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Introduction

Marketing management is a significant approach by which organizations can control their marketing aspects. In the matter of marketing management, it includes the goals which have been set by the company along with planning step by step and taking suitable decisions for the business, to execute the plan and getting the maximum number of annual turnover through meeting the demand of customers' preferences. Marketing management stands based on customers' demand which decides what they want to purchase based on their financial standing. In this article how a company can manage their brand awareness through marketing management strategy will be discussed. Along with this, the background of the company and how an organisation can create innovative marketing strategies to achieve their business goal has been clearly explained in this article. In this matter how the strategy has fulfilled the shareholders' expectations has been also elaborated clearly.

Background of the company

In the year of 1899 Morrison's was incorporated by William Morrison. At first, Morrison's started their business as an egg and butter stall in Rawson market Bradford in England. In the early days, the stores of Morrison's were located in North England. After 2004 the company expanded their business operation and became the fourth largest chain of supermarkets in the United Kingdom. In the current situation, the company has nearly 500 retail stores which serve good quality fresh food to one million customers every week (Morrisons, 2022). The company has over 120,000 employee supports to maintain the flow of their business operation. It has been found that the company has achieved their estimated profit potential by 5.8% profit development before the appearance of the global pandemic Covid-19 (Statista, 2022). Apart from this in the post-pandemic year, the company has achieved 3.8% of profit through their online business operation which is less than the previous year by 2% of profitability. After the pandemic situation, it has been found that the number of employees has been reduced by 10,000 in the year 2021. The shareholders of the company are holding 40% of stakes in the current situation and the Morrison family holds an 18% stake in the company (Butler, 2021).

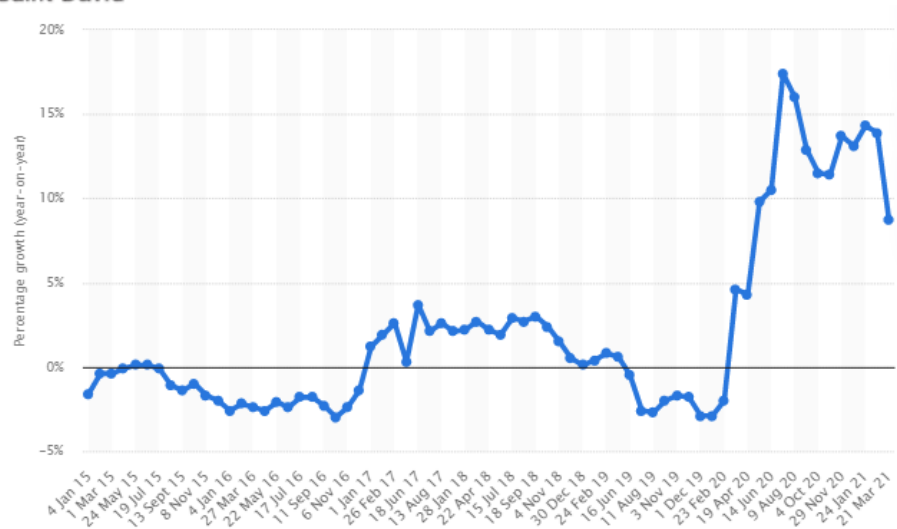


Figure 1: Percentage change in sales at Morrisons in Great Britain compared to a year earlier from January 2015 to March 2021

(Source: Statista, 2022)

How the organisation can create innovative marketing strategies

Marketing is the most effective strategy for any company to grow on a large scale. It has been found that the global pandemic Covid-19 has derailed several companies from their plans and campaigns. In this case, there are still some opportunities on the basis of effective marketing strategies by which Morrisons can grow their business operations on a large scale. In this matter, the company should follow the essential part of customer's aspects on the basis of their standard of living. In addition to this company can follow ten more strategies of marketing by which Morrisons can take over the marketplace over their competitors.

