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Digital Skills

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

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1. Introduction

Digital and social media are very similar which both can attract a wide range of customers in their own way the only difference between them two is that digital is usually described as online or offline method to be able to reach any large audience such as google or amazon, where as social media is restricted only to online platforms for an example Facebook, YouTube and twitter.

2. Reach

Most people nowadays have a mobile phone where they can access anything at anytime and anywhere, there is also easy access to things such as google where it can find you anything for what you are searching for, For example if you're searching for the nearest hair salon it will come up as the nearest salons to you with the first top 3 usually with best ratings which would lead to new potential customers by having good feedback as customers would feel safer. In addition, if your customer would be happy with the outcome she would be able to refer the company to a friend or family which also could lead to potential customers

2.1 Engagement

Online content which is up to date, interactive and usually personalized may be helpful with people still be engaged this could include blog posts, social media updates and videos by consistently delivering high quality content a company can build trust with their customers which could lead to potential new customers. Another way engagement plays a big role in being able to reach a wider customer base is by be able to asking customers feedback and if they were happy with the experience this could really improve in your business as if there was something that the audience didn't like you could always improve with that in the future to ensure you don't have the same problem again , on the other hand by receiving positive feedback from customers can ensure you that you will have a higher star rating in your business which is very important as the higher the rating the more customers you would be able to attract.

2.2 Marketing

Marketing is one of the biggest strategies to reach a wider customer range as you social media is used by most people nowadays such as Instagram , Facebook and Tik Tok which a high number of people use nearly every day which means if you will be able to promote your business in these apps ,you can be confident enough to know that audience can see your business and with an attractive profile base it will attract more people. You may also pay social media platforms a low income for your

posts to be boosted so it's more visible to the public where you can even target specific clientele you would like to attract to your business such as targeting the area, age and industry for your future customers to visit your platform which is a fantastic way of advertising your business as you could find a clientele base that would be most suited for you .

2.3 Advantages and disadvantages

The disadvantage for all of these points would be that it does take a lot of time be consistent with posting online or being up to date which could be quite tiring for some as it does take a lot of time trying to build your own website which has to be appealing for potential customers. Another point could be that this could lead closure of Highstreet stores in the favour of online business which could lead to increased job cuts.

The advantage off all of these points is that your business could really grow and be able to reach the right certain customers for your platform. Secondly, it's an easier, faster and more effective communication using social media for your business as responding quickly to your potential customers can make them feel more at ease and prioritized. In addition, there also could be way less wastage as everything is promoted online where before people were using much more paper such as leaflets to promote their business.

Technology

Changes in technology affect businesses in a major way in which they have adapted new technologies and use this to shape and influence the future for an example, emails you are able to enable written messages to be sent straight away to other people and files can be shared as attachments. Another point is websites as it contains written and visual information using media this may allow Businesses to communicate with customers. Lastly would be mobile apps where you can create documents , capture photos and enable bank transactions which is much more convenient for businesses now to have everything on there mobile phone or laptop.

Conclusion

To conclude by doing the correct way of marketing, reach and engagement towards your business you could gain a wide range of customers as you would be promoting your business in every way possible as social media is the way to generate new audience to your business, As everything slowly is done online now such as bookings , transactions and many more, which is more convenient for customers and businesses this may attract customers to visit your platform or business even more as everything that you do would be up to date with technology .

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