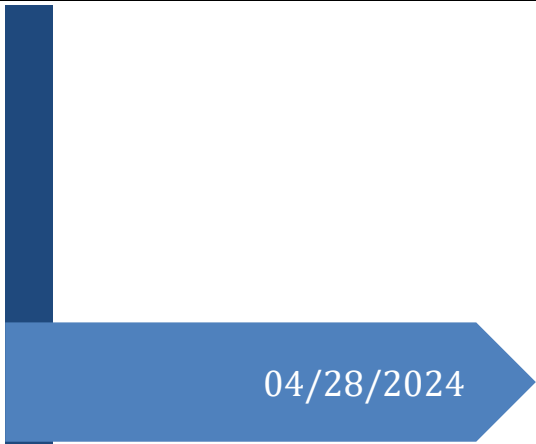


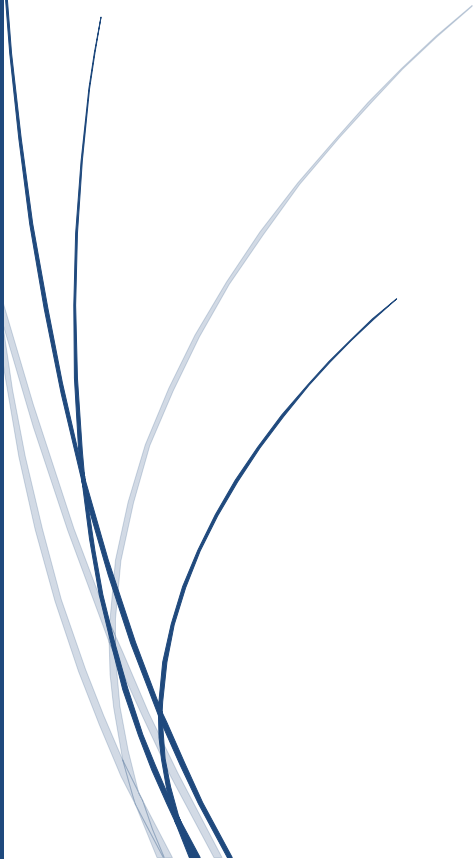


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How social and digital media can be used to reach a wider customer base



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Executive Summary

The main objective of this report is to present the way through which social and digital media are impactful and beneficial to reaching a vast customer liability for business organisations. In the globalisation of business in the UK most business organisations are implementing and depending on digital and social media in order to gain a competitive advantage and enhance the growth rate. Focusing on this concept the report presents the current trends in the business market the paper also upholds the benefits and drawbacks of implementing digital and social media tools in business operations.

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Introduction

In the globalisation of business in the UK most business organisations are implementing and depending on digital and social media in order to gain a competitive advantage and enhance the growth rate (Drummond *et al.*, 2020). Focusing on this concept the report is going to present the current trends in the business market the paper also going to uphold the benefits and drawbacks of implementing digital and social media tools in business operations.

Main Body

1. Marketing trends in the current business environment in the context of using social and digital media tools

As per the increasing rate of customer's dependence on social media, most business entities implementing digital tools and social media platforms to cope with the diverse marketing environment of the business. In addition, customers are interested in shopping or making orders through the internet or based on social media websites rather than going physically to the stores for shopping (Dwivedi *et al.*, 2023). In this context, the customers, who are still interested in physical shopping generally prefer to come to stores that are nearly located in their residential area, for which some of the business operating hubs that are not expanding in such areas are facing challenges with poor customer power. In this context, the significance of digital tools and social media platforms comes in place to boost the customer experience as well as liability.

For instance, as per Store.mintel.com (2022), in 2022, 14% of UK customers depend on social media platforms to order and buy products to their choices. There are approximately 15.1 million people in the UK, who rely on social media platforms to shop their products. This signifies the growth of depending on social media platforms for the community. In this context, it can be stated that the more business hubs implement digital tools and install social media the more it will raise an opportunity for job-seekers. Additionally, according to Emarketer.com (2022), 53% of customers spend their time surfing online sites and channels in 2022 which upholds the significance of evolving the business on social media platforms.

2. Strategies organisations follow to reach a wider customer base using social and digital media tools

There are several strategies that a business firm can follow to boost the customer chain, which is mentioned in the following.

2.1 Influencer Marketing

Influencer marketing is a typical method of social marketing that is based on branding or influencer partnerships and also contains endorsements. With the help of this kind of marketing approach, the business organisation is able to boost its brand awareness and attract the content, products and services of the brands. For instance, according to a survey of Statista.com, (2022), in 2022, 68% of B2C marketers, which are typically known as Business to Customer marketers depicted that they are using influence marketing to grow the business operation. Some of the top UK companies like House of Marketers, Engage Hub, Brandnation, Buttermilk, Kairos Media and many more depend on the influence marketing strategy to grow their business operation (Fraccastoro *et al.*, 2021).

