



DIGITAL MARKETING

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DIGITAL SKILLS

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{ Digital Marketing }

The new way to reach a wider range of customers

1. Introduction:

Today our topic is about how can we reach a wider range of customers through social and digital marketing and what strategies must take place for a successful reaching customer. And what are the advantages and disadvantages of using digital marketing. And we going to explain about the difference between traditional marketing methods and modern marketing strategies.

2. Advantages of Digital Marketing:

- 2.1. Global Reach:** "Digital marketing gives businesses the power to connect with people all over the world. Unlike traditional marketing, which can be limited by National borders.

digital marketing uses the internet to break those barriers. You can connect with people all around the world without spending a lot of money. This is because tools like Facebook, Google, and email help you find and talk to potential customers wherever they are. (Chaffey & Ellis-Chadwick, 2019)

- 2.2. Targeted Audience:** "Digital marketing lets you focus on specific groups of people based on who they are and what they like. This means you can make sure that your marketing messages going to the people who are most likely to be interested in your products. For example, if you're selling running shoes, you can send ads to people who are interested in fitness and running. This makes marketing more effective because you are reaching the right people. (Kotler & Armstrong, 2017)

- 2.3. Cost-effectiveness:** Digital marketing is usually a lot cheaper than things like Television and radio commercials, billboards, magazines, leaflets. For example, you can put an advert on Facebook or Google for just a few pounds and it can be seen by thousands of people. On the other hand, a TV advert can cost thousands of pounds for just a few seconds.

3. Disadvantage of digital marketing:

- 3.1. Increased Competition:** Since digital marketing allows you to reach customers worldwide, there are more companies looking for the same audience. This makes it harder for any one business to get noticed. It is like being at a huge market where many sellers are all trying to attract the same group of buyers. (Ryan and Jones, 2016)
- 3.2. Privacy concerns:** When businesses use digital marketing, they often collect and use information about their customers. This can include things like names, email addresses, and browsing habits. Because of this, people worry about how their personal information is being used and whether it is kept safe. There are fears that their data could be shared without their permission or stolen by hackers. (Kotler and Armstrong, 2017)
- 3.3. Negative feedback:** When you use digital marketing, your company is more visible to everyone. Customers has right to leave reviews and comments online. If someone has a bad experience or is unhappy with a product or service, they can quickly share their negative feedback on social media or company websites. This feedback is public, so other potential customers can see it. If there is a lot of negative feedback, it can hurt the business and make people less likely to buy from them. Unlike traditional marketing, where complaints might be handled privately, digital marketing makes everything visible to everyone. (Jain, 2024)

4. Conclusion

As we know better, nowadays using social media is a huge part of our daily life and people spent hours and hours using social media platforms. Even it's quite hard to spend a day without having access to internet as we live in modern world and day by day this world is getting more modern and digital than past.

In today's world most people carry smart phones and have access to internet and social media platforms and spending hours and hours there from checking their bank statements to shopping clothes and groceries, making video calls to their relatives, watching their favourite sports, playing online games and etc ...

Though if you spend that money on digital marketing instead of that printing leaflets and wasting the time to go house by house and put in people houses and spending both money and physical energy together or pay for a magazine to make an advert for you and publish it there, at the end you would get less range of customer that is a big waste of money, energy and time.

The more interesting thing about digital marketing is that you can (shoot on the target) it means that you can target those specific people that they are specifically in need of a product like that, and they had searched for it many times on different platforms

And you can get their attention with a good advert from your company on social media. it worth it because it prevents wasting more time more money and energy and achieving wider range of customer.

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