7/29/2024

DIG – Assignment 3 Report

Impact of Social Media on reaching customers

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Table of Contents

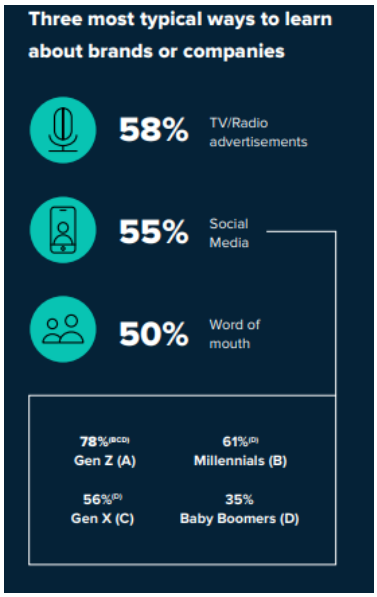
WHAT IS SOCIAL MEDIA? 2
HOW SOCIAL MEDIA HELPS COMPANIES TO MARKET THEIR PRODUCTS AND SERVICES? 2
HOW SOCIAL MEDIA HELPS CUSTOMERS TO FIND PRODUCT AND SERVICES? 3
RISK ASSOCIATED WITH DIGITAL AND SOCIAL MEDIA 4
RECOMMENDATIONS AND CONCLUSION 5
REFERENCING 5

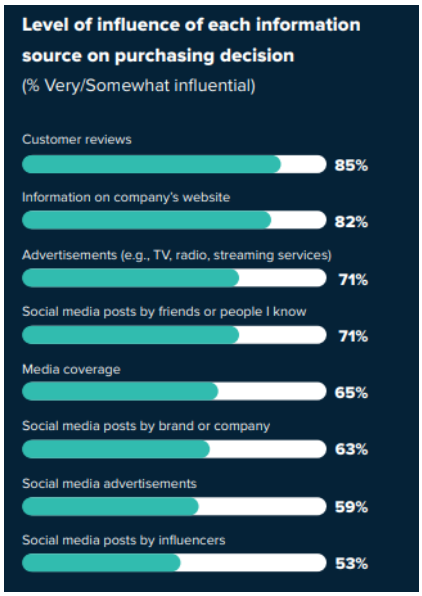
What is Social Media?

According to (dollar hide, 2024) social media is digital technology that allows the sharing of ideas and information, including text and visuals, through virtual networks and communities. Social media have various kinds of platform that engage users to interact with one another, social media build community around people that share the same interest or people that have in common. Companies also use social media to introduce and spread their campaigns. Therefore, the use of different kinds of social media such as Facebook, YouTube, Instagram, WhatsApp, TikTok, and any other platform can have variety of ways to engage customers around the world.

How Social Media helps companies to market their products and services?

Social media helps you spread your products to certain target on the marketing world such as posting advertisement, link to your website, creating page for your own website or product, and making adds to your product to reach your customers world-wide. There are a lot of ways to interact and engage to any of your audience to increase your brand awareness and more traffic on your website, this can also help you build your connections to gather feedback, discuss and connect directly to your customers.





Here are also the strategies on how to reach and attract your customers:

- ⇒ Understand the Target Audience
- ⇒ Utilize SEO
- ⇒ Implement Email Marketing
- ⇒ Include Social Media Marketing
- ⇒ Make Use of Marketing
- ⇒ Seek out Partnerships
- ⇒ Take Advantage of Online Listing

There are tools that can help you creating, strategies, and get the attention you need in your product. The important thing you should know is identify and use trending tools to give you advantage over your competitors.

Audience Insight Tools

To improve your knowledge about what your customer wants and need, you can use these tools in order to give full satisfaction on your product. These are the tools used for audience insights are Mailchimp, Social Media Platforms, and SurveyMonkey.

Content Creation Tools

A lot of people are creative on making content to attract new customers and loyal customers to their products. There are various tools businessman use to make content to target their specific audience for example TikTok, YouTube, Instagram and Facebook Reels.