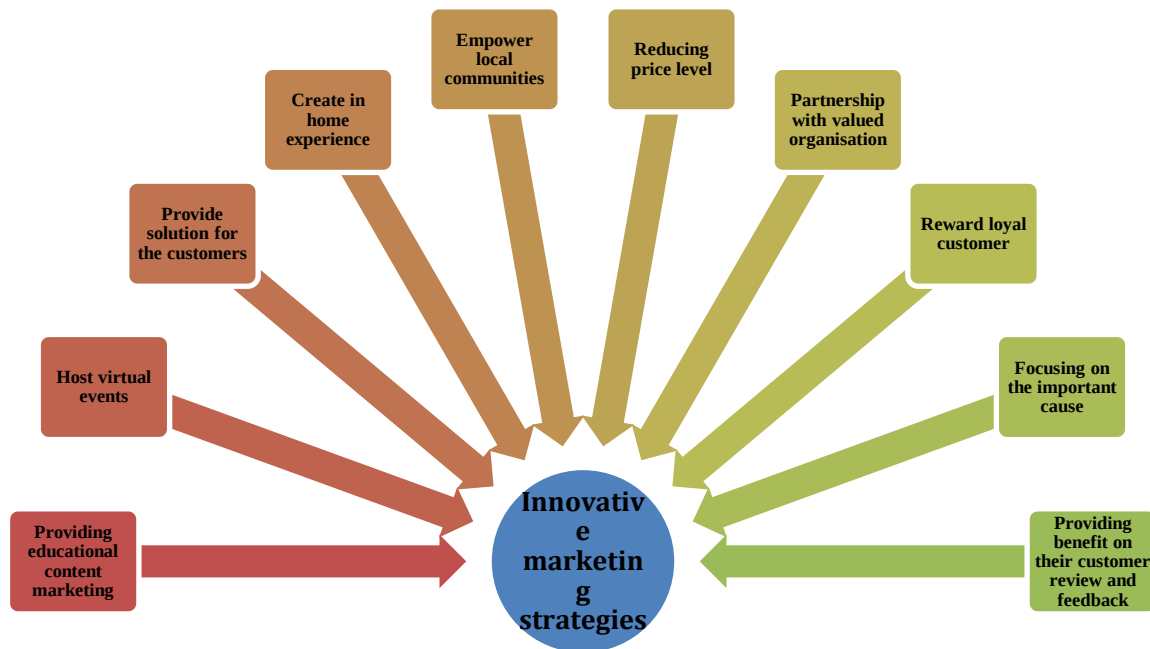


Figure 2: Innovative marketing strategies

(Source: Developed by author)

- **Providing educational content marketing**

In the situation of the global pandemic Covid-19, it has been quite difficult for people to go outside and purchase educational content. In this matter, Morrisons can include educational content besides daily life essentials to provide extra support to their customer. In addition to this, it has been found that people nowadays are not only looking for entertainment they also want to learn new things. In this matter companies can provide new advertisements on the basis of educational content which they are going to add to their business. Companies can share some educational motivation through advertisements by which customers can get attractions towards shopping.

- **Host virtual events**

In this matter, Morrisons has arranged online events for their new product launching as it is not possible to organise physical events and customer meet up based on each new product launching. In this matter, online virtual events can gather more people who can communicate directly with the speaker of the company at home which is not possible in the physical meet up (Fisher, 2019). Along with these guests, media and influencers can also gather on a large scale through online events which can be highly effective to create a wide range of customer base.

- **Provide solutions for the customers**

In order to maintain the flow in business operation, different types of questions and queries can appear there. In this matter, Morrisons can hire some efficient customer executives by which customers can get satisfaction through knowing all the facts through the customer executive (Capgemini UK, 2022).

- **Create in-home experience**

It has been found that customers want everything in the present which they have experienced in the past. In this matter companies can provide door to door delivery along with providing this facility into their advertisement can enhance their customer support based on marketing strategy.

- **Empower local communities**

In this matter, community-based customers are the key to business enhancement. Morrisons can target a few significant communities to provide the products based on their requirements. In addition, this company can add community-based essentials to their website by which customers are able to purchase from their online store (Bocken *et al.* 2019). It has an effective potential to increase the customer base based on diversification in productivity.

- **Reducing price level**

In the situation of global pandemic Covid-19, it has been found that people of every community are suffering from their financial stability as the pandemic has hit hard from every aspect. In this situation, companies can offer discounts on daily essentials by which customers can get financial support on their shopping. In addition to this, an effective cashback system can enhance affiliate marketing on a large scale by which customers can be highly attracted to the company.

- **Partnership with valued organisation**

It has been found that a company that has a significant reputation in the global market is able to initiate its customer base in a short period of time (Gray and Dewulf, 2021). In this matter, Morrisons can sign a partnership with Sainsbury who has the largest supermarket of food and daily essentials. In this way, Morrison can achieve an additional customer base based on Sainsbury's customer base.

