



LET'S TALK ABOUT

DIGITAL MARKETING & SOCIAL MEDIA

TO ATTRACK 21ST CENTURY
CUSTOMERS

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"THE DIGITAL WORLD IS VAST, BUT WITH THE RIGHT STRATEGY, YOUR BUSINESS CAN SHINE LIKE A BEACON. STAY FOCUSED, STAY INNOVATIVE, AND SUCCESS WILL FOLLOW."

INTRODUCTION

People's lives have changed due to new technology, as have their demands and how they interact with markets and products. Customers can now find price and evaluation information on various channels, giving them additional product options and increasing their opportunity to connect with manufacturers. The market is transitioning from traditional to digital to meet the increased demands of consumers since the advent of the Internet. For more than 20 years, the transition has been ongoing. Studies have been done to find the causes of the development of the digital market in a particular period before. Still, it is worthwhile to integrate these drivers of digitalization to analyze the trends in the digital market in the future. Several research papers and articles are used to provide evidence and insights into the digital market. Those research papers and articles are looked up from Google Scholar papers and articles, the main motivations to accelerate the digitalization of the market in different periods can be determined. After integration, all drivers of the evolution of the digital market since 2000 can be analyzed.

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The paper offers how new technologies, advertising platforms, and global crises affected the process of market digitalization and the primary tactics in the digital market.

Social media marketing is the use of online applications, networks, blogs, wikis and other collaborative media for communiting brand messaging, conducting marketing, public relations and lead generation. Social media are distinctive for their networking capabilities they allow people to reach and interact with one another through interconnected networks. This "social" phenomenon changes the power dynamic in marketing no longer is the marketer the central gatekeeper for all communication about a product, service, brand or organization. Social media allows for organic dialogue and activity to happen directly between individuals, unmediated by a company. Companies can (and should) listen, learn and find ways to participate authentically.

CHAPTER I

UNDERSTANDING YOUR AUDIENCE

To succeed in digital marketing and social media, businesses must understand their audience. Knowing who your customers are and what influences their decisions allows you to create content and campaigns that attract and engage them effectively. This chapter explores key aspects of audience analysis, including demographics and psychographics, to help you build a strong marketing strategy.

What Are Demographics?

Demographics refer to specific characteristics that define groups within a population. These characteristics include Age, Location, Income level, Education, and Gender.

By analyzing these factors, businesses can create a demographic profile of their ideal customers. For example, a brand targeting university-educated women aged 25-29 with a specific income and location can tailor its marketing efforts to appeal directly to this group.

Why Are Demographics Important in Content Marketing?

Understanding demographics plays a crucial role in content marketing for several reasons:

- **Improved Audience Understanding**

Knowing who your audience is helps identify their needs and how to turn them into customers.

- **Better Targeting**

You can create content and ads that resonate with the right group of people.

- **Increased Relevance**

When content is tailored to the right audience, engagement increases.

- **Efficiency**

Focusing on a specific audience prevents wasted resources on ineffective marketing.

- **More Leads and Sales**

Targeted content leads to higher engagement and better conversion rates.

How to Identify Important Demographics

To define your target audience, you need data. Here are some effective ways to gather demographic insights:

- **Analyze Existing Customers**

Identify common traits among your best customers to understand what works.

- **Use Analytics Tools**

Platforms like Google Analytics and Social Media Insights provide valuable data on audience behavior.

- **Conduct Surveys and Gather Feedback**

Direct input from customers helps refine your understanding of their needs and preferences.

Beyond Demographics: Understanding Psychographics

While demographics tell you who your audience is, psychographics explain why they make decisions. Psychographics focus on:

- **Attitudes**
- **Values**
- **Interests**
- **Lifestyle choices**
- **Fears and aspirations**

By combining demographic and psychographic data, you get a comprehensive understanding of your audience, allowing you to craft messages that truly resonate with them.

Why Psychographics Matter in Marketing?

Psychographics help marketers create highly relevant content that:

- **Speaks directly to the audience's needs and desires.**
- **Solves their problems and builds trust.**
- **Strengthens brand authority, leading to better customer relationships and increased sales.**





The Importance of Creating Content

Content creation is important for two main reasons. First, it helps build a website's relevance and authority, contributing to its ranking on search engines — according to most marketers, content marketing is the most efficient SEO tactic (Ascend2 2015, cited in marketingprofs.com). Websites with blogs also have four times more pages indexed on search engines, making them more likely to show up during searches (Forbes).

