



Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David

Name : Mohammed Taqi Uddin

Student ID : 2210126

Programme: MBA Master of Business Administration

Module : Marketing Management

Lecturer : Tushara Balendran

Table of Contents

1. Introduction.....	3
1.1 Background and Overview of walmart.....	3
1.2 Purpose of the Report.....	3
2. Innovative Marketing Strategies for Walmart:.....	4
2.1 Brand Awareness Enhancement.....	4
2.2 Managing the Customer Journey.....	4
2.3 Evaluating Customer Journey Effectiveness.....	5
3. Communication and communication model.....	5
3.1 Shannon and weaver model of communication.....	6
3.2 Integrated Marketing Communications (IMC):.....	7
4. Innovative Promotional Strategies for Elevating Walmart's Brand Visibility.....	8
4.1 Leveraging Influencers for Authentic Advocacy:.....	8
4. 2 Embracing Augmented Reality (AR) for Immersive Experiences:.....	9
4.3 Harnessing Social Commerce Platforms for Seamless Shopping:.....	9
4.4 Personalized Marketing Through Data-Driven Insights:.....	10
5. Branding and brand equity:.....	10
6. Evaluating Walmart's Brand Equity through Keller's Brand Equity Model.....	11
6.1 Advantages and disadvantages of Keller's Brand Equity Model:.....	12
7. The Customer Journey and Touch points at Walmart.....	13
7.1 Advantages of Walmart's Customer Touch points:.....	15
7.2 Challenges and Areas for Improvement:.....	16
8. The Total Engagement Model and Its Application to Walmart.....	17
9. Customer journey map.....	19
10. Conclusion.....	19

1. Introduction

1.1 Background and Overview of walmart

Walmart, founded by Sam Walton in 1962, stands as a worldwide retail behemoth with a profound effect on the world financial system. The company started with the goal of providing affordable prices regularly. Now, it has become one of the biggest and most successful retail chains worldwide. Walmart operates in the course of 3 major segments: Walmart U.S., Walmart International, and Sam's Club. Known for its green supply chain management and pioneering use of technology, it has revolutionized retail via presenting a numerous kind of products, at the side of groceries, clothing, and electronics. (Walmart 2023)

1.2 Purpose of the Report

The purpose of this report is to analyze and evaluate the marketing management strategies employed by the brand walmart. By examining its marketing approach, we aim to gain insights into how the company has built and maintained its brand image, attracted and retained customers, and navigated the dynamic landscape of e-commerce.

2. Innovative Marketing Strategies for Walmart:

Walmart continually grapples with the challenge of enhancing brand awareness and managing the customer journey across diverse communication channels. This critical appraisal delves into innovative marketing strategies to achieve these objectives, considering the expectations of current and future stakeholders.

2.1 Brand Awareness Enhancement

In the realm of digital marketing, social media platforms play a pivotal role in engaging customers and enhancing brand visibility. Walmart can strategically leverage platforms such as Facebook, Instagram, and Twitter to share engaging content, run targeted advertisements, and foster community interactions. The social media enables organizations to create a positive brand image and connect with customers on a personal level.

Moreover, embracing augmented reality (AR) can revolutionize its marketing approach. AR applications can offer customers a virtual exploration of its stores, providing them with an interactive and immersive experience.

2.2 Managing the Customer Journey

Efficiently managing the customer journey involves personalization and the seamless integration of various touch points. Personalization has become a cornerstone of modern marketing, and Walmart can capitalize on this by utilizing customer data (Li et al., 2019)

Additionally, the integration of Omni channel marketing is essential for delivering a consistent experience across different platforms. It can align its online and offline channels, ensuring that customers can transition seamlessly between the website, mobile app, and physical stores. This approach creates a cohesive customer journey, reinforcing brand loyalty and satisfaction.

2.3 Evaluating Customer Journey Effectiveness

To gauge the effectiveness of the customer journey, it should employ key performance indicators (KPIs) aligned with its strategic objectives (Chaffey & Smith, 2017). These KPIs may include customer satisfaction scores, conversion rates, and customer retention metrics. Regularly monitoring these metrics allows walmart to identify areas for improvement and make data-driven decisions to enhance the overall customer experience.