- **Reward loyal customer**

It has been noticed that providing gifts to the customer can bring more people. Apart from this gift can be provided based on shopping amount. In this matter, the company can arrange gifts based on the price level of shopping by which customers can buy additional products to avail the gifts which have been provided by the company.

- **Focusing on the important cause**

Playing an effective role in handling social issues can be effective for companies that are faced by the customer, can enhance the business reputation. In this way, Morrisons can increase their business operation through marketing strategies that can obtain more people as a customer. In addition to this, standing beside the people of the country can enhance the communication base by which customers will be more open to the company and the company will get an additional customer base based on their reputation.

- **Providing benefit on their customer review and feedback**

In this way, the company can provide some financial benefit with scratch card discount facilities based on each customer review or feedback by which the ratings of the company will be high and the company can obtain an additional customer base in the marketplace (Voucherexpress, 2022).

How the strategies can help raise awareness of the brand

The company can empower their business on the basis of this strategy it can be possible to find that people nowadays are not only seeking entertainment through the internet they also want to learn different things which can make their knowledge more efficient. In this matter providing educational content can initiate the criteria of the customer. It can boost product diversity by launching a new educational zone as a new sector of the business. Along with this workshop, webinars and online courses through internet have a significant potential of getting a new marketplace on the basis of product diversity (Dolowitz *et al.* 2021). It has been found that the strategy of hosting the virtual event can effectively focus on the product instead of interacting with each other physically. In this way, the influence and the other social media can focus on the product launching and giving valuable feedback on this product which is highly required to enhance the utilization of new products. Apart from this, customers can make phone calls to the customer executive. The marketing of new products to the customer will be empowered along with this the previous product of the company will also get empowered through discussion with the customer on the basis of their review. In addition to this, the business operation can emphasize through providing purchasing solutions to the customer. Therefore Morrisons authority should make a plan to manage the problem for each product. Thus, customers can get satisfaction with the business operation of the company which can directly affect the reputation of the company (Islam *et al.* 2021). According to this, a home delivery system can reduce the stress of the customer. Apart from

this, a significant approach of product based on regional community can boost the community support to the company. As highlighted by Siddiqi *et al.* (2018), through targeting specific communities, business companies can make products based on requirements. According to this the reputation of the brand will be enhanced if the targeted people of the community start purchasing products of the new brand which have been made based on their needs.

	2018	2019	2020E	2021E
Sales	£17,262m	£17,735m	£17,744m	£18,079m
Operating Profits	£445m	£465m	£516m	£537m
Operating Margin	2.6%	2.6%	2.9%	3.0%
ROCE	5.5%	7.6%	8.6%	10.2%

Figure 3: Growth of Morrisons

(Source: Conway, 2020)

In addition to this, pricing of the product is the most effective strategy which decides the demand of the product. In this way, Morrisons can set a competitive price level based on the current situation. For this purpose, introducing products with lower price levels can capture the market demand where the people are suffering from their financial stability due to global pandemic Covid-19. In this way a budget-friendly product can be easily accepted by the customer and maintaining the quality of the product can increase the demand for the product in a short period of time (Hu *et al.* 2019). Similarly rewarding loyal customers through providing discounts and gifts based on shopping amount can increase the sale. In this way, customers will insist on purchasing the product which matches the amount criteria to avail of the gift and discount. For example, Morrisons can set a 20% flat discount on shopping above £100. In this way, customers will push themselves to purchase different products which price level can cross the £100 to avail 20% discount. Apart from this partnership with reputed organizations can develop the face value of Morrisons which can increase the value of the product. In this matter, Morrison can get an additional customer base through this strategy which will increase the demand and productivity of the significant brand based on their quality. Along with this focusing on CSR activities can be highly effective to maintain the quality of the brand. If the company ignores the issues related to productivity then the quality of the product will get shattered and the customer will be disappointed with the

downgraded quality. In this way, the demand for the product can be reduced so focusing on the issues related to the product can improve the quality of the product by which customers can attract effectively with the brand (Fayvishenko, 2018).



