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

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Introduction

This sought to discover the appropriate utilization of social media and digital platforms to address large customer audiences. It focuses on the growth rate of the social media system and its place in defining current and future marketing, as well as comparing social media marketing with traditional marketing systems. This report discusses the nature, potential and trends of social media as a marketing medium, several traditional and modern approaches to marketing and a shift from traditional marketing to computer-based approaches. Lastly, it looks at how social media can connect and acquire new consumers and ends with important findings and implementation strategies.

Main body

Overview of Social Media

Social media has become the best tool for developing communication and connection between people enabling social businesses across the world. Social media such as Facebook, Instagram, Twitter, and Linked In have become inseparable parts of individual and corporate existence, provided actual-time interaction and extended sharing opportunities. Over the past decade, these have grown more complex with advanced features of live streaming, e-commercialization, and other advanced advertisement techniques. The population-level use of social media has been initiated by the use of Smartphones and High-speed internet with billions of users (Redjeki and Affandi, 2021). This has been embraced by various firms where such sites have been used to create a corporate image, create a point of contact and create customer relations. The integration of algorithms and data analytics has therefore made it possible to share the right content that will in one way or another, reach the business's intended audience. This constant change makes social media essential in the most recent strategies of business communication and marketing as it integrates aspects like access, interaction and novelty to social media platforms for the users and firms.

Marketing

Marketing is the management process of implementing and communicating the needs of consumer products advertising, selling and even performing public relations. The most conventional forms of promoting products and services were through television and radio, newspapers and magazines as well as billboards. The approaches used in it however were effective for the time then but have low accuracy and positional versatility compared to digital techniques used today. Digital marketing, in contrast, includes an e-mailing strategy, SEO, collaboration with influencers, and posts on social media. Technological factors have been predominant in shifting from traditional marketing to marketing in contemporary society since it involves targeting campaigns plus evaluating the impact in a real sense. Advanced techniques offer wider coverage and cheaper options as compared to conventional approaches, particularly for young and medium firms (Chuang, 2020). But at the same time, they need a wide-spread understanding of platforms, algorithms and audiences, and that is why a reasonable approach may be an implementation of a combination of both offline and online solutions.

Using Social Media for Marketing and Reaching New Customers

Social media exposes business organizations to useful advertising tools that enable them to reach a large number of people in society. These can be used by companies to post information in picture format, entailing the use of photos, icons, video clips and animated items, which create interest (Sivarajah et al., 2020). Targeted advertisements are some examples where certain demography of an age, location, interest and even activity can be singled out and targeted out of the population. People can freely open social media accounts for business, and this allows for direct interaction with the customers since they can answer their questions and feedback hence improving brand equity. Also, organic promotion includes cases when people themselves write something about a brand's product, for example, reviews or posts on social media. Another well-known technique is collaborative marketing, as influencers can effectively present brands to people familiarly. Sometimes, campaigns established especially on Instagram or TikTok soar to the stratosphere, which directly results in vast brand awareness.

Advantages of Using Social Media for Reaching New Customers

Social media has several advantages towards businesses that are required to market themselves towards more clients. First, it enables the creation of a large scope, the active users of social networks amount to billions, making it easy to reach refined segments. It is cheap with account creation being free and paid advertising that can be done at affordable rates for any business hence making it competitive to all especially to small businesses. Another disadvantage of social media is that it supports real-time and thus businesses can quickly respond to customers' questions and comments. Analyze tools can be used to monitor campaigns, evaluate their tactics and make sure it is using its resources wisely. The opportunity to do viral marketing is another advantage since high-quality content will quickly go viral and increase brand recognition. Also, social media reminds brands of the human aspect of the market because people engage in interaction with brands, thus creating trust and loyalty.

Disadvantages of Using Social Media for Reaching New Customers

Social media has its weaknesses in reaching new customers for businesses and organizations. Social media marketing has its difficulties. The main weakness is the highly competitive rivalry prevalent in the industry to set itself out from the rest needs a lot of effort and innovation. The requirement for new and exciting content is almost always present, which can consume time and money, especially for the business owner or a small business. Updates on platforms negatively influence post-exposure by increasing post-reach and engagement requirements that may force further spending on advertisements (Cartwright et al., 2021). This is very dangerous for a brand especially when it triggers viral backlash or results in negative feedback. While integrating customers' data, significant risks originate from privacy and data security when the firm's data is mishandled, resulting in low trust and legal implications. However, reliance on social media may be inclined to particular web platforms with operational interruptions or changes in its policies unfriendly to such operations.

Conclusion

This report has also pointed out the trends of social media and its differences with conventional and integrated marketing communication. Marketing with the help of social networks is just

amazing as it allows to reach a great amount of people, does not require much money, and the main thing is that people can interact with you. However, some issues have to be solved, for example, more competition, more demand for content, and data protection issues. Businesses should consider a central approach for managing their presence and reputation online through creativity, analytical analysis, and being one step ahead of haters and trolls.

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