

To The Management Team at M&S Food



Digital & Social Media in CRM at M&S Food

Date:
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Presenter:
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Introduction

CRM definition and CRM for M&S Food

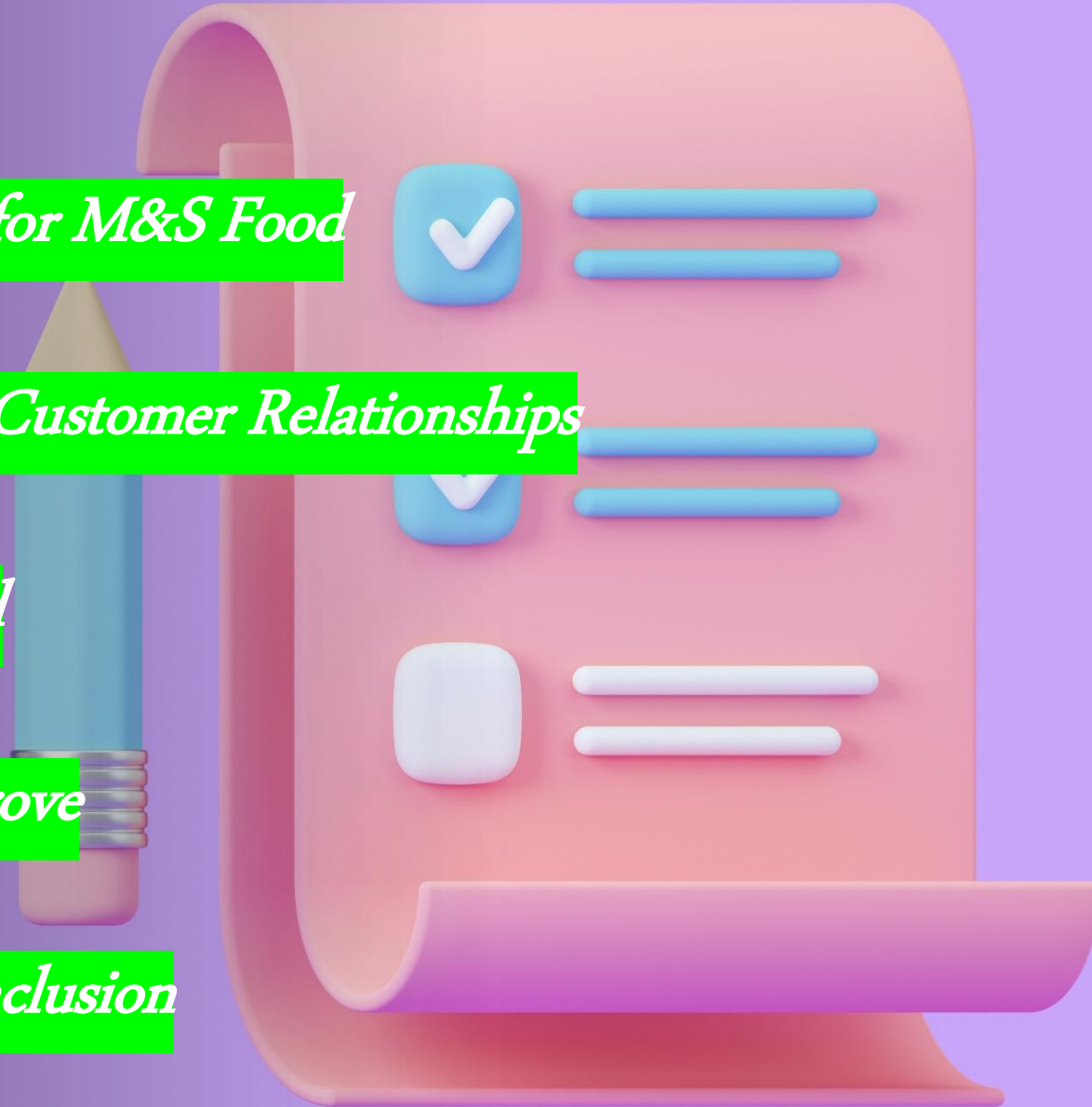
Developing and sustaining Customer Relationships

Social Media for M&S Food

Strengths and areas to improve

Recommendations and Conclusion

Agenda



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**How effective are these Social Media platform
for M&S Food?**

What Is CRM?



Customer relationship management (CRM) is the coordinated use of people, processes, and technology to understand customers and manage relationships, focusing on retaining customers and strengthening long-term interactions (Chen and Popovich, 2003) and (Kumar and Misra, 2020).



<https://www.campaignlive.co.uk/article/m-s-food-showcases-british-farmers-campaign-62-ads/1753842>

What Is CRM for M&S Food?

Strategic approach to managing customer interactions - campaigns, including media and Social Media (Douglas, 2022).

