



Certificate of higher education business skills

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

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Introduction

There has been so much research and discussion about using social media for marketing. The key to marketing one's business using social media is having the right strategies in the right places (IIM SKILLS ANITA SHENOY APRIL 7, 2024). There are also many advantages and disadvantages of how social and digital media can help you to gain larger audience. Companies can use social media marketing strategies in so many ways to gain popularity.

What is social media

Social media is a platform where we can post on sites and apps like Facebook, Instagram, Snapchat, Twitter and many more other apps and sites. It helps us interact with other people by sharing information with them and receiving information from them. It also helps us to promote and do marketing because there are more chances for engaging with larger audience which makes people more interested about your products and brands. Social media can be defined as any platform that allows you to share media such as pages, videos, or text in different formats and these platforms allow you to connect and communicate with people you know and even those you don't know (Durga Kudumula APRIL 19, 2022).

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

Knowing your audience is the best way to gain popularity. For example, understanding how they think, what they like, how you can impress the marketing you do and how they shop. Once you have this information you can think the best way of how you can create an effective marketing (Jennele McGrath JUNE 2, 2016). Social media help grow your customer base, but it also helps you maintain it, repeat customers are essential to your success, which is why it's useful to find a way to help convince your audience to keep coming back to you (J McGrath JUNE 2, 2016). Facebook, Twitter, Instagram, Snapchat and LinkedIn are free tools and apps you can use for free which you can use them to encourage interaction and to draw attention. Because social media today is so useful, marketing techniques using these platforms are very important for businesses, from promoting content that drives engagement to extracting personal data that makes messaging resonate with others. Also, there is extraordinary range of avenues to

connect with target audiences from platform like YouTube. (Adam Hayes FEBRUARY 2, 2024).

Using the right social media platform (how it can benefit or harm you in different ways)

It is important to use the right social media platform which there are a ton of social media platforms to choose from. Some platforms are better for building awareness and top of funnel initiatives while others are better for conversion. For example, using photos, short videos or blog led you to a platform that will allow you to share it easiest and gain more excitement and popularity (Ashwin AUGUST 17, 2023).

What are advantages and disadvantages of different social media tools on business

Now days social media is the largest platform we use in our daily lifestyle, but we should know that although it benefits us in many ways there are also many disadvantages which sometimes you can't ignore. For example, although social media helps you to encourage with other people and help you with marketing you should also know that there are allot of negative people online where they do negative comments and use bad language which can affect other positive people too. For example, LinkedIn, linkedIn is dedicated to professionals looking to connect, find a job or hire people, it aims tom provide a professional environment. It also offers special tools for brands looking for employees or wanting to learn more about their competitors. However, you should know that they mostly tent to skip content that they find irrelevant (Gareth Parkin DECEMBER 12, 2022). Another advantage of social media for business is good customer engagement. For example, you can directly engage with customers and take their feedback on your products and services for improvement. One disadvantage of social Midea for business also is risk of unwanted or inappropriate behaviour on your site, always keep in mind you can run into bad people too ("the room marketing" DECEMBER 5, 2018). however, there are many ways of how you can handle negative comments on social media. For example, don't ignore them, you should reply to every comment whether is it positive or negative. Maintain public relations is a must

for brand building (Angela Baker JANUARY 12, 2024). Keep in mind that being successful is also knowing how to deal with good and bad ways of social media.

Conclusion

In conclusion, there are so many opportunities with using social and digital media for a wider customer base. It is important to know the right steps to take while you are promoting and marketing your products or research or thoughts on different platforms and apps. There is much research on advantages and disadvantages of social and digital media, by taking the right steps and carefully navigating these challenges you will have so many opportunities to get the growth you want.

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