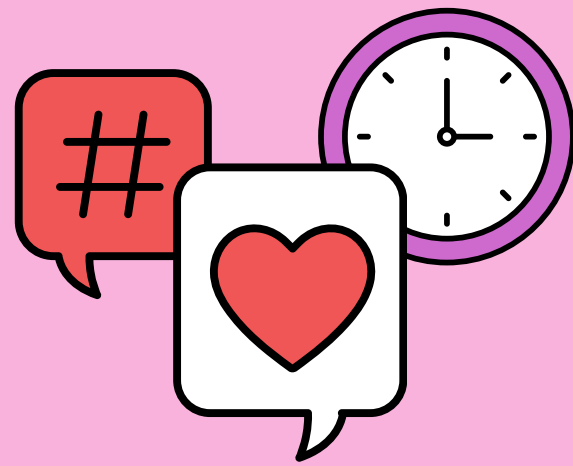




Tesco engagement with digital and social media Presentation

PRESENTED BY ALIAA NABHAN DANOUNI (23O9830)
DATE: 11 TH OF DEC

What does digital marketing mean?

Digital marketing is the use of the internet and online tools to promote products, services, or brands. It is how businesses communicate with their audience using digital channels such as websites, social media, search engines, email, and apps (Gillis, A.S. 2022).



The importance of digital marketing in customer relationship management

Digital marketing plays a crucial role in customer relationship management (CRM).

1. Enhanced Customer Engagement
 2. Data-Driven Insights.
 3. Personalization and Customization
 4. Building Trust and Transparency.
 5. Scalability.
- (Dastane,D.O,2020)



The benefits of using digital marketing for organization

- **WIDER REACH.**
BUSINESS ENABLES THE ABILITY TO REACH A GLOBAL AUDIENCE .
- **FLEXIBILITY IN CAMPAIGNS**
COMPANIES CAN UPDATE ITS ADS AND OFFERS BASED ON CUSTOMER FEEDBACK, INTERACTION, AND MARKETING TRENDS .
- **ENHANCED CUSTOMER ENGAGEMENT**
BY COMENTS,DIRECT MESSAGE,BUILDING RELATIONSHIP ALSO BUILD UP CUSTOMER LOYALTY .
- **PERSONALIZATION OPPORTUNITIES**
BY ANALYZING DATA ,DIGITAL MARKETING ALLOWS TO LAUNCH THE SPECIFIC MESSAGE AND OFFERS TO CUSTOMERS .

