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Introduction

The modern economy is directly connected with digital and social media. These tools have become the main communication tools for companies around the world since they can be used to reach a wider customer base. The purpose of this written report is to analyse and reflect on how digital and social media are used to reach a wider customer base.

Social Media

Social media is used to transmit information, communicate, shop, and access social networks. It has contributed to profound changes in our society.

Mayfield (2011) states that social networks are a new form of online communication that promotes participation, conversation, community and connection. The basis of social networks are users and content creators, and their ability to reach out makes this tool a medium with enormous potential for reaching consumers.

Kotler and Keller (2016) point out that marketing involves identifying and satisfying human and social needs. These needs are more complex and constantly changing and in this new competitive environment it has become crucial for companies to get to know their consumers to build loyalty and retain them.

In this sense, the Internet has allowed companies to respond to these needs and challenges with precision, contributing to the development of Digital Marketing. Cláudio Torres (2012) describes this tool as 'the set of marketing and advertising strategies applied to the Internet and the new consumer behaviour when browsing'.

Social networks bring change and new opportunities for marketers, allowing them to interact with their audience and learn more about them (Constantinides & Fountain, 2008). According to Felipe Carrera (2009), , this new medium is a second generation of communities and services based on the web platform, such as wikis and social networking applications.

Raquel Recuero (2009) defines social networks as a set of two elements made up of actors and their connections. A network is thus a metaphor for observing the connection patterns of a social group, based on the connections established between various actors. The evolution of marketing over the last 60 years has contributed to a networked society that is weaving towards globalisation. Technological, social, environmental, economic and desires have come closer together and led to the development of a culture that is gradually becoming homogeneous. Social media marketing continues to gain ground over other marketing tools. This phenomenon can be seen in the online marketing trends and the growing adherence to them by people and companies.

Digital Media

Digital media has transformed communication and introduced a new format for transmitting and sharing information. According to Stasberger (2023)) digital media "encompasses a wide array of formats, from text, images, and audio to videos and interactive content, all enabled by digital technology".

The Internet works as an engine for the dissemination of content and facilitates communications contributing to globalization and high networking. Delfandi and Arvidsson (2019) believe that because digital media can interface and integrate with most other modern technologies, they are crucial to the organisation of communication and information flows. Every medium enhances the others, creating a distinct and harmonious ecology in which every instrument adds to a uniform medium.

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Das Abraham (2020) adds that people were able to connect with this increasing volume of information, hear from a variety of sources, and personalise it by sharing their own opinions. Since blogging and publishing have been so simple, millions of people may now upload content online, building a vast amount of websites and information. The quantity of information viewed and contributed to increases as more individuals connect to the Internet.

Although digital media raises connection between different people it can be dangerous for its users since it comes with its own risks such as, digital safety, social disconnection, rise of jobs insecurity since allows people from Third World countries to do jobs remotely for have of our wages, cybercrimes, disinformation and new types of addiction ((Abraham, 2020).

Conclusion

With the help of social media and digital media powered by the internet, we can reach a wide audience with pictures, videos, and sounds. Small and large businesses can now more quickly and efficiently reach a larger audience because to its rapid information transfer and inexpensive costs as compared to traditional media. It has drawbacks, particularly when it comes to phoney social media identities that may influence how we gauge the success of our marketing initiatives.

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