



LCLM4002 – Digital Skills

Task 3 – Written report

TOPIC

Leveraging Social and Digital Media for Expanding Customer Reach

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1 Introduction

In business, customer reach refers to the degree to which the business' products can be easily available and experienced by the intended markets (Dolega et al., 2021).. On the other hand, it also contains all the ways to let the consumers know about the products and the services of the company by involving social media, online marketing, and mass media (Mou, 2020). This report evaluates the strategies which is important for the use of social media and digital media to reach to a crowd on a large basis. Through this review, that breaks down different platforms to offer pros and cons, this research aims to leave organisations with the knowledge needed to properly live in these difficult times of marketing environment. Our main target in this research is offering solutions to the company on how communication media can be maximized to deliver goods and services.

2 Social Media and Customer Reach

One of the most basic purposes of social media, especially for businesses, is to create an interactive environment where they can continuously engage with their target market. The results are having increased consumer reach therefore. Businesses with well-planned public relations and solid content posting strategies that engage customers online, can raise their brand awareness and receive between-continent interest. On top of a broad populous that social media platforms own, there are demographic specific options that enable businesses to drive conversions through crafting and posting altered version of the same message for different groups of audience. Social media is an extremely useful tool that a company can use to foster close bonds with their customers, ensuring the clients will be loyal to the brand and promote the company over time (Wibawa et al., 2022).

2.1 Advantages of Social Media for Businesses

Social networks are the modern-day champions for more than just business entities. To begin with, this is a way to promote products with a low-cost that isn't available to many other types of firms thus enabling them advertise to their global audience. Additionally, social media simplifies direct buyer interaction, which further enhances the strength of these relationships and builds consumers' loyalty to the brand. Read visitor's behaviour patterns and tailor services

accordingly. Tells companies what people want to get and how they consume media by analyzing the intrinsic data patterns. Social media platforms become the perfect place for companies bring the concept of knowledge sharing and thought leadership into action to to raise the legitimacy of their brands. Being the case, any business originally gains such opportunities that are simply distinct from other channels of advertisement. They are efficient for getting the publicity for the brand name, encouraging interaction, and in the end growing sales and revenue (Mou, 2020).

2.2 Disadvantages of Social Media for Businesses

Although social media has many advantages, it also presents certain disadvantages for business organisations. First of all, unfavourable reviews or disputes have the potential to worsen a brand's image very fast. Secondly, it takes a lot of time and energy to manage many social media profiles and interact with clients, which might reduce operational efficiency. Additionally, companies' exposure and reach might fluctuate depending on modifications to social media algorithms. All things considered, social media presents enormous prospects, but in order to minimise risks and optimise rewards, companies need to successfully manage these difficulties (Dolega et al., 2021).

3 Digital Media and Customer Reach

Digital media is the key strategy for extending brands' reach to the audience, by means of a number of channels through which they can speak to their target audience. Digital channels such as websites, blogs, and social media sites could be used by firms to avail a global audience of the interesting content that they have to offer them. In digital era the growth and the success of organisations could be attained through a strategic use of digital media tools for prospects, for getting connection and finally for conversion into the customers loyal to the business (Manzoor et al., 2022).

3.1 Advantages of Digital Media for Businesses

Digital media has immense opportunities that companies can use. Organisations have never before had the means to so effectively connect with a universal audience across the planet. Not only does virtual reality provide an immersive experience but it also gives the player the

opportunity for interactive learning as well as the ability to interact with others. Corporates may achieve this by utilizing the diversity of digital media types' capability of diverse content testing to accommodate the wide range of tastes. In addition, businesses can generate and distribute content through which they can build their thought leadership and credibility in the particular industries. More specifically, employing the digital media features to the full offers companies an opportunity to broaden their customer base, hike brand awareness and expand during a fast-changing digital world (Aydin, 2020).

3.2 Disadvantages of Digital Media for Businesses

Digital media might be of benefit to companies but they also keep some drawbacks. Firstly, excessive range of the online content may cause over-saturation problem despite the opportunity of differentiation for any firm because of the same issue among the rivals. Moreover to the part of construction and improvement of digital content which requires considerable skill-formation and technical knowledge that could be very hard for some corporations to provide. Besides, enterprises tend to rely on external platforms for the hosting and storage of digital content. Also, the need of spending time and resources on the operation of online media branches may lead to strains to the organizations capacity. In address to efficiently navigate digital media avenues in order to reach their purpose, businesses must be creative enough to wrestle with the mentioned challenges(Wibawa et al., 2022).

4 Conclusion

Therefore, digital and social media platforms have in a way introduced fresh and unthinkable possibilities for businesses growth and consumer base expansion. Although each of these choices has its own positive and negative aspects, only the one which is used wisely by a company can really give it a good chance to succeed. They (businesses) seek the advantages from social media and internet and safeguard risks by the understanding of the complexities of the technologies. As a result, adopting these programs assists businesses to achieve stronger brand awareness, higher customer interaction, and flexible marketing environment under the constantly-changeable conditions.

5 References

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