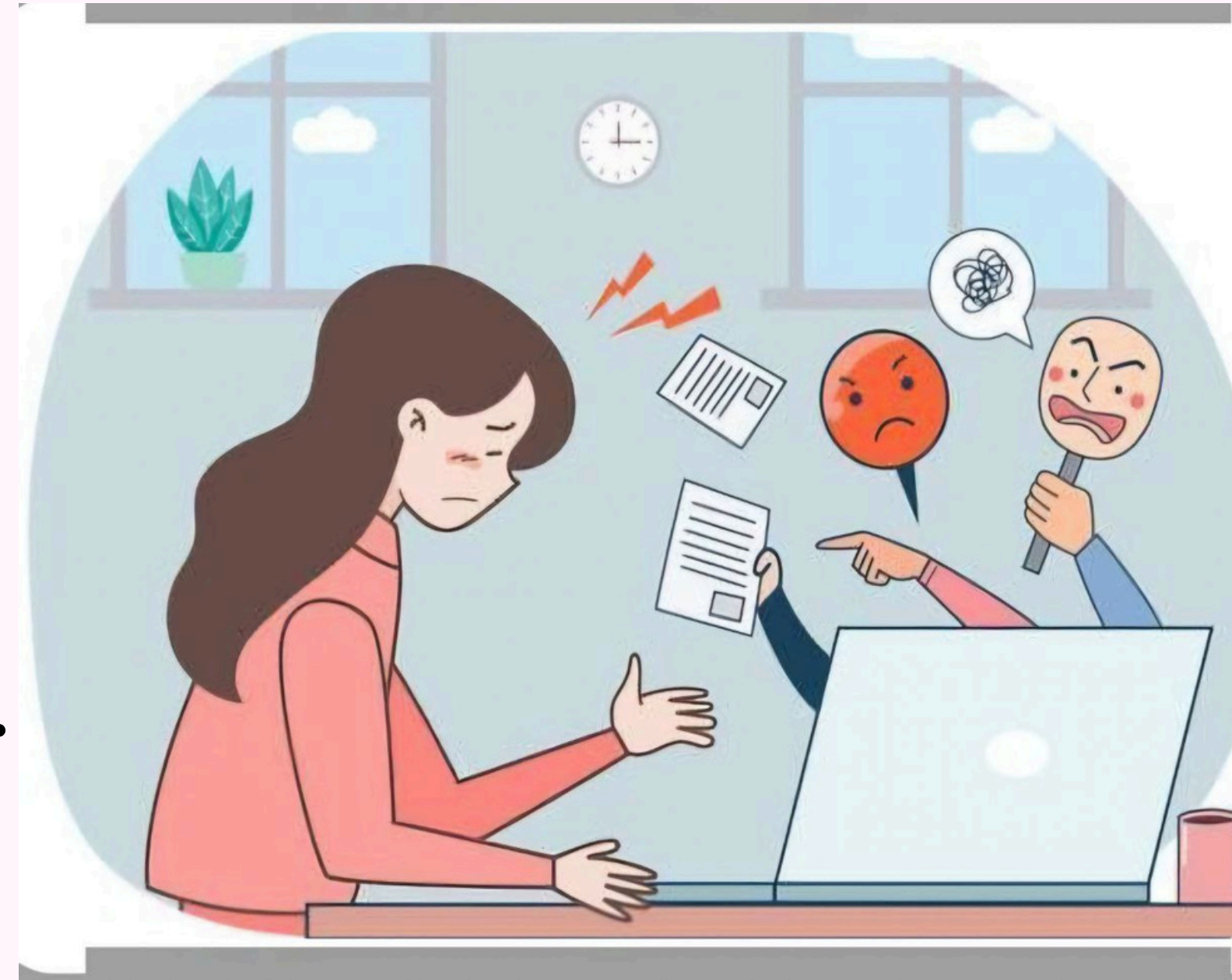


Negative aspects of digital marketing

Using paid media can be annoying to the consumer.

- Ad Fatigue and Saturation

. Ad fatigue and saturation: Repeating ads for the same product can lead to ad fatigue, which causes customers to become annoyed and thus leads customers to ignore or skip them. This reduces the effectiveness of campaigns and customer response, especially on platforms like Facebook or Google, where users are constantly exposed to ads (Veleva, S.S. and Tsvetanova, A.I., 2020)



What does social media mean?

"Social media is any channel or technology that lets users share and create ideas, photos, videos, and other content with other people." (WebFX, 2024)

Social Media Marketing is the use of social media platforms such as Facebook, Instagram, Twitter, LinkedIn, TikTok, etc. to promote products or services and build a relationship with the target audience.



The benefits of an organisation using social media for its CRM.

Social media marketing aims to create a strong connection with customers & build a relationship

● Social Listening Insights: Social CRM platforms help businesses monitor brand discussions, identify customer trends, and spot patterns. This information can help a company conduct appropriate product development, know when to launch, and advertise most effectively (Johnivan,J.R. 2024)



The Negative of using social media as an organisation.

● Uncontrolled User Generated Content

Example: A fast food chain launched a hashtag campaign encouraging users to share photos of their meals expressing their satisfaction. Unfortunately, negative customers took advantage of the campaign to share photos of poorly prepared meals, which caused a huge controversy and tarnished the brand's image. This highlights that social media platforms are not controlled by the company (Ly-le, Dr. clara (2019)).



[See most recent reviews](#)

“Poor service ”

●○○○○○ 12 Jun 2023



tshakir2013 (2 reviews)

Greater London, United Kingdom

How Tesco Delivers Digital Marketing?

Website:

The Tesco website offers

- User-friendly online purchasing experience.
- Product search, personalized feedback.

Social Media (e.g., Facebook, Instagram, TikTok, YouTube ,etc...