Advanced analytics tools play a crucial role in gaining valuable insights into customer behavior across channels. Heat maps and clickstream analysis, for example, can reveal patterns of engagement, helping Walmart identify areas for improvement in the customer journey. Continuous monitoring and adjustment of strategies based on real-time data are essential for staying responsive to changing customer expectations.

3. Communication and communication model

Communication, an essential process, threads through every facet of human interaction, acting as the pivotal point for comprehension, cooperation, and communal experiences. The richness of our relationships, the effectiveness of our collaborations, and the depth of our shared knowledge all hinge on the quality of our communication.

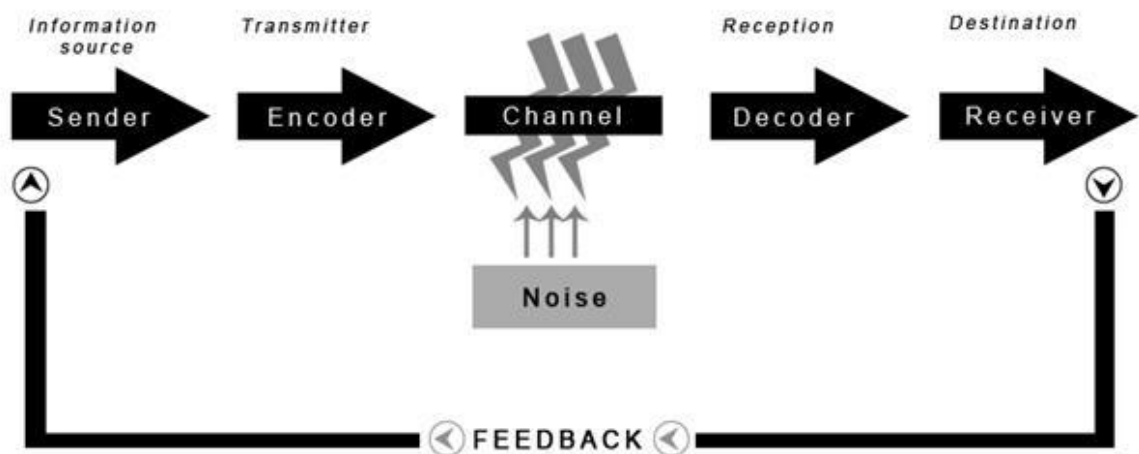
The key components of communication encompass a sender, message, channel, receiver, feedback, and context. The sender, whether or not an man or woman, organization, or even a gadget, initiates the communication method by way of formulating a message. This message, which can take various forms which includes verbal, written, visual, or non-verbal cues, is then transmitted through a designated channel. The receiver, on the alternative end, decodes the message, extracting that means primarily based on their understanding and the context in which the verbal

exchange takes place. Feedback from the receiver is essential for ensuring that the message was accurately received and interpreted.

3.1 Shannon and weaver model of communication

The Shannon-Weaver Model, developed in 1949 by Claude Shannon and Warren Weaver, serves as a foundational framework for comprehending the complexities of communication. At its core, this model outlines a systematic process through which messages are crafted, transmitted, and received, shedding light on the crucial elements that influence the clarity and effectiveness of communication.

The communication process begins with a sender, an individual or entity with a message to convey. This sender initiates the encoding phase, where the message is transformed into a symbolic form suitable for transmission. The choice of encoding is influenced by factors such as the nature of the message and the characteristics of the selected communication channel.



SHANNON-WEAVER'S MODEL OF COMMUNICATION

Channels, the conduits through which messages traverse, can vary widely, encompassing oral communication, written text, visual cues, or digital platforms. The effectiveness of the chosen channel significantly impacts how accurately the message is conveyed from the sender to the receiver. However, this transmission isn't without demanding situations, as the model introduces the idea of noise—elements that may disrupt the readability of the message. Noise may take the shape of external disturbances (e.g., background sounds) or inner challenges (e.g., misinterpretation of symbols).

On the receiving end, the decoder undertakes the critical challenge of decoding the message. This process involves extracting the intended meaning from the symbols or language used by the sender. The decoded message is then comprehended by the receiver, whose understanding may be influenced by a myriad of factors, including cultural differences, individual perspectives, and contextual nuances.