Figure 4: Market share with competitors

(Source: Conway, 2020)

How the strategies can help manage and evaluate the customer journey across a variety of communication channels

It is known that marketing has always cast around moments amongst the touchpoints in the consumer decision journey when consumers are open for influences. Consumers go through a number of clicks or stages starting from pre-purchase towards post-purchase behaviour that is the customer journey (Shopivo, 2022). Numerous companies invest in marketing through different levels of approaches, but to ensure their effectiveness, for Morrisons marketing through a variety of communication channels, the feasibility of the strategies have to be studied precisely and the application of those strategies will be judged by evaluating the customer journey across different varieties of communication channels. Six of those definitive stages are discussed below, -

1. Awareness and Recognition

Being a supermarket, Morrisons already knows that the biggest part of influence is too aware and make consumers recognize products and facilities, before expecting them to purchase. There stays a difference between the expected state of being and the actual state of the consumer and based on that marketing should focus on deflecting the current situation into the desiring state by motivating them towards desire. Because sometimes consumers are not aware if they want or need any service until they see promotional content. Hosting virtual events, creating in-home experiences, showing product-related highlighting advertisements on social media platforms are a few key strategies to help people recognize their needs and get aware of the availability at the same time.

2. Information Gathering

Information is always fed to both sides. Search and recommendation algorithms finesse the job of periodically showing consumers their recurring needs despite their lack of recognition. On Morrisons's website, they can monitor their users' needs and recommend them, and also take opinions and suggestions from customer solutions and events (Morrisons, 2022). They can get higher bandwidth of data while sales are going on and see the most selling products and often put sales on them because of their enhanced market demand. Also, maintaining bonds with local communities and partnering up with valued and renowned organizations, will give positive influence to the mass number of customers and spread any information or positive product review more widely, taking the quality and management department work efficiently.

3. Evaluating Alternatives

Consumers love variety in their choices and also scope for comparing prices of different products. Using Morrisons's website and social media platforms, they can inform people of the current product line-ups which are the same type of products with different evaluation areas. Consumers can be attracted by framing the notable evaluation criteria on banners of all posts and links of all alternative products by which they will be aware of what they are getting against their expenditure (Gogia and Nanda, 2020). Also, keeping customers informed with all correct and exact points about the product and the other available options will improve brand loyalty and keep a good brand name in the market. Providing educational content in their market techniques about their products and also the environment and current Covid-19 global pandemic situation will be very effective in this stage and also in spreading knowledge.

4. *The Purchase Decision*

After deciding their want or need of any product, and checking out all the possible alternatives, here comes the decision of purchasing the particular alternative. This choice comes from the algorithmic choices in consumers' minds where the product form factor, packaging, brand name, reviews on the webpage or social media pages, accepted payment methods, opinion of other consumers who bought that product, etc. becomes the key variables that are covered by all the mentioned strategies for Morrisons.

5. *Waiting Time*

After any not-predetermined action, here purchase, cognitive dissonance sets in consumers' minds, and they start to judge their choice and think if they should cancel the order or let it be. Here, to ensure customers with furthermore positivity, interactable previews or good framing points about the product can be shown on Morrisons's website right after the payment. A more transparent information barrier helps her a lot.

6. *Post-Purchase Evaluation*

After receiving the product, consumers check if their expectations meet or not and how truthful Morrisons are in informing about their items. If the consumer is not satisfied with the product, return policies should be available for applicable products. And if everything works fine and the consumer is satisfied with their purchase, now it is the work for the feedback and customer review and service team to check if there are any complaints or suggestions from the customer end and also take their public review and use that to extend the database. Good feedback and a customer service system not only helps the customers find their way but also keep a good reputation of the brand name (van Tonder *et al.* 2018).

Thus, it derives that if Morrisons go with these strategies they'll be able to manage their social marketing via all their communication channels and find their applicable degree of complexity of their customer journey to involve them even further.

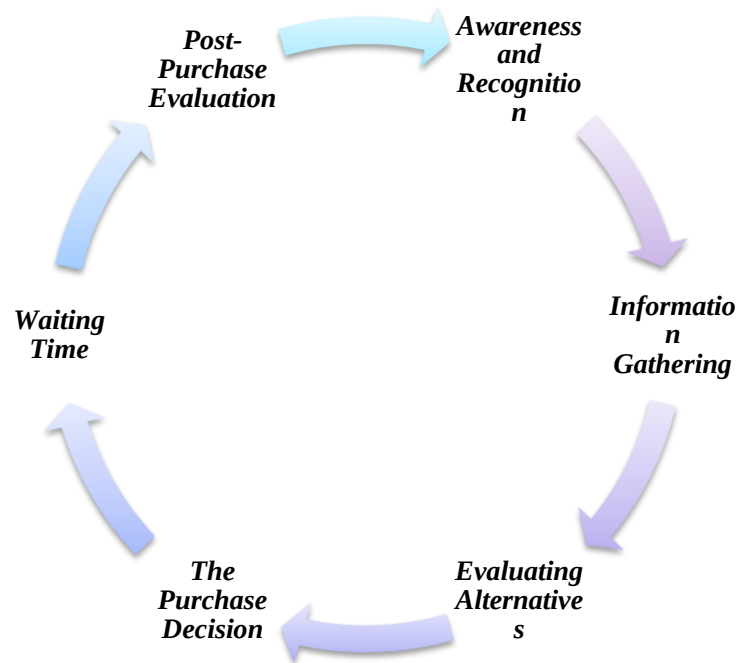


Figure 5: Stages of the customer journey

(Source: Self-developed)

