

Digital Skill Report

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Introduction

Social media has been doing a massive impact in business field during this decade, contributing with the increase of costumer base. 73% marketers believe in the effective power of social media for their businesses (source: UWTSD). But what social media is? Social media are online tools or apps used for interacting, communicating with others by sharing information in real-time (source: UWTSD). In fact, it is involved with networking sites. Such as: Facebook, Instagram, YouTube. One benefit of using social media is sharing your ideas on platforms by giving you a large audience. However, there are some difficulties as well, such as: false information or problems with privacy.

Main Body

Social media started in 1997, with an app called: Sixdegrees. In 1999 personal blogs became popular and in 2000s the most popular applications of today came onto the market, such as: LinkedIn, Facebook or Instagram.

Billions of people worldwide are active on social media, but who exactly are these people? A 2021 Pew Research Center survey of over 1,500 American adults found that around 84% of those aged 18 to 29 regularly use at least one social media platform. Most of these users have attended college or earn at least \$75,000 per year (Mckinsey and Company,2023). Businesses can take advantage of this data by tailoring their social media marketing to a primarily young, well-educated audience

There are different ways of using social media, such as:

- social networking: Instagram, Facebook People use this kind of apps to relate with others, such as: Family, foster friends, Brands, or new people, also to follow other users, or posting pictures. Businesses can beneficiate from social media.

- Media-sharing networking: Other people use apps such as: Instagram, Tik Tok or YouTube to influence other people with their lifestyles in their social platforms.

Businesses also benefit from this type of users called Influencers, to promote products.

-Discussion forum: Other people use apps such as: Reddit, for sharing recommendations or sharing advice of clothes, restaurants, or any kind of product. Businesses can benefit from this through the creation of advertising or providing customer service. Also help them for developing new ideas.

-Consumer reviews: There are other platforms to see customer experiences to decide of one product or service, such as: Tripadvisor.

Marketing involves all the strategies and efforts a company uses to draw attention to its products or services by communicating effectively with customers. The goal of marketing is to provide meaningful and valuable content to the audience, which not only engages them but also highlights the benefits of the products or services offered. Over time, this approach helps to build a strong connection with the brand, fostering customer loyalty and driving sales growth. (Hubspot,2021)

During this past 15 years Marketing has taken a big turn in its strategies

(source: UWTSD) these can be seen better dividing in 2 sections:

Digital and social marketing:

- Online marketing: websites, online advertising, email, online video, blogs.
- Social media marketing
- Mobile marketing

Traditional direct marketing:

- Face-to-face selling
- Direct-mail Marketing
- Catalog marketing
- Telemarketing
- Direct-response Tv marketing
- Kiosk marketing

Plenty methods are open to companies, but in these days the world of marketing has been using “Digital marketing” which includes different methods of marketing to promote companies, but the goal between Digital and traditional has not changed, which is building customer engagement. (Source: UWTSD)

Social media is a popular marketing which consists of creating a business profile in any social media by planning and making a strategy to develop content. This content should include videos, images, stories, and text that make your brand stand out. This

content should be posted regularly, so that it reaches the right audience, and This content must be posted periodically, so that it reaches the right audience, and in this way, you are not only doing marketing, but you are also gaining clients (Forbes,2024).

There are some advantages of using social media as form of marketing for gaining costumers, such as:

- User data: social media apps permit brands to gain their ideal costumers.
- Flexibility: social media allows brands to update and change any content. Also, social media allows to customers to enter with one click to the websites.

However, there are also some disadvantages by using this type of marketing, such as:

- Backlash: This means that some customers may react and respond to ads quickly and sometimes it can be in a negative way, which can harm the business and the brand. Furthermore, these negative reactions can be shared virally, ruining brand's reputation.
- Embedding brand: This means that the brand must communicate and integrate with it is users so that the brand is known and trusted, so that it is not seen as an intrusive or unknown brand. Also developing marketing in social media will require of influencers or stories and this means that you will need to take time to stablsh everything.

Conclusion:

During this report we have seen different ways to reach new customers through social media and in week 9 we also learnt about this topic by focusing on Facebook and YouTube applications to start with profile businesses and in this way benefit from the platform for free. Staying update with trends will be one of my recommendations to improve the use of the social media for reaching customers, because this will help to maintain your visibility, also engage with customers and in this way make the most of social networks to reach new customers. This report will benefit for those who are interested in social media marketing and will make use of this information in the future.

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