

DIGITAL SKILLS

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

Social media has to be a part of any successful digital marketing strategy because it may improve customer relations, attract a wider audience, increase brand and customer loyalty, and promote business growth.

Real, fruitful conversations are fostered and relationships are built when interaction is a two-way process. Businesses have a direct, dynamic line of communication with their customers—both present and potential—through social media. Social media posts, messages, and comments enable businesses and customers to communicate in real time. In addition to promoting accessibility, responsiveness, community building, and customer service, this also provides organisations with a great tool for "social listening."

Social media platforms are necessary for brand development. With digital marketing, particularly content marketing, businesses have a fantastic opportunity to express their brand values, speak in their "brand voice," and showcase their personality and individuality. It delivers informative data and insightful feedback, makes content sharing and promotion easier, allows for customisation, and, depending on the marketing methods used, might be a more cost-effective marketing option.

Likes, click-throughs, mentions, trending hashtags, shares, retweets, and comments are just a few ways that people can interact. Hootsuite states that "higher engagement tells the algorithm you're making quality content, so they boost your reach accordingly." This implies that, despite what they may claim, measures are important.

Marketers have an abundance of options when it comes to selecting strategies for their social media accounts. Here are a couple such examples:

Storytelling: Telling stories to customers is one of the simplest ways to humanise a brand and arouse powerful emotions in them. Try sharing stories, bringing fans "behind the scenes" (BTS), and providing an overview of the company's origins and history.

Content created by customers (UGC): Encourage customers to submit their own articles and firsthand accounts about the business, its products, and services. For example, textual testimonials or picture posts that can be shared on Instagram stories.

Paid advertising: Paid advertising increases the number of people who see your posts and campaigns, improves the frequency of messages, keeps campaigns viable, and shortens the time to market.

Interactive content: Run surveys, polls, contests, and opinion polls to encourage engagement and participation.

Livestreaming: Facebook Live, YouTube Live, and Instagram Live all offer broadcasting capabilities that enable real-time interaction.

In 2023, social media networks are extensively accessible. Several well-known examples are Facebook, Instagram, TikTok, LinkedIn, YouTube, WhatsApp, Twitter, Telegram, Reddit, Pinterest, Snapchat, and WeChat. Each has unique advantages and disadvantages.

The kind of content, industry, target audience demographic, brand positioning, and company goals are some of the variables that will determine which social media platforms will have the highest engagement rates.

Further information from Sprout Social breaks down how different social media channels, platforms, and tactics perform in terms of engagement and growth. as an illustration:

TikTok is the website that has experienced the fastest growth, with a staggering 100% increase in users between 2020 and 2022.

With 2.96 billion monthly active users, Facebook is the largest social network globally and the most popular social media platform among marketers.

Instagram offers marketers the highest return on investment (ROI) for product sales while providing users with the best in-app buying experience.

The type of content that people are most likely to share with friends and family is videos (51%).

If the main focus of your business is visually appealing and well-designed images, sharing your content on extremely visual websites like Instagram and Pinterest may be a fantastic idea. If you work in business-to-business (B2B) marketing and would like to notify others about upcoming professional webinars or networking events, LinkedIn is definitely the best place to be. In order to target younger people with your fascinating, viral content—such as reels—you need establish a social media presence on TikTok.

Many brands find it helpful to tailor their interaction and content strategies for each social media channel in order to manage their accounts efficiently.

Content production and planning are two examples of social media marketing activity.

This is the most conspicuous feature of social media marketing. It's the ability to create content for each channel that appeals to the intended audience.

Content publication and scheduling. This is the real effort of publishing your material live on the appropriate platforms at the appropriate times.

social media analytics.

using analytics software to track content success, report on social media goals, and create plans to improve response in general.

social consciousness. using social media to virtually listen to the ground and see what others are saying about your industry and business. This is a useful tool for studying other companies as well.

Collective supervision. forming relationships with followers to build an online community, then working to keep that community active and healthy by responding to messages and offering opportunities for engagement on a regular basis.

using social media for advertising.

utilising sponsored options to get your content in front of more people on social media platforms. This can mean working with outside influencers or content creators.

Social media marketing techniques are digital marketing tactics that leverage social media platforms to promote your brand and goods to prospective customers. Contrary to popular belief, it involves much more than merely sometimes updating your business accounting. The success of a social media marketing campaign depends on strategy and planning.

Once you've developed your business profiles, you'll need to maintain and enhance them. The information you will publish, when you will post it, and where should all be outlined in your content schedule. To convey an engaging tale, promote your brand, and attract the correct kind of audience, your postings most likely contain text, images, videos, and stories.

In order to monitor your reputation and, hopefully, build a community, you will respond to comments, likes, and shares in addition to creating fresh, regular material. Depending on your budget and particular goals, paid social media advertisements—which use social media marketing to show your company to the right audiences at the right times—might also be a part of your plan.

Although it could be alluring to publish whenever you feel like it on a few social networking sites, doing so is not advised. You need a strong social media plan if you want to get the most out of social media marketing and raise its chances of success.

A social media strategy is, in essence, a game plan that outlines your objectives on social media, the methods you'll employ to attain them, and the performance indicators you'll monitor.

References:

[Social Media Marketing In 2024: The Ultimate Guide – Forbes Advisor](#)

[How to increase customer engagement through social media techniques - University of Sunderland](#)