

# **Digital report**

**LCLM4002**

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# How social and digital media can be used to reach a wider customer base

Social media has been being used for over 20 years for advertising, it is an exceptionally good and precise way to help you promote your brand, company, or business for many reasons. The first ever advertisement on social media was on Facebook, it first started launching ads in 2006, “they inked a one-year contract with Jp morgan Chase to promote chase credit cards in the form of banner ads”(copyright@2024ambercreative,pte,limited) the type of ad was a basic image with text and we and we still see these types of advertisements everywhere today.

Social media is a series of networking sites and apps designed for people to post information quickly and effectively. Three of the most famous apps are YouTube, Instagram and Facebook all three of these are owned by META, it is the most dominant throughout the sector it actually owns a huge variety of 126 apps including 61 IOS apps and 65 android apps, Digital and social media is a much faster way to advertise than the more traditional ways as in other than walking from door to door speaking to people personally you can just send out thousands of emails directly or create websites rather than putting adverts in to catalogues which is also much cheaper “it can approximately be £250 for a small ad in a local magazine and up to around £500,000 for placement in a national magazine”(https://www.indeed.com) which is a massive difference to a minor £395 (https://ad.elavateom.com) so not only is it more cost effective but it also reaches people all over the world .

There are the 4 points of marketing:

- Product
- Placement
- Price
- Promotion

You must think about what the customer wants from the product and what it features, can it meet the customer's needs, where it will be used by the customer and what it looks like? And how the product is differentiated from competitors.

Also think about where the product is going to be sold, if it is a store, what kind? You need to access the right distributional channels, and do you need to use a sales force?

You need to make sure the price of the product has value to the customer, look at the price of similar products or competitors in the area and how sensitive the customer price is and whether to offer discounts to trade customers.

Promotion is also key, you need to think about when and where you can get your marketing messages to your target market and how to reach your audience and when it is the best time to promote the product. You should also look at how your competitors promote their products because this will influence how you promote your own product.

“They are an example of a marketing mix, or the combined tools and methodologies used by marketers to achieve their marketing objectives” (<https://corsera.org>) these four p’s have a massive effect on how well you will do when marketing. Another extremely useful marketing funnel is AIDA

- Attention
- Interest
- Desire
- Action

AIDA “describes the customer journey through out the sales process” (<https://gocardless.com>)

To attract a potential customer's attention, you need to identify their pain points and focus on what makes you unique. You must make your potential buyer feel something and get into their heads and make it personal.

To get potential buyers, interest you could offer new customers discounts and promotions, consumers are always looking for value and deals and this is an effective way to lure them in.

Creating curiosity and arousal will create desire within your potential customers and can help make them think that they need this particular item.

Writing a powerful call to action pulls people in and introduces someone to the idea of taking a specific direction and can also make them feel motivated to purchase a company's product.

There are also other pros and cons regarding social and digital media marketing and that could be the reviews of the customers good reviews are great and will have a fantastic impact upon your business they will create trust for new clients and encouragement for them to want to invest or buy from that company, good reviews also provide businesses with direct feedback about their products or services and this will help the company identify their strengths and weaknesses they can then make adjustments to their products or business to improve sales or to suit a wider range of customers, writing reviews also helps you reflect on what you liked or didn't like it will also

encourage observation, perception and general awareness both during and after experiences, it shows that we care about what people experience and that we value what they have to say, when the company engages with the reviews it shows the company cares about their customers and helps build trust and strengthens their reputation.

Bad reviews on the other hand can be damning and completely ruin the brand or companies' reputation, just one negative review can change everything it can turn off potential customers from purchasing from the company it can lead to decreased customer trust and a lot less sales.

Once a review has been put out there, there is no deleting it or erasing it google will only remove reviews that violate google policies" (<https://support.google.com>) if you find a inappropriate or policy-violating review you can report it.

There are different ways on social media platforms to market merchandise, if your target audience is an older generation then advertising on Facebook and other sites they might use will help with algorithm, if people of a similar age are buying products from your advertisements this will boost engagement and algorithm therefore helps you sales wise. Say you own a boutique, and your target audience is younger people, you would be more inclined to pay for advertisements on social media platforms like Instagram or TikTok as they are used by a younger generation. Also on apps like that if you are a business owner you can open a shop on there and send out stuff to influencers or people with a high following in exchange of them promoting your product, people with higher followings will usually want more than just the product and you may have to pay them with money usually, for them to advertise it.

## Reference list

([copyright@2024ambercreative.ptelimited](mailto:copyright@2024ambercreative.ptelimited))

(<https://www.indeed.com>)

(<https://ad.elavateom.com>)

(<https://corsera.org>)

(<https://gocardless.com>)

(<https://support.google.com>)