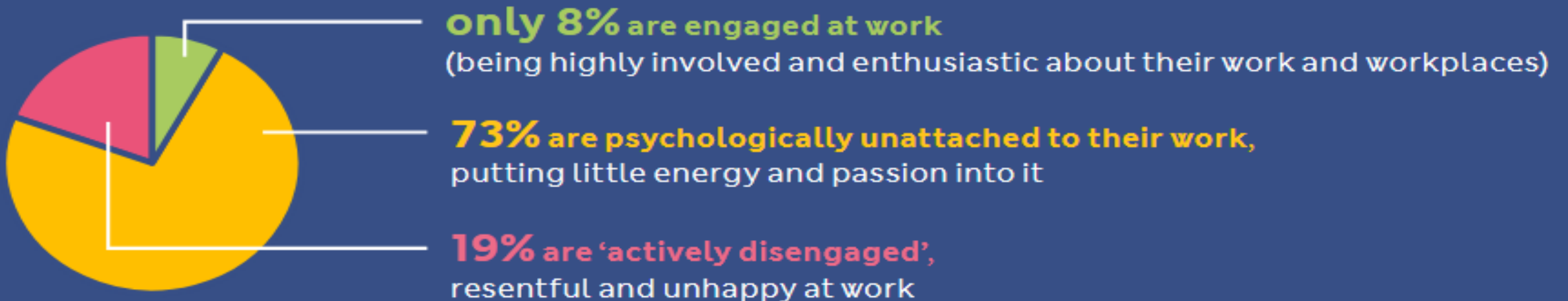
Premium prices – VUCA times (M&S 2023) and Parry, (2022).

**“Happy employees, happy customers”
(M&S, 2020) and (Hyken, 2024).**

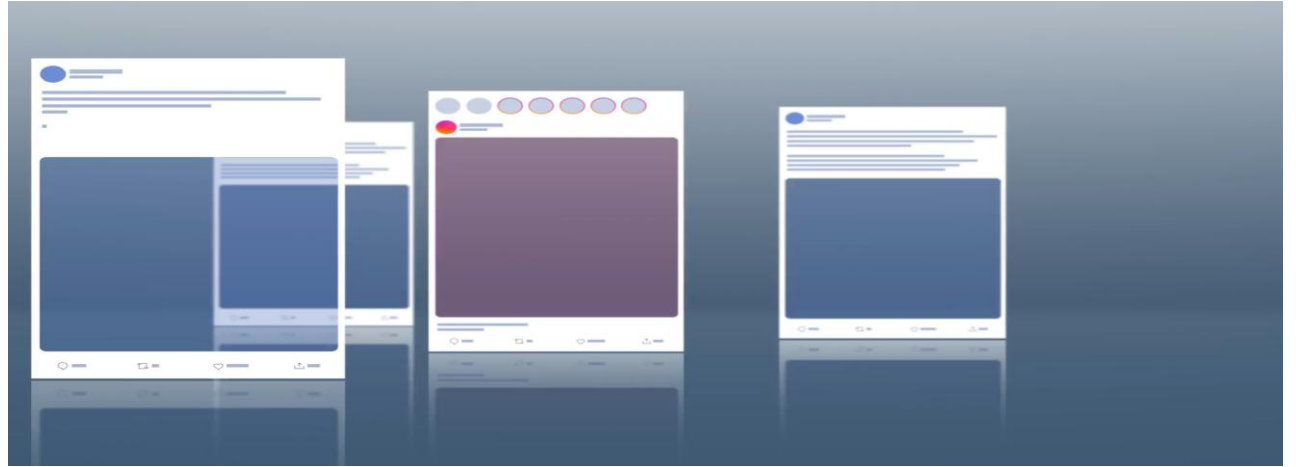
WHAT ARE THE BUSINESS BENEFITS OF EFFECTIVE ENGAGEMENT AND REPRESENTATION?

ENGAGEMENT LEVELS IMPACT PRODUCTIVITY

A poll⁹ showed that, of the workforce in the UK:



M&S and M&S Food Social Media Leadership“ drives virality”
(Virdi, 2025).