Content is also a cornerstone of customer acquisition strategies, and it is one of the most powerful tools for use in the RACE framework. According to HubSpot, a consumer consults three to five pieces of content during their journey toward making a purchase. Leads generated using inbound marketing efforts are also less costly by about half compared to leads generated using outbound efforts. Inbound leads are also 10 times more likely to convert (vs. outbound ones), and studies have shown that content marketing efforts boost company revenues by an average of 40% (Hubspot).



Creating Content

Before starting content creation efforts, a company should have in mind a clear persona and associated journey, understand its own website, and ideally understand how its competitors are positioning themselves on search engines (i.e., have performed a competitive keyword analysis).

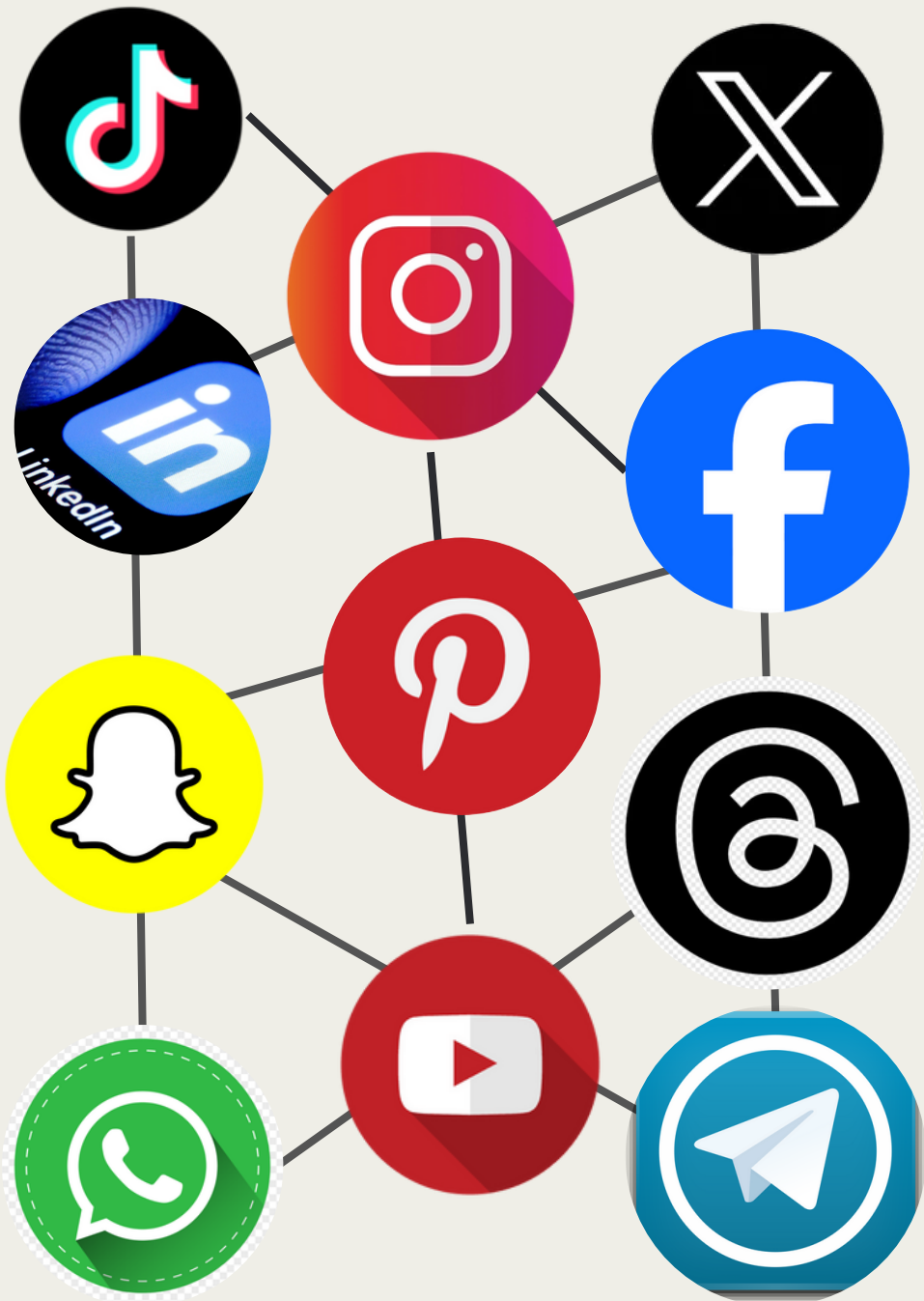
Creating content is a balancing act. First, it is a balance in that you must be similar enough to competitors to address the general needs of the market and look like a trustworthy organization, while being different enough to attract customers. This idea of standing out while fitting in is termed “optimal distinctiveness.”

