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

MODULE NAME: DIGITAL SKILLS

MODULE CODE: LCLM 4002

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TOPIC 2

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

Introduction

I preferably chose this topic because I know someday, I will benefit from learning this topic. Some parts of social and digital media are unknown to me because before I was not using these platforms. Many are familiar with these, but it is unlikely to me. I find it hard for now dealing or how to operate these medias but one thing for sure I know is that I want to learn it and use it someday and it is important in advertising a business in social media. Businesses are now revolving in social media. I also want to learn to engage myself in online selling in the future. Furthermore, I know I needed a lot of things to learn but I am glad to start learning today.

Main Body

Media marketing is not just about posting content but about crafting strategies to attract a wider audience by understanding their needs. Knowing the target audience helps create engaging posts and plan ways to reach them, even in remote locations.

Traditional marketing, including brochures, direct calls, and print media, remains significant for audiences with limited internet access ([WebFX](#)). While digital marketing now dominates due to rapid innovation, traditional methods still play a key role in reaching customers with detailed, tangible content. Modern marketing, primarily digital, has gained popularity over the past decade by leveraging platforms like Facebook, which connect businesses to global audiences.

From my personal observations of a friend's business, digital marketing, particularly on Facebook, demonstrates how quickly products reach customers through shares and searches. Social media provides convenience by informing users about products, saving time in physical stores. It is an efficient platform to target millions of potential customers worldwide. Indeed, social media enables you to turn your business into an active participant in your market ([Wordstream by LocaliQ](#)).

Social media marketing offers several advantages, such as increased brand awareness, customer engagement, low-cost advertising, and accessibility for small businesses ([Adobe Communications Team](#)). Ads, especially sponsored ones, make brands visible to wider

audiences and enable businesses to engage with and respond to customers effectively, boosting credibility and trust.

However, social media also has limitations or disadvantages. It is often oversimplified as a cost-free solution, leading to unrealistic expectations. According to Jackie Owen, social media is not built for businesses, negative feedback, and tarnish brand name, heavily relying on Ads etc. ([Jackie Owen](#)). Trust issues arise from fake accounts, misinformation, and excessive content, making it harder to establish genuine connections. Additionally, algorithm-driven targeting may exclude individuals outside specific profiles, limiting reach.

Despite these drawbacks, social media remains a transformative marketing tool when used strategically, combining its advantages with a clear understanding of its limitations.

Conclusion

Social media is an effective tool for businesses to connect with new customers, share their brand's story, and build relationships. It enables targeted outreach, making marketing efforts cost-effective and efficient. Real-time interactions help businesses understand customer needs and foster loyalty, as engaged followers often advocate for the brand.

To maximize social media's potential, businesses should focus on creating high-quality, engaging content that resonates with their audience. Regular updates keep followers interested, but meaningful content matters more than frequent posts. Analytics tools provide insights into what works, helping refine strategies.

Engaging directly with followers by responding to comments and messages builds trust and strengthens connections. Using a variety of content like videos, images, and stories, it keeps the audience engaged. Collaborating with influencers and running targeted ads can further expand reach. Staying updated on trends ensures businesses remain competitive in the ever-evolving social media landscape. By effectively utilizing social media marketing strategies, you can not only increase your brand visibility but also connect with your target audience on a more personal level ([AW Digital Marketing](#)).

References

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