

University of Wales

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**Report: How social and digital media can be used to reach
a wider customer bases**

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Introduction

In the era of technology, there are many opportunities, that provides businesses with a wide space to implement their potential to engage and target audiences, or to create an advertising for recognition. This report explores how social and digital media have become an indispensable tool for increasing customers, what successful strategies were used for more productive work, the main criteria in the work of these media, which kind of social media is more useful and effective.

1. Understanding the Role of Social and Digital Medi

Social and digital media has become an integral part of modernity, which includes many well-known platforms for communication and business development such as Instagram, Facebook, Twitter, LinkedIn, Pinterest, YouTube. In comparison with social media, digital media contains other tools for effective advertising, for instance, paid search ads (PPC), email marketing, content marketing, display ads. It allows companies to approach customers in different ways. These platforms unite people from different parts of the world and includes other benefits of social and digital media.

2. Strategies to reach a broad customer base.

- **Social Media's Influence in Reaching Customers**

Brand Visibility: Social platforms such as Facebook, X, Instagram help to reach a wider audience of people, increase the number of views, and make the brand visually recognizable (Joshi, V.,2024)

Engaging and Interactions: Social networking will help to expand the number of customers, according to interest, maintain strong communication and allow share their positive experiences, which will affect the reputation.

Social Media Contests and Giveaways: Offering free or with discount products. It's good effective marketing trick to get more customer exposure. This will encourage participants to share content, which going to help company to thrive.

Customer Reviews: Good feedback about the company's services and products increases the rating, create brand awareness and build credibility of satisfied users (Joshi, V.,2024).

Influencer marketing: One of the effective and spread wild techniques is the creation of collaboration with media influencers.

Content marketing: Well organised content is an important foundation of digital media. A visually bright page, informative posts, video blogs and podcasts attract customers.

- **Base advertising tools in digital media**

Email Marketing: one of the highest instruments to reach customers. Companies can send personalised messages to a group of people, also they may send some offers advertisements for certain products or services via e-mail (Chaffey, D., pp.2008).

Search engine optimization (SEO): This is one of the important approaches, that enhances the ranking of the company, their products and services in the search engine. If the client enters key phrases or words, related to this company, it will appear the first on the check list.

Pay-per-click (PPC): These platforms such as google Ads help companies advertise on the search engine and provides their visibility in many search platforms. With PPC, companies pay only, when a customer clicks on the ad (Chaffey, D., 2019).

3. Example of successful companies using social and digital media.

Nike: Nike effectively uses Facebook and X, where they focus on the younger generation of users, sharing inspiring images and videos. Their “Just do It” is a vivid example of using hashtag in a social media to reach an audience of customers. Also in their advertising, they highlight famous athletes of various nationalities and the trend of healthy lifestyle.

Dove: Dove became widely known due to advertisements on television. As for social networks, Dove portrays woman from different cultures and nationalities, with another parameters, skin tone to overcome women’s complexes of beauty. The company actively employs collaboration with media influencers and bloggers on Instagram platform (Brenner, M.,2022)

GoPro: GoPro successfully applies advertising through Facebook, Instagram and X. They demonstrate existing travel stories on social networks to share the experience of how much the camera has become essential today to preserve the unique footage of life GoPro have their own strategies depending on what and where they are public. For example, on YouTube they share valuable tips on using their products; on Instagram, they switch focus on high-quality pictures created by users.

4. Top reasons of using social and digital media to reach customers.

Data analytics: Social and digital media provide many tools that make a clear analysis of work efficiency for understanding which methods or strategies they can use in the future to elevate their business (Järvinen & Taiminen, 2016).

Interactive content: Making interactive content by creating quizzes, live podcasts or setting up an profile with product comments. This will give consumers a sense of the value of their opinion (Baluch, A.,2023).

Visual content: Product advertising should attract the consumers attention. Is necessarily to contain visually beautiful images of high digital quality. Also, using keywords and hashtags under the picture will be quick tool to identify that picture.

Influencer Collaborations: Brands can reach new, specialised audiences by working with influencers. Influencers could produce content that appeals to their audience and adds a genuine element that traditional advertising might not be able to (Freberg et al., 2011).

Generate leads: Utilize social media to create leads and conversions by leveraging tools such as direct messaging, Facebook and Instagram stores, call-to-action buttons and appointment scheduling. Con leads a surefire strategy to increase your revenue (Chaffey, D., 2019)

5. Challenges in Using Social and Digital media to Reach a Wider audience.

The world of digital technologies offers many opportunities for business development and the creation of startup platforms, but it also has several disadvantages. Many factors may affect the development of companies, among them are such:

Change the algorithm: Since digital algorithms are changing, lots of companies need to be adaptable. This means to increase their investment in advertising and pay sites to ensure visibility.

Competitive: They must be more competitive: firstly, the appearance of a significant number of businesses raises competitive; secondly, entrepreneurs need to be aware of current trends, for new consumer preferences, that to be the first in the competitive market.

Consumer privacy security: companies should take care of the confidential data of the consumer, to ensure credence and reputation among consumers.

6. Conclusion:

Social and digital media offers a lot of opportunities for businesses to reach a wide client base, ensure competitiveness and increase awareness. Using powerful tools in the space of media platforms, it helps companies directly interact with customers, accelerate sales, create visibility by one click. Digital capabilities are constantly improving, trends and rules are changing, hence entrepreneurs must be ready to implement new strategies. Follow these invaluable tips with the involvement media channels for business it will be the best investment in the future.

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