Second, it is a balance between what you can offer and what consumers want. When creating content, firms need to keep in mind that they should represent the customer. This entails understanding what customers are looking for based on their needs and challenges and how what they need evolves throughout their journey.

Creating unique and relevant content thus entails understanding the market and knowing the codes that organize content production, knowing what specifically about your brand gives it a unique voice (or “brand voice”), and combining these pieces of knowledge to create something unique that will interest consumers and is based on your capabilities.

KEY PLATFORM OF SOCIAL MEDIA

DIGITAL MARKETING



LONG TERM SOCIAL MEDIA

Use Paid Advertising

Paid advertising helps businesses reach a larger and more targeted audience quickly. Here's how to use it effectively:

1. CHOOSE THE RIGHT PLATFORMS

Each platform offers different ad formats and targeting options:

- Facebook & Instagram Ads – Best for brand awareness, retargeting, and eCommerce.
- Google Ads – Great for search intent-based marketing (people actively looking for solutions).
- LinkedIn Ads – Effective for B2B marketing and professional services.
- TikTok & YouTube Ads – Best for engaging video content and younger demographics.

2. SET CLEAR OBJECTIVES

- Increase brand awareness
- Drive traffic to your website
- Generate leads or sales
- Boost engagement (likes, comments, shares)

3. TARGET THE RIGHT AUDIENCE

- Use demographic filters (age, location, interests)
- Retarget website visitors or past customers
- Lookalike audiences (reach new users similar to existing customers)

4. OPTIMIZE YOUR ADS

- A/B test different ad creatives and copy
- Use high-quality visuals and compelling CTAs (Call-to-Action)
- Monitor performance metrics and adjust campaigns for better ROI

Maximize Organic Opportunities

1. CREATE VALUE-DRIVEN CONTENT

- **Share educational posts, how-to guides, and industry insights**
- **Use storytelling to connect with audiences**
- **Leverage trends and hashtags to increase visibility**

2. LEVERAGE SEO & HASHTAGS

- **Optimize social media profiles with relevant keywords**
- **Use trending and niche hashtags to improve discoverability**
- **Post consistently to stay relevant in algorithm rankings**

3. ENGAGE WITH YOUR COMMUNITY

- **Respond to comments, messages, and mentions**
- **Host live Q&As and polls to boost interaction**
- **Collaborate with influencers and brand advocates**

4. REPURPOSE AND CROSS-PROMOTE CONTENT

- **Convert blog posts into carousels or infographics**
- **Share short video clips on TikTok, Instagram Reels, and YouTube Shorts**
- **Reshare user-generated content (UGC) to build trust and credibility**

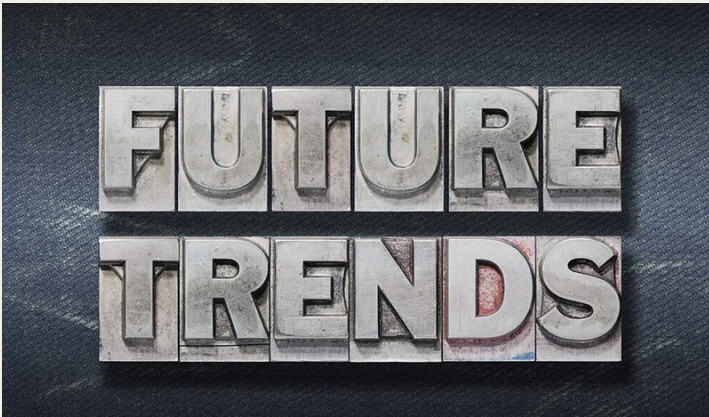
CHAPTER III

FUTURE TRENDS

Gen alpha is the first generation born entirely in the 21st century. The number of Gen Alphas is expected to reach 2.2 billion worldwide by the end of 2024. By 2025, there will be more Gen Alpha than baby boomers. Many believe Gen Alpha will be the largest generation.

