



Name: Benilde Ferreira

Student ID: 21283111

Module Code: LCLM4002

Module: Digital skills

Lecturer: Dr. Rexon Nting

Submitted on: 26/04/2024

Contents

Introduction:	3
Main body:	3
Conclusion:.....	5
References:.....	6

Introduction:

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

In this report I will be discussing the ways in which social and digital media is currently and has been utilized to reach a wider audience. In today's world the advancing of the business scene, the importance of social and digital media couldn't possibly be more significant. This has altered the way in which businesses connect with their public, market their items or services, and engage with clients. This report will express the role of social and digital media in current strategic approaches, their effect on marketing strategies and client engagement, as well as the advantages, defaults, and future opportunities they may have. Through a thorough investigation, this report will feature the significance of utilizing social and digital media to enhance business development and reach a larger client base (Venkateswaran et al., 2019).

Main body:

Social media is a communication tool but in the grand scheme for social interaction it utilizes exceptionally reachable and ascendable communication strategies. Digital and social media are becoming indispensable assets for companies that aim to grow their customers. Social media is a term used to describe online platform and websites that give people the opportunity to make and share content, communicate with others, and partake in virtual networks (Venkateswaran et al., 2019). Digital media refers to a more extensive scope of digital creations used for communication and data sharing. In the business industry, social and digital media assume a critical part in promoting and client engagement. These platforms offer businesses with the chance to reach a more extensive audience, construct brand awareness, and cultivate a relationship with clients. Through designated advertising, customized content, and continuous collaborations, companies can successfully draw in with their interest group and make significant associations that drive client loyalty and satisfaction. The unique idea of social and digital media allows businesses to adjust their procedures to meet the developing necessities and inclinations of shoppers in today's digital scene (Grover, Kar and Dwivedi, 2022).

There are many advantages of using social and digital media to reach a wide audience. Firstly, these platforms offer expanded reach and visibility, allowing businesses to interface with a more extensive audience and extend their brand online presence. Through designated advertising and audience division, businesses can fit their advertising efforts to specific demographics, improving the effectiveness of their campaigns. Besides, social and digital media empower greater client engagement and interaction, encouraging significant

relationships with shoppers. Constant feedback and client care are also worked with through these platforms, enabling brief reactions to requests and concerns, eventually further developing in overall client satisfaction (Singh & Sinha 2017).

Techniques for using social and digital media include making a strong web-based presence across different platforms such as Facebook, Instagram, Twitter, and LinkedIn, evolving a custom-made content strategy that aligns with the target audience's inclinations, utilizing influencer partnerships and collaborations efforts to improve brand visibility and credibility, and employing advertisement companies to reach specific target audience effectively. These techniques are fundamental for businesses effectively engage with their audience, increase brand awareness, and drive client commitment in the digital world (Hu, 2023).

An example of a successful business that has really utilized social and digital media to reach a larger client base is Nike. Nike has put in place several tactics and strategies to engage with their audience and drive brand awareness through social and digital platforms. One key tactic used by Nike is using influencer partnerships and collaborations. The company has worked with well-known competitors, superstars, and social media influencers to advertise their items and connect with a more extensive audience. By joining forces with people who have areas of strength for an on platforms like Instagram, Twitter, and YouTube, Nike can reach new clients and raise brand visibility (Audrezet, 2020). Furthermore, Nike has concentrated on building a strong online presence across several platforms. The company keeps up active profiles on social media platforms such as Facebook, Instagram, and Twitter, where they share strategic content, product updates, and limited time offers. By frequently posting relevant and visually appealing content, Nike can create ties with buyers and direct people to their site and actual stores. Moreover, Nike has successfully utilized paid advertisement companies for designated reach. The company invests into social media promoting to reach specific demographics and target audience with bases on their interests, behaviour and online presence (Zheng, 2022). By running designated advertisements on platforms like Facebook and Instagram, Nike can reach potential clients who are probably going to be keen on their items, eventually driving deals and brand loyalty. Nike's essential way to deal with social and digital media marketing has assisted them with arriving at a more extensive client base and keep a strong presence in the sportswear industry. By investigating and carrying out these strategies, businesses can learn important experiences on the most efficient ways to use social and digital media to grow their scope and engage with clients (Koronios et al., 2020).

Difficulties and considerations in using social and digital media for client outreach cover several perspectives that businesses need to explore. These difficulties include addressing

security concerns linked to data collection and usage, adjusting to regular algorithm changes on social media platforms that effect visibility and reach, and overcoming restraints forced by platforms policies and guidelines (Fox, Barry and Colbert, 2016). By recognizing and planning around these difficulties, businesses can better optimise their social and digital media efforts to engage with their target audience and improve customer relationships.

Conclusion:

To conclude, social and digital media can be useful assets for reaching a wider customer base. By using platforms like Facebook, Instagram, Twitter, and LinkedIn, companies engage with a bigger audience and increase brand visibility. Through designated advertising, content creation, and community involvement, businesses can reach potential clients and direct people to their sites or actual stores. Furthermore, social media takes into consideration continuous correspondence with clients, enabling businesses to address requests, give client care, and assemble feedback. Overall, using social and digital media can assist companies with extending their reach, improve relationships with clients, and eventually develop their client base.

References:

- Audrezet, A. (2020) How Brands Can Build Successful Relationships with Influencers.
<https://hbr.org/2019/04/how-brands-can-build-successful-relationships-with-influencers>.
- Fox, C.S., Barry, K.J. and Colbert, J. (2016) 'Importance of social media alongside traditional medical publications,' *Circulation*, 133(20), pp. 1978–1983.
<https://doi.org/10.1161/circulationaha.115.020303>
- Grover, P.S., Kar, A.K. and Dwivedi, Y.K. (2022) 'The evolution of social media influence - A literature review and research agenda,' *International Journal of Information Management Data Insights*,
- Hu, R. (2023) 'Exploring digital marketing for brands in the internet era,' *Modern Economics & Management Forum*, 4(1), p. 8. <https://doi.org/10.32629/memf.v4i1.1180>.
- Koronios, K. et al. (2020) 'Online technologies and sports: A new era for sponsorship,' *Journal of High Technology Management Research*, 31(1), p. 100373.
<https://doi.org/10.1016/j.hitech.2020.100373>.
- Singh, T. & Sinha, R. (2017). The Impact of Social Media on Business Growth and Performance in India. *International Journal of Research in Management & Business Studies*. Vol. 4, Issue 1
- Venkateswaran, R. et al. (2019) 'Impact of social media application in business organizations,' *International Journal of Computer Applications* [Preprint].
<https://www.ijcaonline.org/archives/volume178/number30/venkateswaran-2019-ijca-919126.pdf>.
- Zheng, K. (2022) 'The Analysis of Nike's Marketing Strategy from Social Media and Consumer Psychology & Behavior,' *BCP Business & Management*, 34, pp. 436–442.
<https://doi.org/10.54691/bcpbm.v34i.3046>.