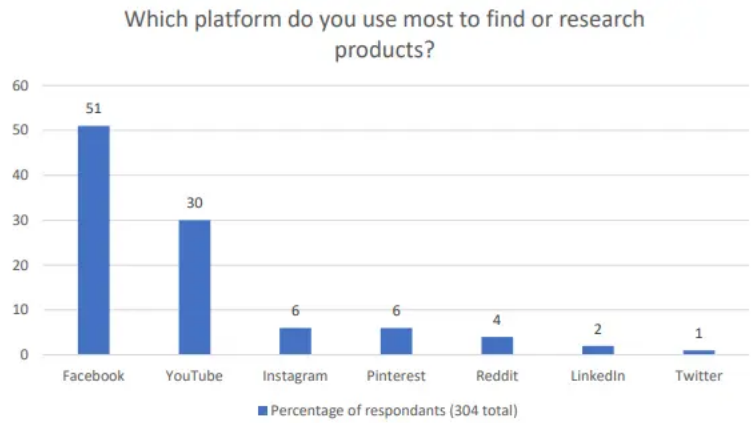
Brand Management Tools

Modern marketers nowadays take the opportunity of their brand management tools to grab and get their goals. Brand management is the centre of marketing ecosystem, to make marketing efforts more effective some tools that they use such as Bynder, Brand 24, and Asset Bank.

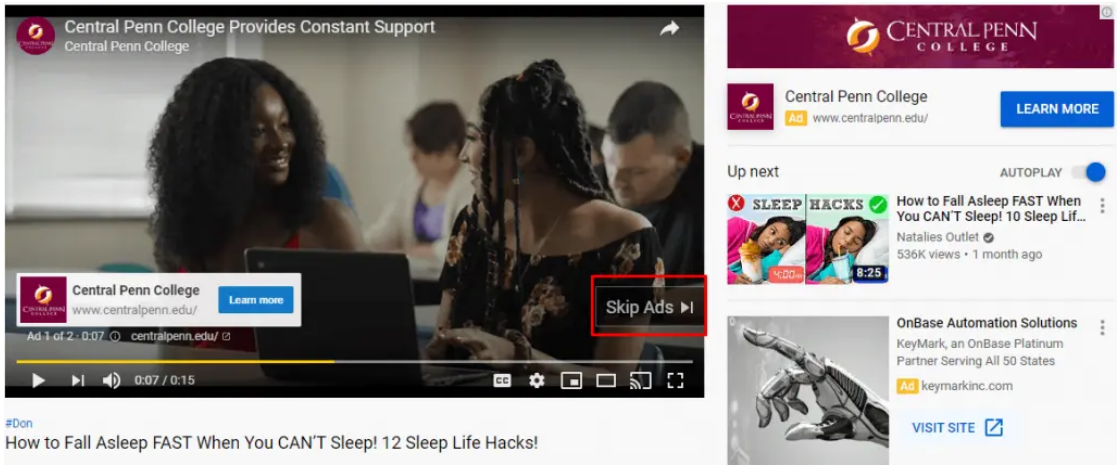
How Social Media helps customers to find product and services?

The generation in time are always engage and using social media on their daily life and activities, by taking advantage of this setting companies and ecommerce store owners

take this opportunity to spread their brand, products and target their audience by using Ads, Facebook Story, Instagram Story, TikTok videos, YouTube, and Reels.



This kind of engagement which can give you more awareness and interact with your customers individually online. Customers only need to search any product they like, and dozens of brands and website will lead it to them, there is also reviews online in order to help them the right fit for their self.



Risk associated with Digital and Social Media

Digital risk can happen everywhere even at the comfort of your own home, this includes cybersecurity, third-party, and specially data privacy risk. These types of risk can exploit you information through the internet which leave you vulnerable to the dangerous people on the social media. There is a lot of ways hackers can get through your information, so it is very most important to protect our data to anyone and make sure you are aware when and where you put your personal information on the internet.

According to Lisa (2024) once again, 'Instagram collects data from external sources to enhance its understanding of users. This data will often come from third-party websites and apps that have integrated Instagram functionalities… Additionally, Instagram may receive information from data brokers and other partners who provide demographic, behavioural, or interest-based data.'

Recommendations and Conclusion

So, what would I recommend is learning where and when are you secure while using social media anywhere, by doing this you will be aware if something is not right, and you are not the one who is using your information in a website or place you've never been before. Specially on our time hackers and scammers are getting clever on taking someone information and there are a lot of ways to help you secure your data online.

Therefore, using social media have a lot of advantages and disadvantages but for me it is up to you on how you are going to use it. Social media is also making our life easier and giving us time and flexibility to do our jobs and activities in our daily life. It is our job to make our self be aware and secure on using social media in our daily life that is why we need to understand what are the risk that we should avoid and adapt on what trend that can help us.

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