

LCLM4002_LON Digital Skills
ACS report 1

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Introduction

In this period of digital technology, social, and digital media are effective tools in the arsenal of organizations who wish to attract additional clients. Unprecedented access to global markets. These days, it's almost difficult to imagine business without platforms like Facebook, Instagram, LinkedIn and YouTube. Here's what you'll learn from this report: "How social and digital media can be effectively adopted to expand a company's customer reach." The dialog further embraces the benefits and challenges of these tools through literature and examples in practice.

The Power of Social and Digital Media to Find New Customers

Social and digital media enable businesses to connect directly with potential buyers. Social media is a term that has been defined by Kaplan and Haenlein (2010) as the name of a group of internet-based applications that build on the ideological and technological foundations of Web 2.0 and that allow the creation and exchange of user-generated content. These platforms serve as a chance for organizations to engage with potential customers, infections, and changes; thus, taking advantage of their power.

Another effective type of social media is content marketing, which involves businesses sharing interesting content like blogs, videos, and infographics. YouTube, Instagram, and other media help businesses make visual contents, which the younger generation prefers. For example, Red Bull, a beverage brand, uploaded its extreme sports events, which accounted for millions of views due to their appeal to the youths. Paid advertisements in these media, which come with targeted ad features, are also effective. For example, Facebook Ads allows businesses to reach out to their dedicated audience customized according to location, age, and interest. This ensures the specific potential consumer will watch the ads. Moreover, digital enables businesses to interact with their customers in real-time. Businesses that have a proper social media account and website should; Don't: Ignore comments as this creates anime including low quality Thus, the following are the benefits of integrating Social and Digital Media:

Increased Brand Awareness

Businesses can enhance their visibility and brand awareness through social media. When you have consistent posts to engage customers, your brands will always be in their minds when they think of a certain product. Average in the structures it follows not movements like Coca-Cola's campaigns on Twitter and Instagram that emphasize storytelling and enhance recall at the global level.

Influencer Marketing

The Spider Silk which has Changed Digital Marketing is Influencer Marketing. High-profile influencers are able to recommend products to their followers, helping to build trust and drive sales. 89% of marketers see influence marketing generates the highest ROI (Influencer Marketing Hub, 2021)

An Excuse by Social and Digital Media

Social Media: Social media is a double-edged sword because, despite many advantages, businesses have to change to keep up with social media challenges.

Algorithm Changes

You are taught on Your data is up traded until October 2023, might also like: —→ Changes to social media algorithms (predict your organic Reach) Social Media Post that Fusing members and Friends: The post highest engagement on Facebook, prioritizes family members and friends instead of businesses (De Vries, 2017).

High Competition

With social media gaining momentum day by day, everyone wants that attention. It means that brands have to continuously innovate in order to stay relevant — which is a time-and-resource-intensive process. However, small businesses have to compete with larger ones that have massive advertising budget to promote their offers.

Negative Feedback

Social media can allow customers to be as vocal about their opinions (both good and bad). This is where customer care comes into the picture. Indeed, when a video of a United Airlines passenger being violently dragged from an overbooked flight went viral, the company sustained a public relations disaster in 2017.

Privacy Concerns

Such digital media platforms retain huge volumes of user data, raising privacy concerns. This includes, for example, that companies must behave responsibly with customer data to abide the law, such as the General Data Protection Regulation (GDPR) in the European Union (Trepte & Reinecke, 2011).

Applying Digital Media: Exemplary Usage in Action

«Nike»

NikeAdStorytelling and user generated contentIn a storytelling based campaignsNike created: You Can't Stop Us campaignNike created an Instagram and YouTube ad that reached over 50 million views to arrive: emotional content, is the content that reminds.

«Starbucks»

Starbucks uses digital media to speak with its customers—they even seek out user-generated content. For example, Starbucks has a "Red Cup Contest" partnered with Instagram which drives customers to post creative images of Starbucks cups.

«Glossier»

The beauty brand Glossier built up its customer base almost exclusively on social media. Through influencer marketing and user-generated content, Glossier created an army of people who were influencers on social media, building a base of loyal users who act as advertising for the product.

«Amazon»

Amazon aims those potential customers at Facebook or Google advertisements it has paid for, directed in a personalized way. These ads are displayed in the user's account based on their browsing and purchasing history, making it more likely for conversion.

Social Media: Guidance for Businesses

In order to maximize the use of social media, here are some guidelines that businesses should implement:

1. **Determine a Clear Strategy:** Before implementing social media campaigns, a social media company must establish their goals, primary audience, and key performance indicators (KPIs).
2. **Quality Content:** Photos and interactive things draw much more people. Videos, images, infographics, and other types of rich media far outperform posts that are just text.
3. **Analyze Data:** Businesses should keep track of analytic data to assess campaign performance and improve their decision with data.
4. **Engage with the Target Audience:** The comments and the message replying leads to build trust and loyalty of the brand.
5. **Partner with influencers in your industry:** Get in touch with top influencers if the brand journey matches a positive content creator who could share the brand story.

Conclusion

The way businesses source new customers has changed through social and digital media.

Leveraging Channels: By using tools such as Facebook, Instagram, and LinkedIn, companies can connect with a whole new customer base, cultivate brand recognition, and drive deeper engagement from audiences. But those challenges can be algorithm updates, competitive pressure and privacy concerns.

Social media is affordable and has global reach, as well as tracking statistics available for information; all make it unavoidable that businesses in this day and age will not use this. And thereby help resolve these problems and to achieve better future in a way to you in the digital world with clear strategy and creative content.

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