“2017 grocery delivery trial and lack of ambition”
(Lauchlan, 2017)



Developing & Sustaining Customer Relationships

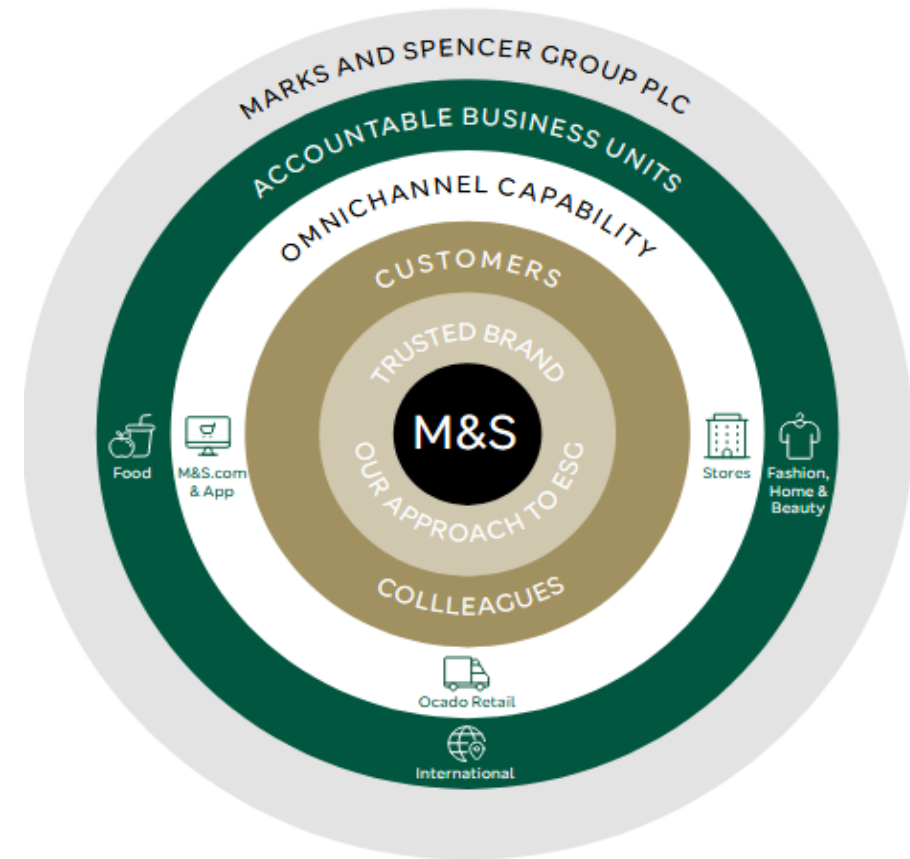


2025 – Ocado – “real success” (Radojev, 2025)

Enhancing Customer Experience & Engagement

Digital data and
engagement improvements
(Vieira et al., 2021)

Customers always first
(M&S, 2025) and
(Sintani et al., 2023).



Strengths and areas for improvement

Strengths:

Strong brand voice and high engagement on visual platforms

Effective personalization via Sparks and app data

Seamless digital—physical ecosystem



Improvement:

Social media presence can be uneven across platforms (Caballero, 2024).

Limited integration of two-way customer feedback into CRM strategy.

Personalization could be further enhanced with behavioral analytics (M&S, 2025).

Recommendations

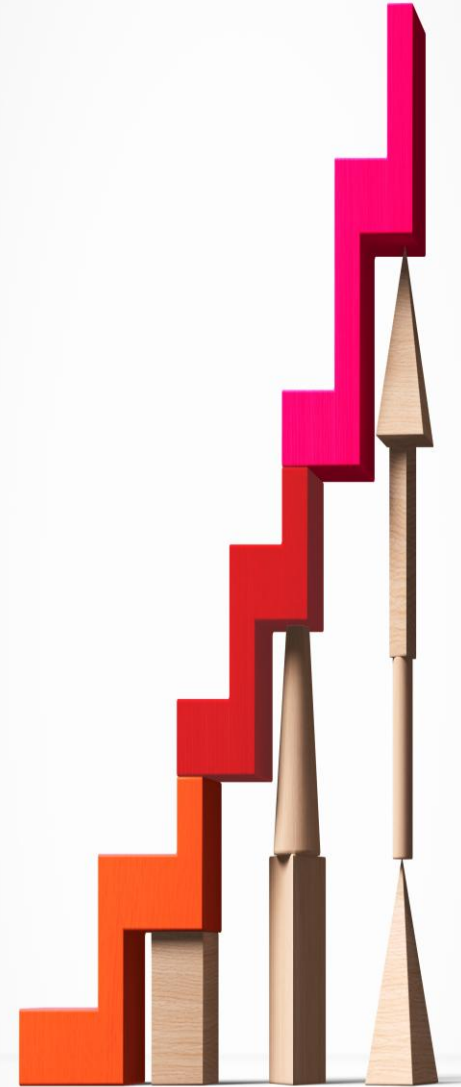
Expand influencer partnerships to reach younger demographics
(Hill, 2025)

Use richer analytics to refine loyalty value proposition (ROKT, 2024).

£6.5M	17%
incremental yearly revenue	incremental CRM revenue

<https://www.mparticle.com/customers/marks-and-spencer/>

Invest more in social listening to enhance CRM and up storytelling (Vizard, 2015).



Conclusion



Digital and social media
are essential to
sustaining competitive
advantage at M&S Food

Thank you!

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