

Building a sustainable marketing relationship

Student Name: Mst Shalma Pervin

Student ID: 2019669

Digital Marketing:

“Digital marketing is any marketing strategy that takes place through digital means usually through Internet-connected devices (Emiley, 2018).”

Benefit and Disadvantage of using Digital Marketing:

“The main advantage of digital marketing in WebFX is that a targeted audience can be reached in a cost-effective and measurable way”

“But incase of paid media used in WebFX it may not necessarily reach the customers you want to attract, and money could get wasted (Harley, 2019). ”

Benefit and Disadvantage of using social media in relation to CRM

“The social media CRM tool helps the customer get updated about the new trends of a product by seeing the comments on Facebook page of WebFX”

“But you cannot respond to every 869message of customer about the new product as customers may expect immediate replies (Marilney, 2020).

How digital marketing is delivered at Sainsbury to improve performance?

“Sainsbury reduce its delivery time and time to supply new goods to improve performance. Sainsbury has fax and website to communicate with the customers and all the employees in Sainsbury are professional and trained enough to serve customers well (Andrew, 2019).”

Sainsbury make sure that its customers know the standards of service in stores and in result this performance increases in customer numbers and increase in profit. And this method is inbound”

Reference List

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