

Social media for reaching new customers

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Introduction

Digital marketing has become very popular nowadays, owners of businesses can find new customers much more easily than classic marketing. They can advertise their products to people from anywhere in the world. Many techniques can be used to reach new customers and expand business companies. Digital marketing has advantages; however, it also has disadvantages.

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Application

As noted by Digiphlox (2023), in today's world, social media plays a crucial role in our lives. It has revolutionized our communication, information sharing, and business operations. Social media marketing specifically is increasingly significant as a powerful method for businesses. Dotgital EMEA Limited (2023), reported that customer acquisition is the process of attracting prospective buyers and turning them into paying clients for the goods or services you offer. This procedure is often carried out in a succession of phases that involve promoting, engaging, nurturing, and finally persuading a prospect to act. For effective client acquisition, you must have an organised plan that includes a thorough understanding of the audience you are targeting, a focus on giving value, and effective marketing tactics. Implementing a customer acquisition plan may help drive growth, improve income, and establish a loyal client base, making it a crucial part for every organisation. According to Hajli (2015), viral marketing has been more popular in the recent years, because to the increasing use of social media sites as Facebook, where more than one million of online buyers exchange marketing messages on their computers with a simple click, Facebook marketing efforts can go viral, as demonstrated by well-known examples as FarmVille and Candy Crush saga, which attracted more than hundred million clients in just a few weeks. Candy Crush is an example of social media marketing, if you chose to take part in the game, you must establish a Facebook connection. Allen (2024) said, online you may quickly and simply communicate with clients, research other businesses for competition, expand company recognition, take online orders. Some social media businesses even pay for interesting material to entice users to stay on their platforms rather than visiting other websites. Therefore, creating a strong online presence might be advantageous in several ways. Social media analytics may be utilised to obtain useful information on audience involvement (likes, comments, shares, clicks), customer data (email addresses, phone number) referrals, and conversions. Businesses may use this input to enhance their social media marketing tactics and product offerings. Additionally, you may evaluate the online performance of your business and make instant adjustments.

Advantages

Social media marketing has many advantages, according to Shah and Borkakoty (2024), Social media platforms enable stronger buyer engagement. By quickly directing their issues and responding to their concerns, you may help them feel noticed. This stimulates a sense of community and promotes the enhancement of trust. When you make your customers feel valued, they will become brand ambassadors and tell others about your company. Another advantage for social media and digital marketing is that it is less expensive than classic forms of advertising. Start with a little budget and increase it little by little when you start to see results. It is available to companies of any kind because of its versatility, and allows you to connect with a global audience, extending your reach beyond physical boundaries and potentially reaching a larger audience compared to traditional marketing methods, (Digiphlox 2023). According to WebFx (2024), social media marketing also gives you a platform to disseminate important information about your company and sector. Similar to the web, social media services serve as information highways for billions of users.

Disadvantages

One of the disadvantages of social media and digital marketing is, there is fierce competition because of social media marketing popularity. In the busy digital world, one needs to be innovative and inventive all the time if they want to be successful. One of the most significant issues with digital marketing is that it takes a lot of time. When methods and approaches are disorganised and require a significant amount of time, it might be difficult to commit the essential amount of time to the campaign. In the end, this will have adverse effects. Therefore, it has been advised to spend time only for strategies that are really needed in the company business. For any brand, security is the most important need. Website protection is therefore something that digital marketers should take seriously. It is usually advised to secure and protect network connections using firewalls and encryption software like VPN (Deepak , 2023).

Conclusion

In conclusion to what has been discussed, businesses can obtain a strong return on investment , boost sales, and enhance brand engagement by combining digital and social media marketing. Social media platforms can be utilised to foster customer relationships, engage with target groups, and accelerate business growth. Businesses may create more relevant connections by using digital marketing to help them customise their content and messaging to the interests and behaviour of their customers, (Allen N. 2024).

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