Ways through which current and future stakeholders' expectations are fulfilled

The expectation of the stakeholders with every change in the strategy of the company is about the profitability of the firm and increase in the market valuation of the firm with an ethical working process and more importantly to serve or provide better service to the customers, so several strategies are adopted keeping in mind the benefit of all the stakeholders. The strategy of providing educational content for the needy in the tough situation of the global pandemic is an effective CSR for any company. This strategy helps the needy by providing them opportunities to learn. This is direct assistance to the needy and builds a good image in the sight of its potential customers even (Kumar and Kumar, 2020). The strong image in the sight of the customer helps the company gain more potential customers and thereby generating more revenue. This directly benefits stakeholders like customers and the government and indirectly benefits the shareholders, creditors, directors, employees of the company (Nicolescu, 2022). The other strategy to increase the reach of the newly launched product in the situation of the global pandemic is to host virtual events for the promotion of the product. The virtual event helps the company to continue the promotion as physical

gathering may not be possible and this strategy helps in encountering more people. Thus, if the reach of the new product increases, thereby directly affects the internal stakeholder and as this prevents physical encounter or gathering in the global pandemic so this benefits the external stakeholders. The global pandemic made it tough to solve the queries of the potential customers. So the company formed a strategy to appoint an experienced customer executive for solving the queries or providing solutions to the customer's problem (Wechsler and Schweitzer, 2019). This is beneficial for the customer and thereby beneficial for all the stakeholders. At the same time, the global pandemic has made it difficult for the customers to go to the market even to buy their essentials. So if the company applies or puts in the strategy to deliver the essential products door to door, this directly benefits the potential customers of the company and also builds a better reputation of the company in front of the customers which ultimately benefits the other external stakeholders as well as the internal stakeholder like the government.

To benefit the entire stakeholder the company can adopt the strategy of empowering the local communities (Loss *et al.* 2020). As the global pandemic has affected almost every aspect, it helps the local communities by providing their products based on the requirement and by making them available through the website. Reducing the price level is one of the most important strategies that need to be adopted by the company to gain more customers and also helpful for the company in improving its reputation. Reducing the price by any means like discounting or offering rebates in the pandemic supports the customers and this boosts or may provide stable growth even in the pandemic. This directly benefits the customer and also helps the government as this prevents starvation of the people and thereby benefits the other external stakeholders (Chowdhury *et al.* 2021). The partnership with the valued organisation helps the company to reach a larger customer base and also improves in gaining a larger customer base for the company. The company Morrisons collaborated with Sainsbury who is the largest supermarket brand in food and daily essentials. This helps the company to better its market base. Thus, it affects and benefits the internal stakeholders and also benefits the customers as this helps the company to make available more products to its potential customers. The company can also use a strategy to reward its loyal customers by either providing gift cards or coupons after purchase of a certain amount. This ensures that the customers check out to shop in the future to use the coupon. The gift card may also ensure loyalty to the customers and the loyalty of the customers towards the company. This benefits the potential customers as stakeholders and also benefits all the external stakeholders of Morrisons. Thus, the

customer is the king of the market and favouring or keeping potential customers happy has a direct impact on the other stakeholders.

Conclusion

Following the above discussion, it has been represented that Morrisons has an extremely innovative marketing strategy by which the company has effectively focused on the awareness of the brand. It has been found that in the year 2010 Morrisons signed a deal with Peacocks. The company opened the Peacocks section to introduce a new children's wear brand into 85 stores with the name Nutmeg on 21st March 2013. In this way, the company has expanded their business based on product diversity. Apart from this, the company has introduced effective customer service through implementing artificial intelligence and machine learning in their business operation. In this way, the customer has got impact support through customer service by which customer has become more loyal to the company. Through an effective marketing strategy, Morrisons has fulfilled its shareholders' expectations by initiating more profit through product diversification and customer support.

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