To complete the communication loop, the receiver provides feedback to the sender. This feedback is invaluable, offering insights into how well the message was received and interpreted. It allows the sender to gauge the effectiveness of their communication efforts and make adjustments if needed. (Shannon, 1949)

3.2 Integrated Marketing Communications (IMC):

Integrated Marketing Communications (IMC) is a strategic and comprehensive approach to marketing that aims to ensure consistency in messaging and branding across various communication channels. It involves the integration of different promotional tools and

communication methods to convey a unified and cohesive message to the target audience (Smith, Berry, & Pulford, 1999).

IMC seeks to break down silos between different marketing and communication functions, fostering synergy among advertising, public relations, direct marketing, sales promotion, and digital marketing efforts. The goal is to create a seamless and synchronized brand experience for consumers, where each communication element reinforces and complements the others.

By using IMC, companies can enhance the effect of their promotional activities, build a more potent brand image, and establish a extra meaningful connection with their target audience. This included method recognizes the various methods in which consumers engage with manufacturers and ensures that marketing messages are not simplest consistent however also tailor-made to the preferences and behaviors of the target market.

4. Innovative Promotional Strategies for Elevating Walmart's Brand Visibility

In the dynamic and competitive landscape of retail, the significance of brand awareness cannot be overstated. For retail giants like Walmart, adopting innovative promotional strategies is crucial to maintaining and expanding brand visibility. This discussion will explore inventive approaches that it can consider, drawing insights from contemporary marketing trends and consumer behavior.

4.1 Leveraging Influencers for Authentic Advocacy:

A potent avenue for amplifying brand visibility is through influencer marketing, a trend that has gained substantial traction in recent years. It could strategically collaborate with influencers whose values align with its brand ethos. These influencers, whether active on

social media or other digital platforms, possess the capacity to create authentic content that showcases Walmart's products and corporate values. This approach not only enhances brand visibility but also fosters a genuine connection with consumers through the trusted voices of influencers.

Studies have proven that influencer endorsements considerably impact purchaser perceptions and shopping selections (Jones et al., 2018).

4. 2 Embracing Augmented Reality (AR) for Immersive Experiences:

Incorporating augmented reality (AR) into promotional strategies can position Walmart as an innovator in the retail landscape. AR applications can offer consumers interactive and immersive experiences, allowing them to virtually explore Walmart stores, access product information, and visualize items in their living spaces. This not only augments brand visibility but also positions it as a forward-thinking and technologically savvy retail leader.

Research suggests that AR has the potential to transform consumer engagement by providing a more personalized and memorable experience (Brown & Green, 2020).

4.3 Harnessing Social Commerce Platforms for Seamless Shopping:

Social commerce, at the intersection of social media and e-commerce, presents an enticing avenue for brand promotion. It can strategically leverage popular social commerce platforms to showcase products, run targeted advertisements, and engage directly with consumers. Platforms like Instagram and Facebook, with integrated shopping features, enable users to discover and purchase products without leaving the app.

The interactive nature of social commerce allows it to build a community around its brand, encouraging user-generated content and social sharing. This approach aligns with the current trend of fostering brand communities and direct consumer engagement.

4.4 Personalized Marketing Through Data-Driven Insights:

In the era of big data, personalized marketing strategies that resonate with individual consumer preferences have become increasingly significant. It can leverage data-driven insights to tailor messages, promotions, and shopping experiences to the unique preferences of its customers. Machine learning algorithms can analyze consumer behavior, purchase history, and preferences to deliver targeted promotions, recommendations, and personalized interactions.

The adoption of personalization in retail has been emphasized for its potential to enhance customer satisfaction and loyalty. Walmart's implementation of data-driven personalization across communication channels, both online and in-store, can contribute to a more meaningful and impactful connection with its audience.

5. Branding and brand equity:

Branding is a strategic process that includes developing and organizing a completely unique and specific identity for a product, provider, or organization. It is going beyond the tangible aspects of a product and encompasses the emotional and perceptual institutions clients have with a brand. Successful branding entails growing a constant set of attributes, values, and visual elements that differentiate the brand from its competitors. It aims are to create a positive and remarkable impression within the minds of customers, influencing their perceptions, possibilities, and behaviors.

Brand equity is the measurable and intangible value that a brand adds to a product or service beyond its functional benefits. It represents the strength and positive association's consumers have with a particular brand. High brand equity is indicative of a brand's ability to command premium pricing, withstand market fluctuations, and maintain customer loyalty over time. Key components of brand equity include brand awareness, perceived quality, brand associations, and brand loyalty. Building and managing brand equity involves cultivating a positive brand image, consistently delivering on brand promises, and creating meaningful connections with consumers.

