

Title of the report

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Used to Reach a Wider Customer Base

Introduction

Today, social media and digital platforms are very important for businesses. In the past, companies used TV, newspapers, and radio to talk to customers. Now, they use websites, apps, and social media platforms like Facebook, Instagram, TikTok, and YouTube. These platforms help businesses connect with more people, not only in their local area but all over the world. **(Kaplan and Haenlein, 2010).**

This report explains how social and digital media can help businesses find more customers. It also looks at the good and bad sides of using these tools.

How Social and Digital Media Help Businesses Grow

Social and digital media allow businesses to talk directly with people. Companies can share news, photos, videos, and updates. Customers can comment, ask questions, and share posts with their friends. This helps more people learn about the business.

For example, when a small shop shares a fun video on TikTok or Instagram, many people might watch it. Some may visit the shop or buy something online. This helps the business grow without spending a lot of money. Businesses can also use ads on Facebook, Instagram, or Google. These ads can target people by age, location, or interests.

This way, businesses reach the right people who are more likely to buy their products or services. **(Chaffey and Ellis-Chadwick, 2019).**

Ways to Reach More Customers Using Digital Media

- **Advertising Online** - Businesses can create ads on social media or Google. These ads can reach thousands or even millions of people. The best part is that businesses can choose exactly who sees the ads—people who are most likely to become customers.
- **Posting Interesting Content** - Sharing useful or fun posts helps people learn about a business. For example, a bakery can post videos of how they make cakes. If people enjoy the video, they might follow the page and later buy something. (*Sprout Social, 2025*).
- **Working with Influencers** - Influencers are people with many followers on social media. When they talk about a product, their fans often pay attention. If a popular person shows your product in a good way, many new people may want to try it too.
- **Using Search Engines** - Having a good website that shows up on Google helps people find your business. This is called SEO (Search Engine Optimization). If someone types “best coffee in London,” and your café appears on the first page, more people might visit you.
- **Talking with Customers** - Replying to comments, messages, and reviews shows that a business cares about its customers. People like to support friendly and helpful companies.

Advantages of Using Social and Digital Media for Business

- **Big Audience**

Social media helps businesses reach people from different cities, countries, and even continents. A good post can go viral and be seen by thousands quickly. (*Statista, 2024*).

- **Low Cost**

Starting a social media page is free. Even paid ads are cheaper than TV or newspaper ads. This is helpful for small businesses with a small budget.

- **Easy to Measure Results**

Platforms like Facebook and Instagram show how many people saw, liked, or clicked on a post or ad. Businesses can see what works and change their plans if needed.

- **Better Customer Service**

Businesses can answer questions and solve problems fast using messages or comments. This builds trust and helps keep customers happy.

- **Stronger Relationships**

Sharing behind-the-scenes videos or stories helps customers feel more connected to a brand. When people feel close to a brand, they are more likely to stay loyal. (*Forbes, 2024*).

Disadvantages of Using Social and Digital Media for Business

- **Takes Time**

Running a social media page well takes a lot of time. You need to post often, reply to messages, and make creative content. Some businesses may not have enough time or people to do this.

- **Negative Comments**

Sometimes, unhappy customers leave bad comments or reviews. If many people see them, it can hurt the business's image. It's important to reply politely and solve the problem quickly.

- **Platform Rules and Algorithms**

Social media platforms change their rules and how posts are shown. A post may not reach many people unless it gets likes or comments, or unless the business pays to boost it.

- **Security Risks**

Businesses must protect their accounts and customer data. Hackers can attack accounts, or someone might post something harmful by mistake.

- **Trends Change Quickly**

Trends on social media change fast. A style or type of content that worked last month may not work today. Businesses need to keep learning and adapting to stay popular.

Conclusion

Social and digital media are powerful tools for businesses to reach more customers. They allow companies to share stories, talk to customers, and promote their products

in creative ways. With the right plan, even small businesses can grow and find new clients around the world.

However, using these platforms takes time and effort. There are also risks like bad comments or sudden changes in the way platforms work. To be successful, businesses need to be active, creative, and ready to learn.

In the end, when used wisely, social and digital media can help any business grow faster and connect better with people everywhere.

Reference list

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