If you're looking to engage with Gen Alpha, the best place to do so is on mobile. And chances are, that mobile device belongs to a Gen Alpha user, not their parents.

Between 2023 and 2026, children will make up a small share (under 4%) of total smartphone users, according to EMARKETTER'Os for cast, but that is likely to rise as overall mobile usage increase and it becomes more common for children to receive a smartphone at young age.



FUTURE TRENDS

When Gen Alpha are on their phones, chances are they're watching content on YouTube. YouTube is easily accessible for children because it does not require users to create an account with a verified email. Brands need a presence on YouTube. The video platform was named the coolest brand by Gen Alpha in 2024, followed by Netflix, Amazon and Sour Patch Kids, according to kids-focused research firm Beono Brain as reported by SGB Media.

TikTok establish itself as one of the most powerful platforms in 2024. Although in previous years only a small percentage of marketers used the social network, its potential became undeniable. With its focus on short videos and an active, engaged audience, TikTok for business offered new opportunities to connect creatively with consumers, in 2024, marketers leveraged TikTok's multiple possibilities, both in organic content and advertising, to enhance their marketing strategies.

Artificial intelligence (AI) has transformed marketing and in 2025, it is expected to take personalized recommendations to AI-powered chatbots, brands will be able to offer experience tailored to reach customer's unique preference and behaviors.

Recommended tactics include implementing AI to analyze user behavior in real-time and using Customer Data Platforms (CDP) to consolidate data and create more personalized experiences. These platforms enable optimized ad spending and the creation of unique customer profiles, which will be essential for designing effective and efficient marketing strategies in 2025.

Artificial Intelligence (AI) will play a significant role in automating personalized experiences, from customized recommendations to AI-driven chatbots that offer real-time support. As voice assistants like Alexa and Siri continue to grow in popularity, voice search optimization will become a priority for businesses, driving changes in SEO strategies to accommodate voice queries. Short-form video content, popularized by TikTok and Instagram Reels, will continue to dominate, brands will need to create quick, engaging content that captures the attention of younger, mobile-first audiences. Live streaming will become an essential tool for real-time engagement, allowing brands to host events, product launches, and Q&A sessions directly with their audience.

The rise of social commerce will transform social media platforms into full-fledged shopping experiences, with integrated buying options directly in apps like Instagram, Facebook and Pinterest. Augmented Reality (AR) will further enhance the shopping experience, enabling consumers to virtually try products before purchasing, particularly in sectors like fashion, beauty and home decor. In parallel, influencer marketing will continue to evolve, with a greater emphasis on micro and nano influencers who offer authenticity and a stronger connection with niche audiences.

Data privacy will become an even bigger focus, pushing companies to be more transparent in their data collection practices and adopt privacy-first strategies. Blockchain technology will help combat ad fraud by providing greater transparency in digital advertising, and sustainability will be a major factor in how brands connect with environmentally conscious consumers, influencing everything from product offerings to marketing campaigns. Lastly, the metaverse will open up new opportunities for brands to create immersive digital experiences, offering virtual worlds for consumers to engage with brands, socialize, and shop in innovative ways.

CHAPTER IV

LEVERAGING SOCIAL MEDIA PLATFORMS

The Power of Social Listening and Monitoring

Social media isn't just about sharing content—it's also a valuable tool for listening and monitoring audience interactions. Understanding what people are saying about your brand, their preferences, and industry trends can help refine your marketing approach and improve engagement.

What is Social Listening?

Social listening involves tracking, analyzing, and responding to online conversations. It allows businesses to:

- **Manage brand reputation by addressing concerns in real time.**
- **Engage in relevant discussions to build trust with the audience.**
- **Identify key influencers and brand advocates.**
- **Spot gaps in the market and discover new opportunities.**
- **Generate potential leads and expand reach.**
- **Gain insights into competitors' strategies.**

Social Media Monitoring vs. Social Listening

While social listening focuses on analyzing conversations and trends, social media monitoring is about actively tracking brand mentions, product discussions, hashtags, and customer feedback. This broader approach helps businesses understand not only what is being said about them but also about industry trends and customer interests.

By monitoring the social media landscape, brands can engage in meaningful conversations, build stronger relationships, and create content that truly resonates with their audience. Instead of just broadcasting messages, brands can interact in a way that adds value and fosters deeper connections.

Responding to Customer Concerns

Customers expect quick and genuine responses on social media. Studies show that 87% of consumers expect a reply within an hour of posting a complaint. Instead of using generic automated responses, brands should aim for personalized, helpful interactions that show they truly care about customer concerns.

