

How Social and digital media can be used to reach a wider customer base.

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Introduction

In this day and age social and digital media have been used as very effective advertising tools by individuals and companies alike, social media is are virtual platforms where information and ideas are exchanged in an online communities and advertisers use these tools to widen their reach to a more global scale. It comes with many benefits and an advantages to increase customer and revenue growth but also comes with considerable downsides.

Traditional marketing methods

Before the social media and even now advertisers used traditional methods of advertising to increase brand recognition and awareness and place these ads where people are most likely to see them such as popular public areas and these tactics appear as billboards, bus advertisements, posters commercials, radio and direct mail. These tactics are effective to get the attention of people that do not use the Internet as much and are seen as more trustworthy and can be reused however they are more costly and may damage the environment with waste.

The Development of Social and Digital Media

the starting years of social media has mainly been used as small scale chatrooms and as the technology improved over time the accessibility to the Internet also grew with and evolved with the technology along with more users that use the Internet so advertisers want to tap in to the growing market and use a variety of tactics to gain profit such as email marketing which involves the uses of email ads or promotions, social media marketing which uses promoted posts on popular sites, Web banners which are popups that count as a payment for every click and Web marketing online business websites.

Advantages

It is far cheaper and more adaptable than traditional marketing and has a far larger reach, although they require technical skills and 3,Facebook and more to expand and reach new users.SSM has 3 core Marketing Components (Hayes, 2024): Connection, Interaction and Customer data. Connection allows business to make connections in ways that would be impossible with traditional marketing methods with content platforms like YouTube and Social sites like Instagram. Interaction is the engagement you get on posts such as likes and reposts which allows business to gain more advertising opportunities from positive feedback and look more reputable to newer customers .Customer data is also valuable for a good marketing strategy.

There are many advantages to SSM such as the use of viral marketing strategy that use audience which spreads product information through word of mouth and shares it far from the target audience and into the public and is a simple way to get customers interested.

You can also directly engage with customers and build stronger relationships and trust with your user base and is useful for start-up companies and small businesses, you can also share links to your websites or post blogs and get feedback in real-time (Rivera, 2024). SSM is also useful for reaching wider audiences through likes, reposts and shares as customers share content they enjoy to friends or family or you can cater to your own target audience as social media sites targeting options which

allow companies to pinpoint interests and demographic to send personalised content such as adverts and pop ups to those users. Social media can also be a way to generate free traffic to a company's website and because of this organic growth a company is more likely to rank higher in the Search Engines such as Google and be more easier to find.

Disadvantages

Although there are many advantages to SSM Marketing it comes with disadvantages such as fact that social media takes consistency and patience to grow especially for smaller accounts and requires a deeper understanding of the social media platforms and the knowledge to make engaging content as well as the skill to be adaptable as social media sites are always updating and changing and the algorithm and user interests will reflect that. And since social media allows direct interaction with an audience, it makes easier make complaints or have issues raised, or may more malicious intent which may spread viral and damage the reputation of the company if handled poorly. But at its core social media isn't designed for businesses being its primary focus as people are more likely to use it in a casual fashion. You also must rely on ads as organic growth is difficult especially for smaller accounts but constantly paying for ads is extremely costly. Also a major concern is privacy and security issues that could arise as you need to use personal and public information to get the most value out of the marketing campaign and the account isn't properly protected, hackers will try and take over the vulnerable account and use it how they wish. It is also difficult to measure customer data in social media platforms and most platforms don't give access to post analytics which makes it difficult to see what works in the algorithm. Social media sites are very competitive when it comes to advertising their ads and this results in an over saturated environment and ads get suppressed in the algorithm as it's difficult to stand out among an overwhelming number of advertisements.

Conclusion

In conclusion, social media is rather helpful for both individuals, small and large business or companies to spread and grow their customers on a scale beyond the capability of traditional methods of marketing, both methods have their advantages and disadvantages but digital and social media seems to be preferable to companies as technology becomes more integrated in our daily lives and advances over time

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