



Strategic Marketing plan For LIDL

Presented By:

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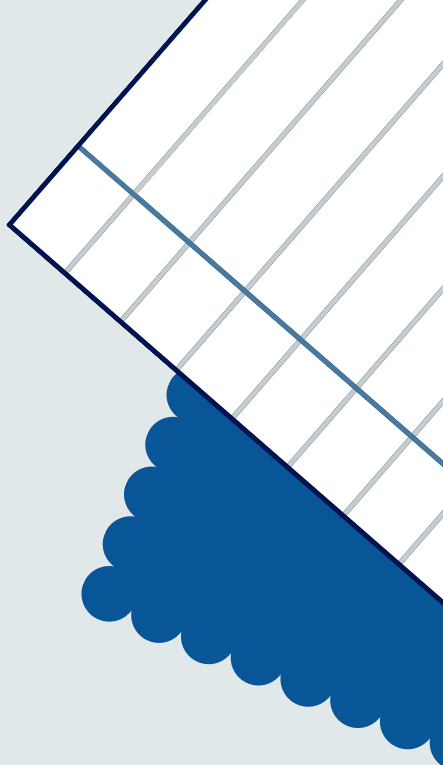


Introduction

Based on the SOSTAC framework
(Smith, 2022)

Strong cost leadership strategy

Weak brand perception and
digital presence



Strategic Decision

Campaign "Big on Quality, Lidl on Price".

Strategic Direction:

- Strengthen perception of quality and value
- Increase digital engagement
- Focus on younger customers (18-35).

Justification:

- Consumers now expect quality and affordability (Kotler et al., 2021)
- Lidl's digital presence is weaker than competitors (IDG, 2024)
- Competitors are investing heavily in branding (Mintel, 2024)



Big on Quality
LIDL ON PRICE

SMART Objectives

- Increase brand awareness by 25% within 6 months
- Increase website traffic by 30% within 6 months
- Increase online sales by 15% within 6 months

Justification:

- Ensures clear targets and performance tracking (McDonalds & Wilson, 2016)





Target Market



Primary Target Market:

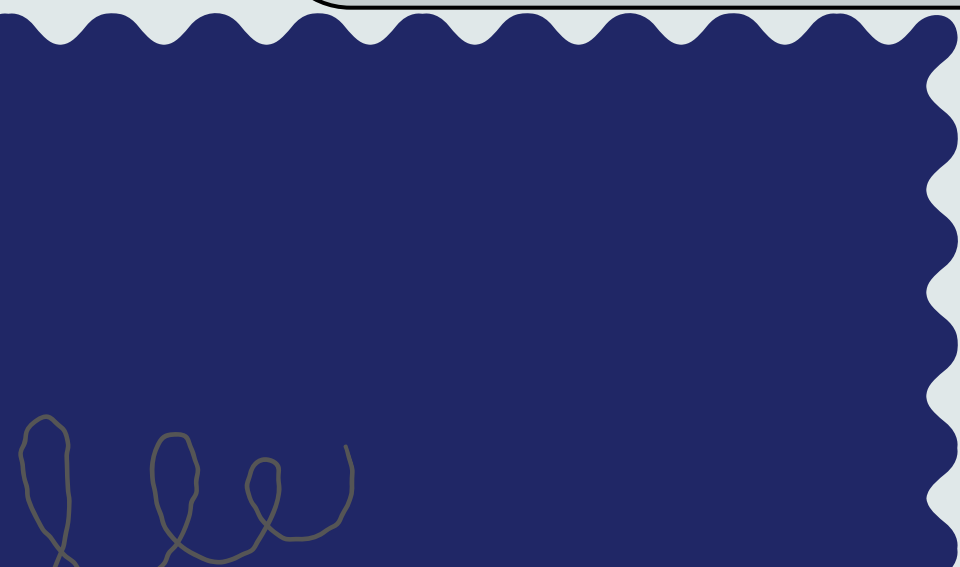
- 18-35
- Price-conscious but value quality
- High social media usage

Secondary Target Market:

- Families affected by cost-of-living crisis

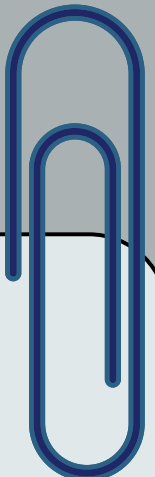
Justification:

- Younger consumers are highly digital (Statista, 2025)
- Economic pressure increases demand for discount retailers (ONS, 2025)



A photograph of a modern Lidl supermarket building with large glass windows and two prominent Lidl logos on the facade. The text 'Competitive Positioning' is overlaid in white.