Incorporating social listening and monitoring into a social media strategy not only strengthens brand presence but also enhances customer loyalty and business growth. By actively engaging with their audience, brands can stay ahead of trends and continuously improve their marketing efforts.



Creating a Strong Social Media Content Strategy

A well-crafted social media content strategy is crucial for brands looking to maximize their reach and engagement. Unlike other types of content, social media content needs to be dynamic, engaging, and tailored to the audience's preferences. It serves as the backbone of a brand's online presence, helping to attract, inform, and entertain followers while also fostering loyalty and driving conversions.

Understanding the Role of Social Media Content

Customers expect quick and genuine responses on social media. Studies show that 87% of consumers expect a reply within an hour of posting a complaint. Instead of using generic automated responses, brands should aim for personalized, helpful interactions that show they truly care about customer concerns.

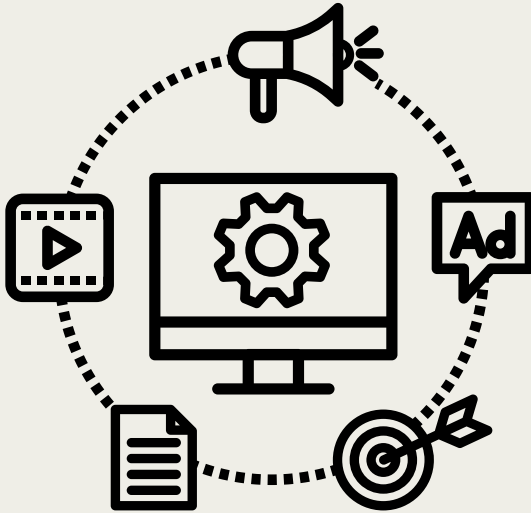
Incorporating social listening and monitoring into a social media strategy not only strengthens brand presence but also enhances customer loyalty and business growth.

A successful social media content strategy involves:

- **Creating diverse and engaging content** – This includes videos, infographics, memes, interactive polls, live sessions, and customer testimonials.
- **Tailoring content to each platform** – The tone and format of content should be adjusted depending on the platform. For example, Instagram thrives on visually appealing posts, Twitter favors concise and engaging tweets, while LinkedIn benefits from professional and insightful discussions.
- **Encouraging interaction** – Content should prompt likes, shares, and comments to increase organic reach and brand visibility.

Developing a Social Media Content Calendar

To maintain consistency and strategic alignment, a content calendar is essential. It ensures that posts are planned in advance, covering different themes and formats. A structured content plan prevents randomness and improves audience engagement by delivering the right content at the right time.



Steps to create a social media content calendar:

- **Define content themes** – Choose key topics that align with your brand values and audience interests.
- **Determine posting frequency** – Establish a schedule based on audience activity patterns.
- **Plan content types** – Mix different formats such as educational posts, entertaining visuals, promotional content, and interactive elements.
- **Use content planning tools** – Platforms like Google Sheets or dedicated scheduling tools can help organize and automate posting.



Enhancing Engagement Through Interactive Content

Social media is not just about broadcasting messages; it's about starting conversations. Brands that listen to their audience and respond authentically create a stronger bond with their followers. Interactive content such as Q&A sessions, quizzes, live videos, and community discussions can boost engagement and brand credibility.

Additionally, leveraging user-generated content (UGC) can be highly effective. When customers share their experiences with a brand, it builds trust and encourages others to engage. Featuring customer testimonials, reposting user content, and running hashtag campaigns are great ways to integrate UGC into a content strategy.

DIGITAL ADVERTISING



Digital advertising is the practice of promoting brands, products, or services using online platforms. Unlike traditional marketing, digital ads allow businesses to target specific audiences and track performance in real time.

Why Digital Advertising Matters ?

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- **Targeted Reach** – Ads reach the right people based on demographics, interests, and behaviors.
- **Cost Efficiency** – Budget-friendly with pay-per-click (PPC) options.
- **Measurable Results** – Track clicks, impressions, and conversions to optimize performance.

Digital Advertising to Attract 21st Century Customers

1. Social Media Ads

- Use platforms like Facebook, Instagram, TikTok, and LinkedIn to precisely target your audience.
- Leverage retargeting ads to re-engage visitors who have previously interacted with your product.
- Create engaging ads using short videos, carousel ads, and visual storytelling.

