

How Social Media and Digital Media can be used to Reach a Wider Customer Base

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Introduction

Reaching a wider customer base is crucial for any business aiming for success and sustainability. In the current digital age characterized with people connecting and engaging in various social and digital media platforms has become an integral component for businesses. According to Nikunen et al (2017), by effectively utilizing social and digital media platforms, businesses have the potential of not only increasing its visibility but also interacting and connecting with the target audience on a personalized level. The process of expanding customer base is essential for business growth and sustainability. As Manzoor et al (2020) explains, a wider customer base translates to increased revenue generation, flexibility in dealing with market fluctuations and increasing brand recognition.

Social and digital media platforms like Facebook, Instagram, and Snapchat offer businesses a valuable opportunity to connect and engage with customers in a personalized and meaningful way, thereby expanding their reach and promoting products and services to a broader audience. Using these digital platforms, businesses are better placed in targeting a specific demographics and effectively meeting and addressing their interests and preferences. According to Shawky et al (2019), the use of advanced targeting options provided by social and digital media platforms, businesses can be able to ensure that their marketing strategies effectively meet the right audience hence not only maximizing positive returns on the marketing investment but also promotes customer conversion. Social and digital media platforms contains various analytics and tools that can assist businesses to effectively identify and address its target audience (Dwivedi et al, 2021). In this sense, businesses become well equipped to ensure their marketing efforts and strategies are not only refined but also focused on the right audience. The personal interaction between businesses and audience through reviews, responding to messages and comments allows businesses to develop and maintain a high level of connection, trust and loyalty with customers hence increasing conversion rates.

Social and digital media platforms such as TikTok, Instagram and Facebook allow businesses to engage in targeted advertising which is essential in increasing customer base. Targeted advertising essentially takes into consideration factors such customer behaviors, interests and demographics to develop targeted advertisements (Dolega et al, 2021). In doing so, these advertisements are seen by an audience that is likely to be interested in the particular service or product being advertised. Targeted advertisement requires businesses to effectively identify their target audience based on critical factors such as customer behavior, purchase history, demographics and psychographics among others. Additionally, as Dwivedi et al (2021) explains, it is important for a business to select the appropriate social and digital media where the target audience is most active as different social and digital media platforms attracts different audience.

Another way that businesses can leverage social and digital media to increase its customer base is through content marketing. According to Bala & Verma (2018), developing relevant, credible, relatable and valuable content such as infographics, videos and blog posts are useful in attracting customers. Content marketing in this sense allows businesses to share content on social and digital media platforms on social media channels hence increasing product or service awareness and visibility. Social and digital media platforms have a higher visibility hence the potential to attract and retain potential customers. By regularly sharing product or service related content on social media, the business does not only increase and strengthen its brand presence but also the consistent in sharing content also promotes customer engagement hence making the product or service more recognizable hence increasing customer conversion rates. Additionally, social and digital media has the potential to drive traffic to product or service website through content sharing, allowing potential customers to visit and explore the website (Sivathanu & Pillai, 2014). In other words, social media platforms allow businesses to have direct interaction with customers through shares, comments, reviews and answering customer questions and concerns, which in turn assists in developing a strong and long-term relationship which can not only lead to customer conversion but also loyalty.

Social media strategies such as search engine optimization and website optimization are critical in ensuring that business adverts are present in relevant and credible search results. Optimizing search engines helps businesses increase their visibility when potential customers search for keywords related to their products and services. According to Bala & Verma (2018), website optimization is critical in improving overall customer experience increasing possibilities for potential customers to explore the website hence increasing customer conversion rates. Since social media platforms often engage and prioritize content that promotes user interaction and engagement, optimized content is likely to increase customer engagement and visibility. For instance, search engines characterized with higher page speed and are more mobile friendly often have higher rankings in terms of their algorithms hence promoting traffic and visibility to customers.

Additionally, websites that are optimized are characterized with the ability to load faster hence reducing bouncing rates, increasing customer engagement and satisfaction and ultimately developing a wider customer base (Nikunen et al, 2017). Search engine optimization and website optimization also promotes brand's reputations in terms of credibility, dependency and professionalism. In this sense, customers develop trust with these websites as a reliable provider of their preferred products and services. Moreover, website optimization contains Google Analytics which allows businesses to track and monitor their performance by measuring different metrics such as conversion rates, traffic sources and user behavior.

Conclusion

Social and digital media platforms especially in the current digital era has significantly contributed to the growth and sustainability of businesses through reaching a wider customer base. These platforms amplify digital media marketing efforts through use of targeting and content marketing and other analytics tools to attract potential customers. The integration of social and digital media platforms in marketing is essential in increasing product or service awareness, driving growth and reaching a wider customer base. The consistency in targeted advertising and developing valuable, credible and relevant content that relates and resonates with the target audience assists in not only engaging and interacting with customers but also attracting customers, developing and maintain health relationships which ultimately assist in growing a larger customer base. Additionally, social media platforms allow businesses to optimize their businesses hence increasing customer experience, promoting a positive brand reputation and increasing search engine visibility, all which translate to creating a wider customer base.

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