Competitive Positioning

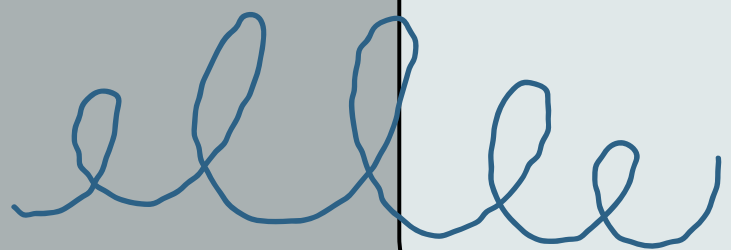
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USP (Unique Selling Point):
"High quality products at affordable prices".

Competitor Comparison:

- Tesco: Wide range and strong brand
- Aldi: Low prices

Justification:

- Differentiation reduces price competition (Porter, 1985)
 - Improves customer perception and loyalty (Kotler et al., 2021)
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Marketing Mix (7Ps)

Product:

- Private-label
- High-quality goods

Price:

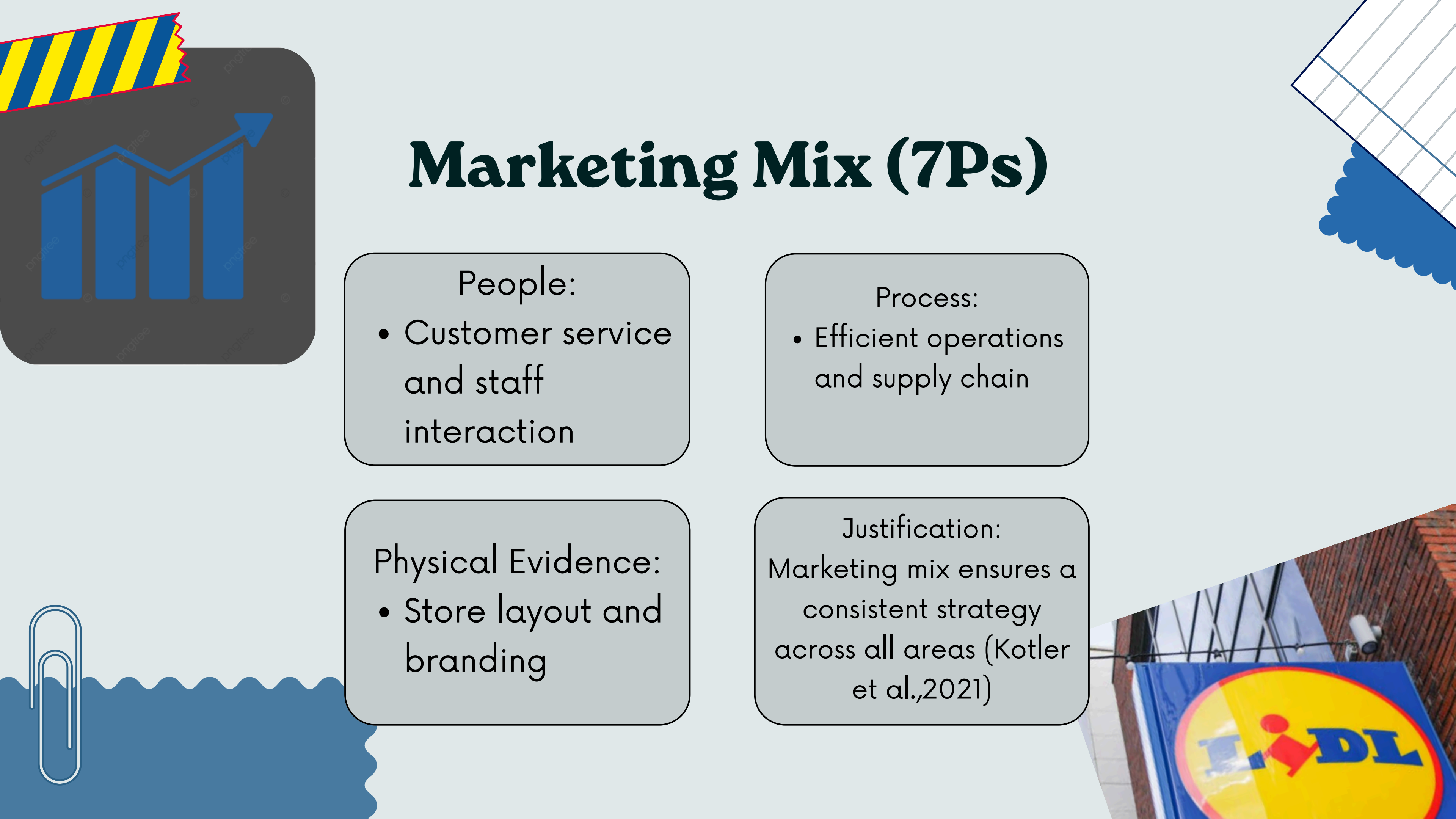
- Low-cost strategy (cost leadership)

