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How Social and Digital Media Help Businesses Reach More Customers

Introduction

Nearly everyone uses social media in the digital age. Websites, blogs, and online ads are only one aspect of advertising, so digital media in general is quite significant. Marketing is also significantly influenced by digital media including websites, blogs, and online adverts etc. This research will show how companies utilise social and digital media to reach a larger client base. Using these examples and studies to back the ideas, it will consider the benefits and drawbacks of using these channels

What is Social and Digital Media?

Social media is websites and apps allowing users to connect with others online and share material ([Kaplan & Haenlein, 2010](#)). Amongst them are Twitter, LinkedIn, Instagram, and Facebook. Digital media is any online material including websites, emails, or movies. Digital and social media both provide companies the opportunity to interact fast and cheaply with many of individuals.

Advantages of Using Social and Digital Media

1.Low cost marketing

TV commercials or billboards are examples of conventional marketing that can be pricey. Conversely, social media is significantly less expensive. Creating an Instagram or Facebook page, for instance, is free; even paid ads are less expensive than conventional advertising. A small business can spend a modest amount on Facebook ads to reach thousands of possible clients ([Chaffey, 2019](#)).

2. Targeted Advertising

Social media's major benefits are the capacity to target audiences. For instance, Facebook Ads let companies select the age, geography, and hobbies of the individuals they wish to contact. This implies that rather than spending money on arbitrary audiences, businesses can display their items to those more likely to be interested.

3. Global Reach

Digital and social media cross geographical boundaries. By advertising their brand on Instagram or TikTok, a UK small business can sell goods to consumers in Asia or the USA. Traditional marketing techniques ([Tuten & Solomon, 2017](#)) could not have reached this worldwide.

4. Engagement and Feedback

Social media lets companies communicate directly with their consumers. Businesses may receive immediate feedback, address enquiries, and react to remarks. This fosters closer ties with consumers and helps them to feel appreciated.

Disadvantages of Using Social and Digital Media

1. Negative Publicity

Despite social media may promote good interaction, it can also cause bad exposure. One negative review or angry comment can rapidly spread and harm a business's image. For instance, a negative experience can lead a consumer to tweet about it, therefore rapidly spreading the complaint.

2. High Competition

There is a lot of competition given social media's popularity. Many companies make use of the same channels, which complicates differentiation. To get noticed, businesses must regularly produce excellent material, which can take effort.

3. Time-Consuming

Running social media accounts calls for time and work. Companies must be current with trends, respond to comments, and post often. Many businesses employ social media managers only to manage their internet presence.

4. Security Risks

Using social media carries several hazards including hacking and data breaches. A hacked social media account of a firm could cause loss of followers and confidence.

Conclusion

Digital and social media give companies a strong tool to connect with more consumers. They offer chances for direct interaction with consumers, focused advertising, and inexpensive marketing. There are difficulties as well, such the possibility of unfavourable comments and the ongoing need to control material. Social and digital media are necessary tools for modern companies wanting to expand and thrive in a competitive market even though they have drawbacks.

References used

- [Kaplan, A.M. and Haenlein, M. \(2010\) 'Users of the world, unite! The challenges and opportunities of Social Media', Business Horizons, 53\(1\), pp. 59–68](#)
- [Chaffey, D. \(2019\) Digital Marketing: Strategy, Implementation and Practice. 7th ed. Pearson.](#)
- [Tuten, T.L. and Solomon, M.R. \(2017\) Social Media Marketing. Sage.](#)