6. Evaluating Walmart's Brand Equity through Keller's Brand Equity Model

Walmart, stands as a prime example of effective brand building and equity. Keller's Brand Equity Model, a renowned framework in marketing, provides a comprehensive lens through which we can analyze Walmart's brand journey and its current standing in the retail landscape.

Keller's model comprises four key components: brand salience, brand performance, brand imagery, and brand judgments and feelings. These components collectively form the foundation for understanding how brands create resonance and loyalty among consumers. (Kuhn, Alpert, & Pope, 2008)

Brand Salience: It has successfully established a prominent position in consumers' minds. It is often the first choice for customers seeking affordable and diverse retail options. The brand's salience is evident through its omnipresence, both in physical stores and the digital realm.

Brand Performance: Walmart's brand equity is deeply tied to its performance in meeting consumer needs. The retail giant's extensive product range, efficient supply chain, and focus on customer satisfaction contribute to positive brand performance. Its ability to consistently deliver on its promise of low prices and convenience has built trust and reliability, crucial elements in brand equity.

Brand Imagery: It has crafted a distinct brand image characterized by affordability, accessibility, and variety. The blue Walmart logo, the iconic smiley face, and the tagline "Save Money. Live Better." all contribute to positive brand imagery. The brand is associated with value for money and a one-stop-shop experience, reinforcing a favorable perception among consumers.

Brand Judgments and Feelings: Consumer judgments about Walmart extend beyond just the functional attributes. It has successfully fostered positive brand judgments by aligning with customer values. The brand is seen as socially responsible through initiatives such as sustainability efforts and community engagement. The emotional connection consumers have with Walmart is rooted in the positive feelings associated with a hassle-free shopping experience and the perception of being part of a community that values affordability.

6.1 Advantages and disadvantages of Keller's Brand Equity Model:

Keller's Brand Equity Model presents distinct advantages and challenges in brand analysis. Its comprehensive perspective offers a holistic view, spanning from initial consumer awareness to emotional connections, providing a nuanced understanding of brand development. The consumer-centric approach aligns with contemporary customer-centricity, ensuring brands resonate authentically with their audience, fostering loyalty.

However, the model's multi-dimensional nature introduces complexity, making it potentially challenging for smaller businesses with limited resources. The detailed framework demands significant investments of time, expertise, and financial resources, potentially limiting accessibility. Additionally, the subjectivity inherent in aspects like brand feelings and resonance poses a challenge. Measuring emotional connections and subjective perceptions may vary among individuals, impacting the reliability of insights. Despite these limitations, Keller's model remains a valuable tool for brands aiming to strengthen their equity, requiring careful adaptation to resources and needs for optimal use in brand management endeavors.

7. The Customer Journey and Touch points at Walmart

The customer journey at Walmart is a dynamic and multifaceted process that reflects the retail giant's commitment to providing a seamless and satisfying shopping experience. From initial awareness to post-purchase engagement, each stage of the customer journey is carefully crafted to meet diverse consumer needs. Additionally, the customer touch points at Walmart play a pivotal role in shaping perceptions, influencing decisions, and fostering brand loyalty.

1. Awareness Stage:

The customer journey often begins with the awareness stage, where potential customers become familiar with Walmart through various channels. Traditional advertising, virtual marketing, and phrase-of-mouth all make a contribution to developing focus. Its widespread advertising efforts, which include TV advertisements, online promotions, and strategic partnerships, ensure that the brand remains top-of-mind for consumers.

2. Consideration Stage:

As consumers move into the consideration stage, they evaluate Walmart as a potential shopping destination. Online presence becomes crucial during this phase, with the official website serving as a primary touch point. Its website is designed for user-friendliness, featuring a vast product catalog, customer reviews, and personalized recommendations. Mobile applications further enhance accessibility, allowing customers to browse, compare prices, and read reviews on the go.

3. Purchase Stage:

The purchase stage marks a critical point in the customer journey, and Walmart strategically leverages various touch points to facilitate smooth transactions. Its physical stores, equipped with efficient checkout processes and friendly staff, ensure a positive in-store purchasing experience. E-commerce channels, including the website and mobile app, provide convenient alternatives for online shopping, with features like one-click ordering and multiple payment options.

