

Digital skills: LCLM4002

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Gain Customers through Social

Introduction:

In this work I am going to analyse how to gain and increase the customers base for a business through social networks, evaluating different apps and different tools contained in it in order to achieve the goal.

I will compare the advantages and the challenges comparing the use of social media with traditional marketing methods going into details within the three major social communities, empathising how important it is nowadays to have an important online presence.

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1. Youtube

Being one of the biggest social platform in the world (video contents based) the possibilities within it are enormous.

One can be new to the platform or already using it, either way skills can be learned to increase your business visibility, get new people to know your product and your offer.

Youtube users are more inclined to spend time on your offer (more then other apps based on scrolling through posts), they are more inclined to watch a video they reckon interesting.

As suggested by Yec Global (2024), videos can be created using user – generated content, this means that not every or all the content needs to be created from scratch and can be helpful to reach more users.

Create “behind the scenes contents” and update on a daily basis videos help to create engagement with potential customers, all this tips and also collaborate with influencers is what can help grow a business.

According to Cliently (2021), more than 90% of users start a research online to purchase something even from local businesses, this shows how important it is to have a good presence online, within social media and website.

2. Facebook

Facebook has been launched on 2024 by 19 years old Mark Zuckerberg and at present roughly half billion of people access it every month, according to Carlson N. (2024).

It is mostly a personal social website but there is the possibility to create a business page, using groups for sell things like a proper market.

According to Meta (2024), as described in the guide provided on their website under the section on how to increase customer base there are a lot of interesting tips, the ones I reckon are more important to follow and develop are:

Starts conversation to try to gather as many information from potential customers on what is that they like, this is in order to motivate them as well, let them be part of your story, try then to provide a great customer service, answer quickly.

Create videos and perhaps promote them to a targeted audience, this can be arrange having a look at the insights.

Insights are a great tool in order to analyse data to then take action, target the right audience and make sure your product has got the visibility needed to increase the brand, increase the fan base, make your product wanted and least but not last to turn the fans created into customers.

3. Instagram

Following Instagram creator words (who better than him) in an interview had with Brown, A. (2018), he created the app when he was almost 30 years old in 2010. In the first year of his life, almost half million people created a profile and started to post and share photos in the social media.

The current users, according to Brown, A. (2018) are 1 billion, making of course the owner Kevin Systrom a billionaire.

As said Instagram it is mainly focused in posting pictures, adding hashtag in order to Reach a person that potentially would like your picture.

Of course this is applicable to any possible kind of product, giving business a showcase that is visible worldwide, this opens endless opportunities that were not there before internet.

According to Boitnott, J.(2021), there are 7 ways to boost your Instagram business account.

The best way to understand what kind of content is more suitable to showcase your business to potential customers it is just experimenting, keep trying, make mistakes, checking what is the most busy time.

Important it is as well what we write in the caption in order to capture as many people as possible attention.

Even though Instagram was at the beginning completely focus on picture posting, nowadays can be used for slideshow and videos which are more engaging then a singular picture.

Analyse the result of all the above techniques will get you to understand what most particularly works for your business, having a critical approach to data will help you get you to increase the business.

4. Conclusion:

Concluding, all the information I have gathered lead me to say that a united use of as many platforms as possible, mostly focused on the new and more busy and trendy apps like Instagram and not forgetting to mention Tik Tok, will get your business to grow exponentially.

Compared to years ago before the world wide web, the opportunities for even a small business based in UK to reach a fan base in Philippines or Africa are enormous while before it was not even thinkable.

One small disadvantage it is that internet and social media can get you addicted and the one to one relationship with your customer it is less close than before. Also sabotage it is a big issue nowadays.

A business can easily be based in a country and sell worldwide with the use of internet and social media platforms, this make me state that at the end all these new tools are quite useful, if you master how to use it.

There are companies that can do this work for you, one of those is Orlo.tech which is basically a set of tools to manage different social media, however study on our own and put effort into this tools can be much more productive, save us money and lead you to success.

As usual I would say that the key is: Knowledge is power!

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