For example, promote by Facebook campaign Buy One, Get One Free' offer

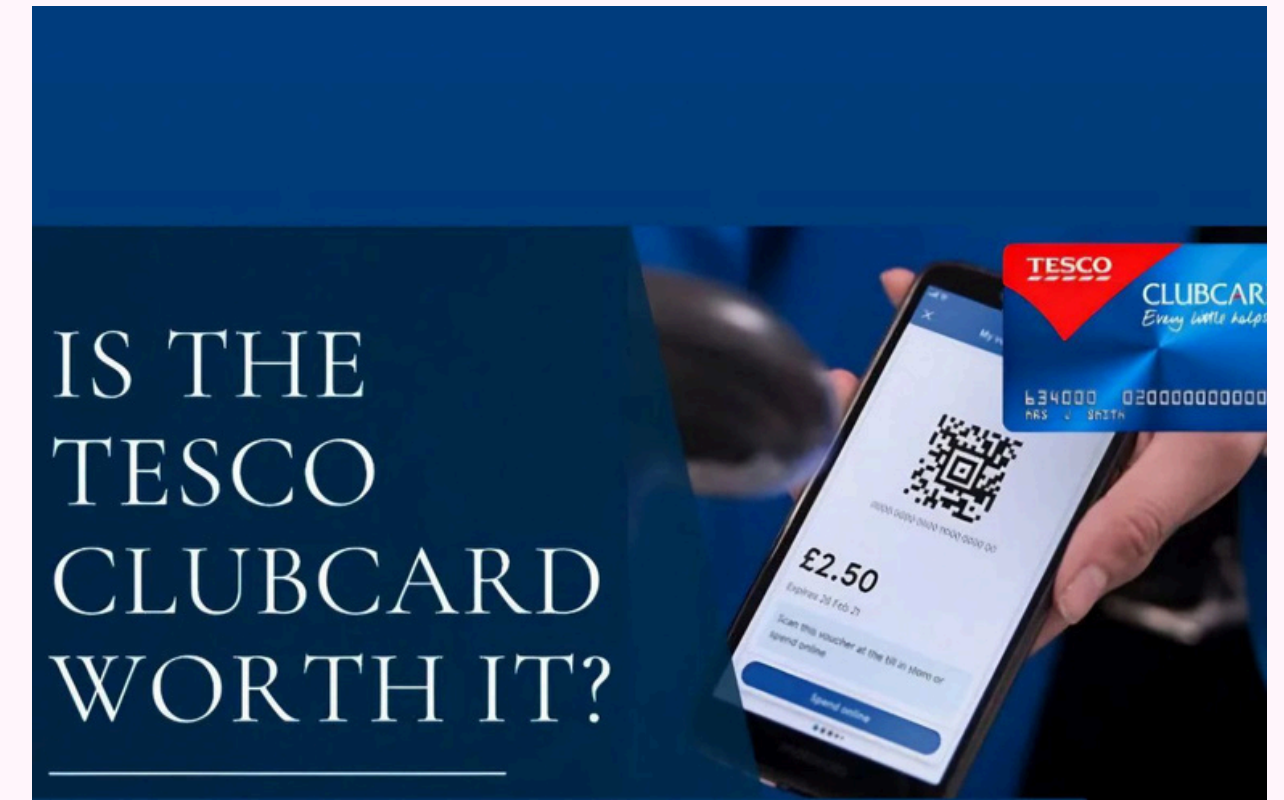
Tesco App:

*purchase history .

*Encouragement to have Clubcard .

Email Marketing : send emails based on data analysis

influencer marketing: collaborating with social media influencer



App Marketing for Tesco: Positive and Negative Impacts on Customer.



1- Personalized customer experience by (Offering personalized discounts & use the app repeatedly).

2. Convenience & Accessibility:

- A smooth shopping experience.
- Quickly research products through the checkout process.
- Apply Clubcard bonuses.

3-Real-time Notifications:

Push notifications on the app alert customers to special deals.

Negative Impacts:

- 1. App Overload and Unsubscribes: While push notifications can be effective, excessive notifications can lead to customer fatigue (that leads to disable the notifications or delete the app).

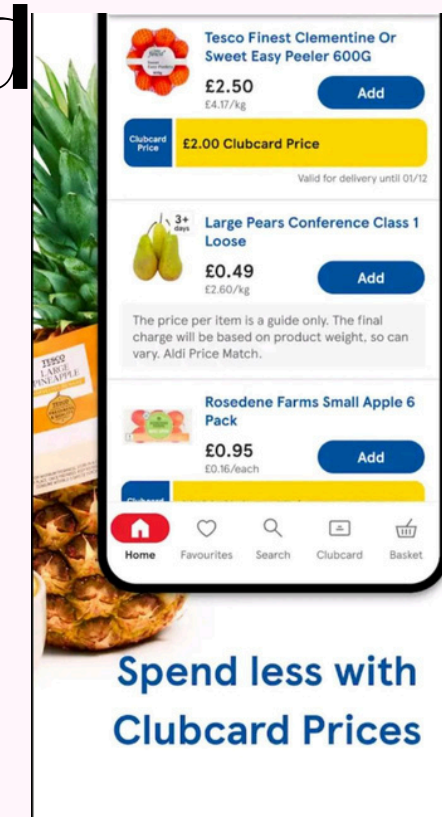
- 2. Dependence on Technology:

Some customers may prefer traditional shopping methods or lack of technology experience,

- 3. Technical Issues and User Experience:

If the app experiences bugs or crashes, it frustrates customers by spreading customer complaints about the bad experience.

