

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

In the modern age of advancing technology, social and digital media have revolutionised business reach and engagement with their customers. Platforms such as Twitter, Facebook, Instagram, LinkedIn and various other digital marketing tools provide extraordinary opportunities to expand a company's reach beyond traditional methods. This report delves into the strategies businesses can employ to attract a wider audience through social and digital media as well as evaluating the advantages and disadvantages of these tools.

The main point on how digital marketing offers unparalleled advantages for businesses is through its vast global reach. Unlike traditional marketing methods that's often limited by its geographical boundaries, marketing through social and digital media enables companies to connect with audiences worldwide at a fraction of the cost. By using platforms such as social media, search engines and email marketing, businesses can target and engage potential customers across diverse markets. This global accessibility not only expands a business's potential but also allows for localised marketing efforts tailored to different regions. As a result, businesses can go into new customer segments, scale up their operations and ultimately achieve international growth with greater efficiency and effectiveness.

Furthermore, is content marketing. This involves creating and sharing valuable content to attract and engage an audience. Blogs and articles are popular content types that can drive organic traffic to a business's website through search engines. In a blog by 'Tatyana Parham' she states that "TikTok provides marketers with a direct way to reach target audiences and foster real-time conversations that shape relevant thought and interests as a community. Utilizing TikTok can greatly expand your small business's reach, therefore attracting more potential customers and resultantly generating increased sales and supporting your bottom line", (Parham. T, 2024). Considering this perspective, as an active TikTok user, I have observed a significant rise in the popularity of popular video content in recent years. Engaging videos such as tutorials and product reviews have the potential to reach a wider audience. Businesses that produce compelling video content can effectively capture the attention of potential customers and motivate them to explore their offerings further.

Another significant point on how social media marketing is advancing businesses is through influencer partnerships. This involves collaborating with individuals who have a large following on social media. These influencers can provide authentic endorsements that resonate with their audience, helping businesses tap into new customer segments. According to a blog by 'Jimit Mehta', he states that "Influencers are often seen as experts in their respective fields and their followers trust their opinions and recommendations. By partnering with an influencer, you can leverage this trust and credibility to position your brand as a reputable and trustworthy source for your products or services", (Mehta, 2023). This greatly enhances a business's credibility and trust, as many influencers display their products in a personal or relatable manner, which feels more authentic compared to traditional advertising.

Social media and digital marketing tools provide valuable insights into customer preferences, behaviours and feedback. While researching customer insights through social

media for business, I came across a blog by 'Sofie Lundberg' that presented relevant facts for this aspect such as "With deep consumer insight, there's no longer a need for guesswork. Via active data collection, social users are telling brands exactly what they expect, which creates a reliable foundation for any social strategy", (Lundberg, 2018). Businesses can gather data on what resonates with their audience, identify trends and adjust their strategies accordingly. This customer centric approach helps businesses stay relevant and responsive to changing market demands.

While reading about the disadvantages of digital marketing, one point that stood out to me was highlighted to me in an article by 'S. Veleva' which quotes that "The online reputation of companies can be destroyed by negative feedback", (Veleva. S, 2019). Social media platforms can really amplify negative feedback or criticism, potentially harming a business's reputation. A single negative review or comment can spread, affecting public perception. To try and avoid this issue, businesses must be proactive in managing their online perception as well as addressing negative feedback promptly and professionally to get rid of potential damage.

Constantly changing algorithms, particularly on major platforms such as Google, Facebook and Instagram can significantly impact digital marketing efforts for businesses. These updates via algorithm can change how content is displayed or ranked, possibly without warning too. This could potentially result in sudden drops in visibility, traffic or engagement. This can further lead to negatively impact business due to possible increased costs. For example, frequent changes would lead to ongoing investments in tools and resources to keep up with the latest trends and better practises. This could be a threat to smaller businesses by straining budget. To overcome this problem, businesses need to be able to adopt an adaptive and flexible approach to digital marketing, for example regularly monitoring algorithm changes. Most importantly, as stated in previous points, focusing on creating high quality, user - centric content that coheres to the core principles of these platforms can provide more stability against algorithm fluctuations.

In conclusion to this report as displayed in it's advantages, the strategic use of digital and social media for businesses reach and engage on a wider base. This expanded reach is complemented by the power of influencer partnerships for the business's credibility and trust in diverse consumer segments. Additionally, content marketing helps attract and retain customers by providing valuable, relevant information that enhances brands awareness and loyalty. However, this is not without it's challenges. Negative feedback can of course damage a business's reputation if not managed effectively and frequent algorithm changes disturb the effectiveness of marketing campaigns, requiring businesses to be agile and adapt their strategies continuously. Overall, while digital and social media offer significant advantages for reaching a broader audience and driving growth, businesses must navigate the challenges with a proactive approach. By balancing the benefits of global reach, influencer partnerships and content marketing with vigilant management of potential disturbance, businesses can effectively leverage tools to achieve substantial success in this modern society of digital age.

Bibliography:

Lundberg, Sofie. (2018) 'The role of customer insight in social media marketing', GWI, March 27. Available at:

<https://blog.gwi.com/marketing/insight-social-media-marketing/>

Mehta, Jimit. (2023) 'The benefits of influencer partnerships for growth', ABMATIC AI, November 18. Available at:

<https://abmatic.ai/blog/benefits-of-influencer-partnerships-for-growth>

Parham, Tatyana. (2024) 'How small businesses can leverage TikTok to generate more sales', SBDC, date unknown. Available at:

<https://www.sbdh.uh.edu/sbdc/small-business-tiktok.asp>

Veleva, Sofia. (2019) 'Characteristics of the digital marketing advantages and disadvantages' (published on 21-22 November). Available at:

<https://iopscience.iop.org/article/10.1088/1757-899X/940/1/012065/pdf>