2. Search Engine Advertising (SEA)

- Utilize Google Ads or Bing Ads to boost your product/service visibility through paid search.
- Optimize using keyword research to ensure your ads appear in relevant searches.

3. Influencer Marketing Ads

- Collaborate with influencers who align with your brand to enhance credibility.
- Use sponsored posts or affiliate marketing to expand your reach.

4. Native Advertising

- Create content that blends naturally within websites or platforms like Outbrain, Taboola, or sponsored content on digital media.



5. Programmatic Advertising

- Leverage AI and machine learning to automatically target audiences across various platforms.
- Work with Demand-Side Platforms (DSPs) to get the best ad placements at optimal prices.

6. Email & Messenger Ads

- Use personalized email ads based on customer segmentation.
- Leverage WhatsApp Business, Messenger Ads, or chatbot advertising for faster and more direct customer interactions.

7. Interactive & Video Ads

- Create shoppable videos on Instagram and TikTok to increase engagement.
- Use YouTube Ads for stronger storytelling.



Winning Digital Ad Strategies to Attract 21st Century Customers

In the fast-paced digital world, traditional ad strategies are no longer enough. Modern consumers expect personalized, engaging, and value-driven ads. Here are the best strategies to attract 21st-century customers:

1. Personalization & AI-Powered Targeting

Modern consumers expect ads tailored to their interests. Generic ads don't work anymore!

- ✓ Use AI-driven ad targeting to show personalized content based on user behavior.
- ✓ Leverage Dynamic Ads (Facebook & Google) that auto-adjust based on user preferences.
- ✓ Implement retargeting ads for users who visited your website but didn't convert.

Example: If someone browses sneakers on your website, show them an ad with the exact sneakers they viewed.

2. Video & Interactive Ads (Short-Form & Storytelling)

Consumers prefer visual, engaging, and snackable content over text-heavy ads.

- ✓ Use short-form videos (TikTok, Instagram Reels, YouTube Shorts).
- ✓ Create interactive story ads (Instagram & Facebook Stories) with polls, Q&A, or swipe-up CTAs.
- ✓ Showcase behind-the-scenes, product demos, or customer testimonials.

Example: A fashion brand runs TikTok ads featuring influencers trying on different outfits in 15 seconds.

3. Influencer & UGC (User-Generated Content) Advertising People trust recommendations from real people more than brands.

- ✓ Partner with influencers (macro & micro) to promote your products authentically.
- ✓ Encourage UGC ads – Feature real customer testimonials and experiences.
- ✓ Run branded hashtag challenges (TikTok & Instagram) to boost engagement.

Example: A beauty brand collaborates with micro-influencers to create Instagram Story ads showing real makeup transformations.

4. Mobile-First & Social Commerce Ads

21st-century customers shop via mobile & social media platforms.

- ✓ Optimize mobile-friendly ads with fast-loading landing pages.
- ✓ Use shoppable posts & ads (Instagram Shop, Facebook Marketplace, TikTok Shop).
- ✓ Implement 1-click checkout features to reduce drop-off rates.

💡 Example: A clothing brand runs Instagram Ads where users can tap the outfit and buy directly from the app.

CONCLUSION

In conclusion, attracting the 21st-century customer necessitates a holistic digital approach that transcends mere transactional interactions.

Firstly, brands must establish a robust online presence that resonates with the customer's values, leveraging authentic storytelling and transparent communication. This fosters trust, a cornerstone of modern consumer relationships.

Secondly, personalized experiences are paramount. Utilizing data analytics to understand individual preferences and tailoring content accordingly demonstrates a genuine understanding of the customer's needs.

Thirdly, engagement must be dynamic and interactive. Social media platforms serve as vital channels for real-time conversations, allowing brands to build a community and cultivate brand advocates.

Furthermore, a mobile-first strategy is non-negotiable, as the majority of consumers access digital content via smartphones. Content must be diverse and valuable, ranging from informative articles and engaging videos to interactive quizzes and user-generated content, catering to varied consumption preferences.

Moreover, brands must prioritize ethical considerations, addressing data privacy concerns and promoting inclusivity.

Finally, adaptability is key. The digital landscape is in constant flux, requiring brands to stay abreast of emerging trends, embrace innovation, and continuously refine their strategies. By embracing these principles, brands can effectively navigate the complexities of the 21st-century marketplace and build enduring relationships with their customers.

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