- 4. Privacy Concerns: customers concerning about privacy and security (data collection)



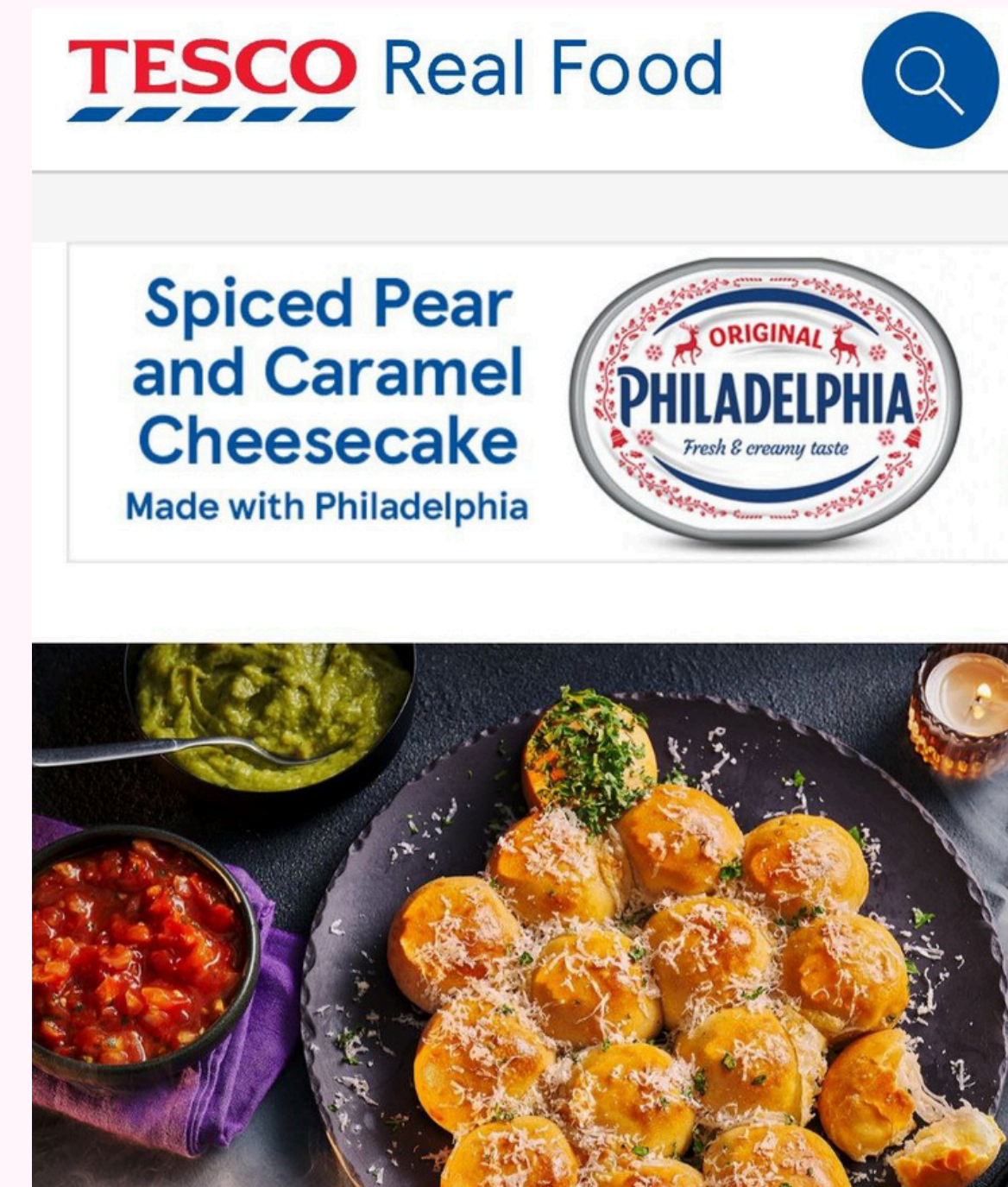
Using Pinterest in Tesco's Digital Marketing:

How Tesco Uses Pinterest Effectively:

1. Showcasing Recipes and Meal Ideas.
2. Seasonal Campaigns and Promotions
3. Visually Appealing Content.
4. Inspiring Lifestyle Content.

●Positive Aspects of Using Pinterest:

1. Increased Customer Engagement:
keeping customers engaged and encouraging brand loyalty.
2. Driving Website Traffic:
Posts with direct links to Tesco's website or app.
3. Targeted Audience Reach:
This makes it an excellent platform for Tesco to connect with customers.
4. Cost-Effective Marketing:
It is inexpensive compared to other digital .It is a cost-effective way to build brand awareness.



Critical Evaluation and Challenges for Pinterest:



- Over-reliance on Visual Appeal;

Success on Pinterest Relies heavily on visual content. Any quality defect will result in a decline in Tesco campaigns.

- Target audience,

appeals to specific demographics (e.g., women interested in cooking). This can limit Tesco's ability to reach broader customers.

- Competition for Attention,

With many brands competing on Pinterest for attention.

While Tesco app marketing has proven to be a very effective tool for customer acquisition and retention, it must strike a balance between personalization and notification management to maintain the positive side.

Thank you

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