



12/20/2024

HOW SOCIAL AND DIGITAL MEDIA CAN BE USED TO REACH WIDER CUSTOMER BASE

MODULE NAME: DIGITAL SKILLS

MODULE CODE: LCLM 4002

STUDENT'S NAME: ROBERTS ZNOTINS

STUDENT'S ID:2416071

GROUP: 5

LECTURER'S NAME: KAZEEM OSENI

UNIVERSITY OF WALES TRINITY SAINT DAVID
(LONDON CAMPUS)



Contents

Introduction:.....	2
Overview of social media its use and development over recent years	3
What is marketing and what methods are open to companies, traditional vs modern.	3
How social media can be used for marketing and reaching new customers.	4
The advantages of using social media as a tool for reaching new customers.	4
The disadvantages of using social media as a tool for reaching new customers.	5
Conclusion.....	6
References	7

Introduction:

This report provides an analysis of the development of social media over the years, highlighting its rapid growth and influence on communication and marketing. It compares traditional marketing methods, such as print and broadcast advertising, with modern strategies like digital advertising, social media marketing. The report further explores how social media is used by businesses to reach new customers. Analysing its advantages, such as increased brand awareness and targeted audience, while also examining the challenges and limitations it presents for marketers.

Overview of social media its use and development over recent years

Social media uses digital platforms that allow users to interact, exchange information, create personal or company profiles, gain followers who are interested in the topics.

About 20 years ago social media started with networks like Friendster (2002), LinkedIn (2003), and Myspace (2003). It has been gaining popularity since, but in last 8 years use of the social media has doubled. On July 2015 usage of social media was 30% of whole population used social media (2.5 billion active profiles). However, during Covid -19 lockdown social media activity passes 50.4% in July 2020. (We Are Social, 2023.)

According to Smart Insights (Smart Insights, 2023.) on April 2024 usage of social media has grown up to 60.4% and it is still growing.

What is marketing and what methods are open to companies, traditional vs modern.

Traditional Marketing is marketing that is used through offline channels to reach the audiences. Main traditional marketing techniques are Print Advertising, Broadcast Advertising, Direct Mail Marketing, Telemarketing, Event Marketing. Print advertising is used in newspapers, magazines, flyers, and billboards, using both text and pictures to attract potential customers. Broadcast Advertising includes television and radio commercials, using audio or visual content to advertise. Direct mail marketing is sending physical promotional information, such as letters, catalogues and posters usually popular with estate agents and others. Telemarketing is promoting products or services through direct phone call to potential customers. Event marketing is mainly sponsoring sports or other events to boost brand visibility.

Modern Marketing is using platforms online to engage with possible consumers, main methods of modern marketing are Digital Advertising, Content Marketing, Social Media Marketing, Search Engine Optimization (SEO), Email Marketing. Digital advertising includes various online channels such as social media, search engines, websites and apps. It can target precise age, gender or mutual interest groups, meanwhile providing real-time analytics, and adaptive content. Content marketing uses blogs, videos,

infographics and podcasts. Social media marketing uses platforms like Facebook, Instagram, Twitter, and LinkedIn to engage audiences, raise brand awareness and increase sales. SEO involves improving website content and structure to increase its visibility and ranking on search engine result pages, (SERPs) uses keyword research, on-page optimization and link-building strategies. Email marketing is a powerful strategy to build a strong relationship with customer by sending personalised emails featuring relevant content and special offers. (Faber Cre8tive, 2023)

How social media can be used for marketing and reaching new customers.

Social media plays main role to perform effective digital marketing strategy, helping to build brand, customer loyalty, build relationships with customer and improve general business growth. Social media provides businesses with a platform to connect with current and potential customers that generates a direct and dynamic communication. Posts, messages and comments allow customers to communicate online, that results in community-building, customer service, accessibility and responsiveness. Meanwhile it gives businesses an excellent tool for "social listening." Social media is crucial for brand building. Businesses have the opportunity to show their brand's personality, voice and values through digital marketing especially content marketing. It makes it easier to share and promote content, enables customisation and offers feedback. Depending on the strategy it may be a reasonably priced marketing option. (Sunderland University, 2024)

The advantages of using social media as a tool for reaching new customers.

Social media offers businesses perfect opportunities to improve brand awareness with over 4.89 billion users worldwide. These platforms allow businesses to reach potential customers and connect with specific target audience. About 96% of small businesses use social media for marketing, and 3/4 users believe it is good for brand awareness.

Meanwhile social media provides audience segmentation and targeting, creating valuable interactions with followers. 71% of customers are likely to suggest a brand when it engages frequently. Income can be boosted by 20%-40% by using social

media to build emotional relationships with customers. Social media is cheaper than traditional marketing methods. Research shows that companies that use social platforms experience a 100% higher lead-to-close rate. Sharing valuable content boosts engagement and increases website ranking. As a result, social media provides valuable insights into customer behaviour, helping businesses refine their strategies and improve the customer experience. (Toplis, 2024)

The disadvantages of using social media as a tool for reaching new customers.

Social media marketing can give several challenges for businesses. Mainly social platforms are primarily designed for personal use rather than for business, making it difficult for new brands to build awareness and generate sales. Usually, social media engage with content for entertainment rather than shopping. Meanwhile, a negative feedback on social media can quickly destroy a brand's reputation. Especially, new businesses are in danger of public criticism, which travels rapidly online. Social media marketing also heavily relies on ads, so without investment, reaching the desired customer base is limited, as a result it is difficult for small businesses to compete. Social media marketing can be time consuming, as it requires daily updates and attention. (Tech Jackie, 2024)

Conclusion

In conclusion, social media with its rapid growth worldwide has evolved from simple networking platforms to essential tools for business marketing. The increasing use of social media offers businesses new opportunities to build brand awareness, target specific audiences, and engage with customers in real-time. Main benefits are cost-effective advertising and valuable customer interactions. However, there are some challenges businesses are facing whilst using social media. It is mainly designed for personal interactions and can expose brands to negative feedback, especially for new companies. Over all social media is a growing tool for marketing.

References

Faber Cre8tive, 2023. *The difference between traditional marketing and modern marketing*. Faber Cre8tive. Available at: <https://fabercre8tive.ca/the-difference-between-traditional-marketing-and-modern-marketing/> [Accessed 19 December 2024].

Smart Insights, 2023. *New global social media research*. Available at: <https://www.smartinsights.com/social-media-marketing/social-media-strategy/new-global-social-media-research/> [Accessed 19 December 2024].

Sunderland University, 2024. *How to increase customer engagement through social media techniques*. Available at: <https://online.sunderland.ac.uk/how-to-increase-customer-engagement-through-social-media-techniques/> [Accessed 20 December 2024].

Tech Jackie, 2024. *Disadvantages of social media marketing*. Available at: <https://techjackie.com/disadvantages-of-social-media-marketing/> [Accessed 20 December 2024].

Toplis, D., 2024. *Benefits of social media marketing*. Available at: <https://duncantoplis.co.uk/news/benefits-of-social-media-marketing/> [Accessed 20 December 2024].

We Are Social, 2023. *Social media use reaches new milestone*. Available at: <https://wearesocial.com/uk/blog/2023/07/social-media-use-reaches-new-milestone/> [Accessed 19 December 2024].