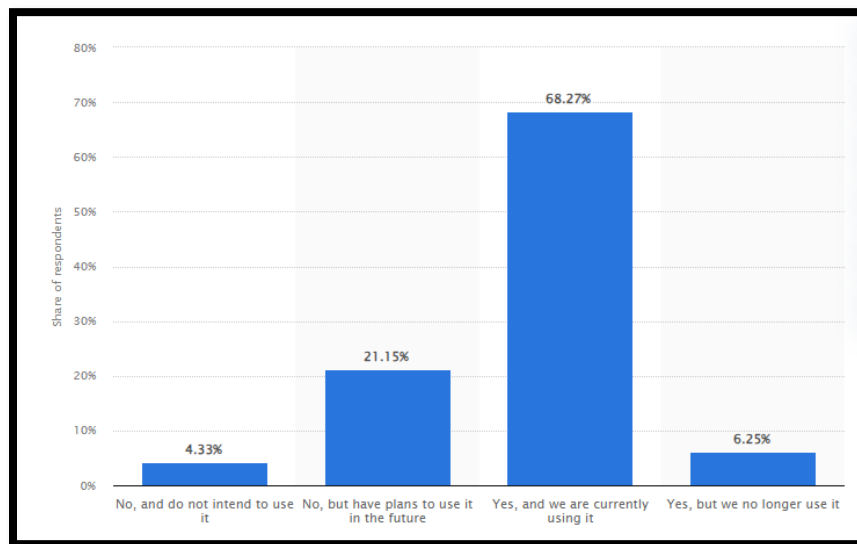


Figure 1: Statistics of Influence Marketing in 2022

(Source: Statista.com, 2022)

2.2 Social Media Marketing

In this typical marketing style, the business hub generally detects the current trends and the preferences of the customers. Along with that, according to the social media platforms the business operators can be benefited from fixing any customer related queries along with receiving suggestions of the products by rating and review process. In

this context, in 2022, 76% of UK business firms use social media to grow their business market (Sensortower.com, 2022). Moreover, 61.67 million people depend on the social media chain to purchase products in the UK market, which is a high growth of 7 million from 2018. Most of the UK sectors especially the Retail, Entertainment, and Food departments rely on the social media marketing where Amazon, Netflix, ASDA and many more companies are included (Mason *et al.*, 2021).

2.3 Content Marketing

The term content marketing refers to a typical style of marketing methodology which are used to attract, engage, and retain audiences through the way of creating and sharing relevant articles, podcasts, videos and other types of media. This approach is beneficial in order to set expertise and boost brand awareness. In 2022, B2C marketers used 83% of producing short articles, whereas 61% of the company depended on video content to boost their business in the UK market (Startups magazine.co.uk, 2022). Some of the most well-known organisations in the UK, like, Passion Digital, Bird Marketing, The SEO Works, Brafton, GA Agency and so on are operating their business following the Content Marketing methodology.

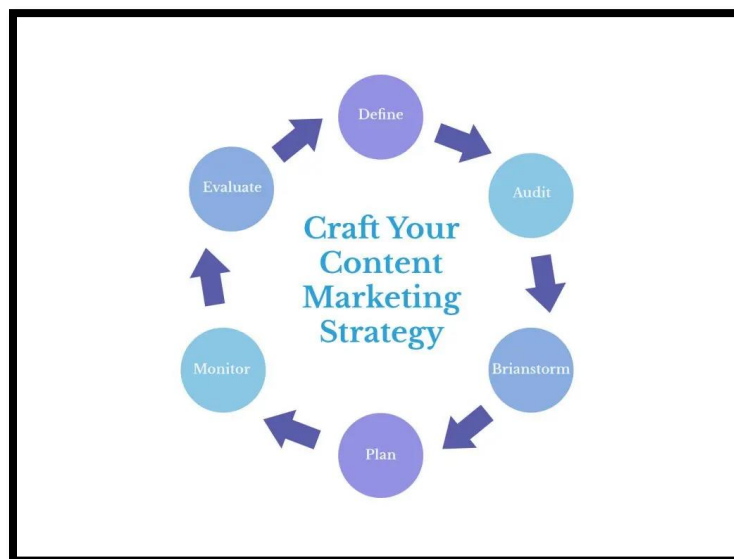


Figure 2: Content Marketing Strategies

(Source: Self-Developed)

2.4 Search Engine Optimisation (SEO)

SEO or Search Engine optimisation defines some set of practices through which a popular business hub can boost its rank while the customer searches to buy some sort of products. The most significant objective of this process is to boost the position of the business entities by maintaining a strong brand image along with productivity as well as customer service. According to this model, business enterprises also get benefits in terms of improving digital marketing ROI, enhancing credibility, boost their brand awareness along with the cultural environment within the workplace. Several UK entities like Tesco, ASDA, Amazon, and Netflix follow this approach in order to maintain its reputation and provide gain high rate of customer liability.

3. *Benefits and challenges regarding using social and digital media tools to reach a wider customer base*

There are multiple benefits of using social media, which consist of strong customer liability. With the help of digital tools, the business is able to identify the current trends and the product preferences of the customers which helps them to update their business strategy. Moreover, these tools also help to detect the current position of the enterprises in the business market and the profit structure. In addition, customers are interested in shopping or making orders through the internet or based on social media websites rather than going physically to the stores for shopping which influences the business hubs to grow in future utilising the digital tools (Borah *et al.*, 2022). Most of the UK enterprises such as Aldi, Tesco, Morrison's, Premier Inn, and JW Marriott adopt digital tools like, Chabot, and AI to operate their business.

Along with these advantages some companies indulge in scams like personal data hack, and misguide customers by asking for their payment details, such as The Long-Term Contract Scam, the Double-sell Digital Marketing Scam, The Missing results Ripoff and many more.

Conclusion

In the globalisation of business in the UK most business organisations are implementing and depending on digital and social media in order to gain a competitive advantage and enhance the growth rate. Focusing on this concept the report presents the current trends in the business market the paper also upholds the benefits and drawbacks of implementing digital and social media tools in business operations.

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