Place:

- Physical stores
- limited online presence

Promotion:

- Digital campaign
 - social media
- 



Marketing Mix (7Ps)



People:

- Customer service and staff interaction

Process:

- Efficient operations and supply chain

Physical Evidence:

- Store layout and branding

Justification:

Marketing mix ensures a consistent strategy across all areas (Kotler et al., 2021)



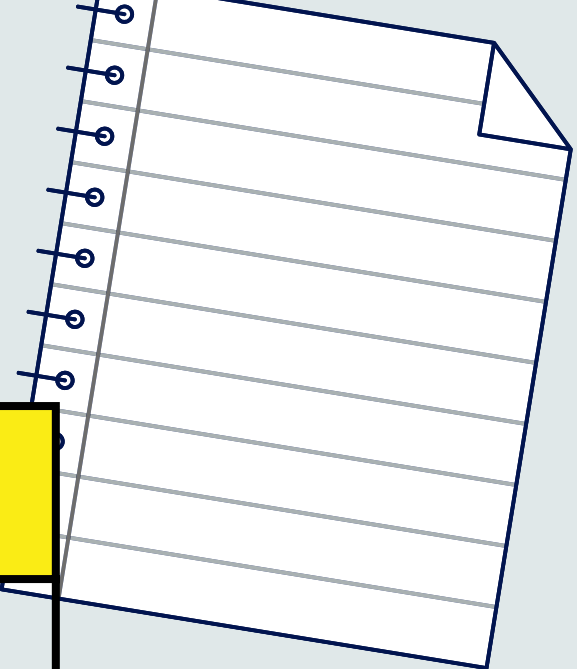


A Gantt chart helps improve planning, coordination, and control of marketing activities, which is essential for successful campaign execution (Smith, 2022).

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GANTT Chart



Activity	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6
Campaign planning	■					
Content creation	■	■				
Campaign launch (advertisement)		■	■			
Social media marketing		■	■	■	■	
Influencer partnerships			■	■	■	
In-store promotions			■	■		
Monitoring and optimisation				■	■	
Performance evaluation						■





Marketing Metrics (KPIs)

- Online sales growth
- Brand awareness
- Campaign engagement (CTR, likes, shares)
- Customer retention

Justification:

- KPIs measure performance and success
- They are linked directly to the marketing objectives (Kotler et al., 2021)





Key Terms

- SMART: Specific, Measurable, Achievable, Relevant, and Time-bound. Clear and organized targets which facilitate well-defined and measurable goals (Chaffey & Pr Smith, 2017).
- Marketing Mix (7Ps): 7 points/ areas that the firm regulates to meet customer needs (Kotler et al., 2021).
- USP (Unique Selling Point): what makes the product or brand stand out in comparison to competitors - its unique advantage/value (Optimizely, 2025).



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Conclusion



- Lidl has strong growth, but it relies heavily on their low prices
- their strategy focuses on: Improving brand perception and increasing digital engagement
- They support long-term competitiveness

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**Thank you for
Listening!**