4. Post-Purchase Stage:

Walmart's commitment to customer satisfaction extends beyond the purchase stage. Post-purchase touch points are designed to enhance the overall customer experience and build brand loyalty. Customer service is a crucial touch point at this stage, with accessible helplines, chat support, and in-store assistance. Its return policy, prominently communicated through various channels, reassures customers and contributes to their peace of mind post-purchase. Loyalty programs, such as the Walmart+ subscription service, offer additional benefits and exclusive discounts, encouraging repeat business.

5. Omni channel Experience:

One of Walmart's distinctive features in the customer journey is its seamless integration of both physical and digital touch points, creating an Omni channel experience. Customers can start their journey online, explore products, and then transition seamlessly to an in-store experience. Walmart's "Pickup Today" and "Delivery" options further blur the lines between online and offline shopping, allowing customers to choose the most convenient fulfillment method.

7.1 Advantages of Walmart's Customer Touch points:

Walmart's customer touch points are strategically designed to offer a range of advantages that contribute to a positive overall customer experience.

Accessibility: One of Walmart's key strengths lies in its extensive network of physical stores combined with a robust online presence. This accessibility ensures that customers can engage with the brand through various touch points, accommodating diverse preferences. Whether customers prefer the convenience of online shopping or the in-person experience of visiting a brick-and-mortar store, its widespread accessibility enhances its reach and inclusivity.

Consistency: It excels in maintaining a consistent brand experience across its touch points. Whether customers are interacting with the brand in-store or online, they encounter a unified layout, pricing strategy, and promotional messaging. This consistency fosters a cohesive brand image, reinforcing key brand attributes and values regardless of the chosen touch point. This uniformity contributes to a sense of reliability and familiarity for customers.

Convenience: Its commitment to convenience is a hallmark of its customer touch points. The brand has strategically designed touch points, such as user-friendly websites and multiple fulfillment options, to streamline the customer journey. The ease of navigation, coupled with diverse fulfillment choices like in-store pickup or home delivery, exemplifies its dedication to making the customer experience as hassle-free as possible.

7.2 Challenges and Areas for Improvement:

While Walmart's customer touch points offer significant advantages, there are areas where the brand can enhance and refine its approach.

Personalization: Despite its success in providing personalized recommendations through its online platforms, there is room for improvement in tailoring in-store experiences. Implementing advanced technologies like RFID or beacons could enable more robust personalization within physical stores. By leveraging these technologies, it could enhance the in-store shopping experience by offering personalized promotions, product recommendations, and targeted offers, catering to individual preferences.

Social Media Engagement: While Walmart has a sturdy presence on social media systems, there is an possibility to enhance interactive engagement. Encouraging user-generated content material, hosting live sessions, and proactively responding to customers remarks on social media can deepen the brand's reference to its target audience. By fostering a greater dynamic and engaging social media presence, it may build a experience of network and actively contain clients within the emblem narrative, strengthening emblem loyalty and advocacy.

8. The Total Engagement Model and Its Application to Walmart

The Total Engagement Model is a comprehensive approach that revolves around creating meaningful and continuous engagement with customers across all touch points. Rooted in the idea that customer interactions go beyond mere transactions, this model emphasizes a holistic and interconnected customer experience. Applying the Total Engagement Model to Walmart provides insights into the retail giant's success in building lasting relationships with its customers.

Integration of touch points:

Walmart's customer engagement strategy aligns seamlessly with the Total Engagement Model's emphasis on integrating touch points. Its extensive network of physical stores, combined with a robust online presence, ensures a consistent brand experience. The layout, pricing strategy, and promotional messaging align across touch points, fostering a cohesive brand image. Whether customers engage with Walmart through the website, mobile app, or in-store, the integration of touch points creates a unified and familiar experience.

Personalization:

The Total Engagement Model underscores the importance of personalization in the customer experience, tailoring interactions based on individual preferences and behaviors. Walmart achieves this through its online platforms, where customers receive personalized recommendations based on their browsing and purchase history. This personalization extends to in-store experiences, where targeted promotions and offers cater to individual needs and preferences. Research indicates that personalized experiences contribute to increased customer satisfaction and loyalty (Verhoef et al., 2017).

