=playstation+hacked+cases&sca_esv=089ad1611a1ff0a7&sca_upv=1&sxsrf=ACQVn09ur89Bu2T5yIFrpqHhyMu7xbRKfA%3A1714305112884&source=hp&ei=WDguZq2zM-q0hbIPo86E8A4&iflsig=ANes7DEAAAAAZi5GaOEYdwTqLuay7i9V7gsRKxQaUFUt&ved=0ahUKEwiv6

<https://techinformed.com/how-misinformation-can-impact-businesses/>. (n.d.).

<https://techinformed.com/how-misinformation-can-impact-businesses/>. (n.d.).

Rico, A. R. (2023, July 21). <https://fitsmallbusiness.com/social-media-fails/>. Retrieved April 27, 2024, from Marketing | Listicle: <https://fitsmallbusiness.com/social-media-fails/>

srinivas, g. s. (n.d.). *Google books*. Retrieved April 27, 2024, from Social Media - FAQ's: https://www.google.co.uk/books/edition/Social_Media_FAQ_s/K52vEAAAQBAJ?hl=en&gbpv=1&dq=how+can+social+media+increases+wide+audience+awareness&pg=PA22&printsec=frontcover