Continuous Engagement:

The Total Engagement Model places importance on continuous engagement throughout the customer journey, extending beyond the point of purchase. It achieves this through post-purchase touch points, such as customer service, return processes, and loyalty programs. The seamless transition from the purchase stage to post-purchase engagement contributes to customer retention and encourages repeat business. Continuous engagement has been linked to enhanced customer loyalty and increased customer lifetime value (Reichheld, 2003).

Feedback Loops:

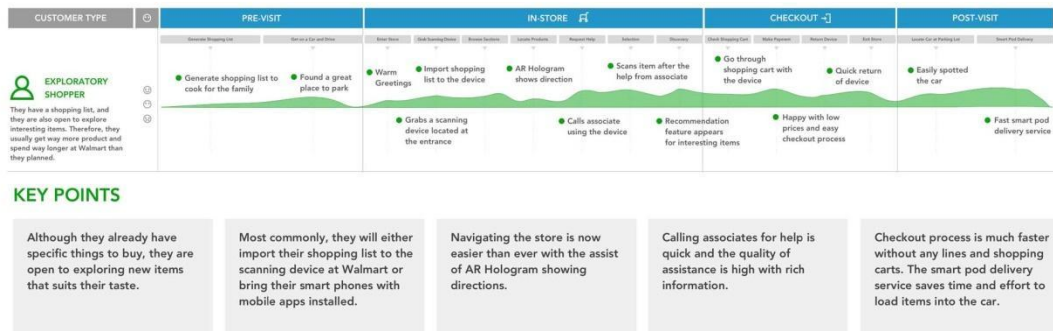
The Total Engagement Model advocates for the establishment of feedback loops to facilitate continuous improvement. It actively seeks customer feedback through various touch points, including social media platforms, customer surveys, and in-store feedback mechanisms. The feedback loops enable Walmart to adapt to changing customer needs, identify areas for improvement, and enhance the overall customer experience.

Applying the Total Engagement Model to Walmart illuminates the strategic alignment of the retail giant with this customer-centric approach. Its success is evident in its integration of touch points, personalization efforts, continuous engagement practices, utilization of feedback loops, and community-building initiatives. Walmart became a big name in retail by following the Total Engagement Model. This signifies that Walmart not only achieved prominence in the retail sector but also forged robust connections with its diverse customer base. Employing this comprehensive approach underscores the significance of businesses actively engaging with customers for sustained success in the retail industry.

9. Customer journey map

Customer Journey Map with Insight

Creating a new experience for exploratory shopper with Insight



Source: (Geunbae Lee 2017)

10. Conclusion

Walmart's growth story, starting in 1962, reveals its continuous commitment to innovation, customer interaction, and effective strategic marketing practices. The analysis of Walmart's marketing strategies, communication model, customer journey, and brand equity provides valuable insights into the key elements that have contributed to its success.

Reference:

- I. Brown, A., & Green, B (2020). *The Impact of Augmented Reality on Consumer Engagement*. Journal of Marketing Technology, 3(2), 89-105.
- II. Chaffey, D., & Smith, P. R. (2017). *Digital marketing excellence: Planning, optimizing and integrating online marketing*. Routledge.
- III. Jones, S., Smith, L., & Williams, C. (2018). *The Power of Influencer Marketing: A Comprehensive Review*. Journal of Social Media Marketing, 2(1), 17-35.
- IV. Kuhn, K.A.L., Alpert, F., and Pope, N.K.L. (2008). *An application of Keller's brand equity model in a B2B context*. Qualitative market research: an international journal, 11(1), 40-58.
- V. Li, H., Suomi, R., & Yrjölä, H. (2019). *Personalization in retail: A literature review*. International Journal of Retail & Distribution Management, 47(6), 569-586.
- VI. Reichheld, F. F. (2003). *The one number you need to grow*. Harvard Business Review, 81(12), 46-54.
- VII. Shannon, C. E., & Weaver, W. (1949). *The Mathematical Theory of Communication*. University of Illinois Press.
- VIII. Smith, P. R., Berry, C., & Pulford, A. (1999). *Strategic Marketing Communications: New Ways to Build and Integrate Communications*. London: Kogan Page.
- IX. Verhoef, P. C., Kannan, P. K., & Inman, J. J. (2017). *From multi-channel retailing to omni-channel retailing: Introduction to the special issue on multi-channel retailing*. Journal of Retailing, 93(1), 1-6.
- X. Walmart. (Accessed December 18, 2023). "About Us."

