



Tesco Engagement with Digital and Social Media

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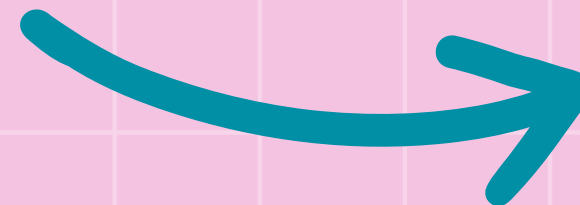


What is Digital Marketing?

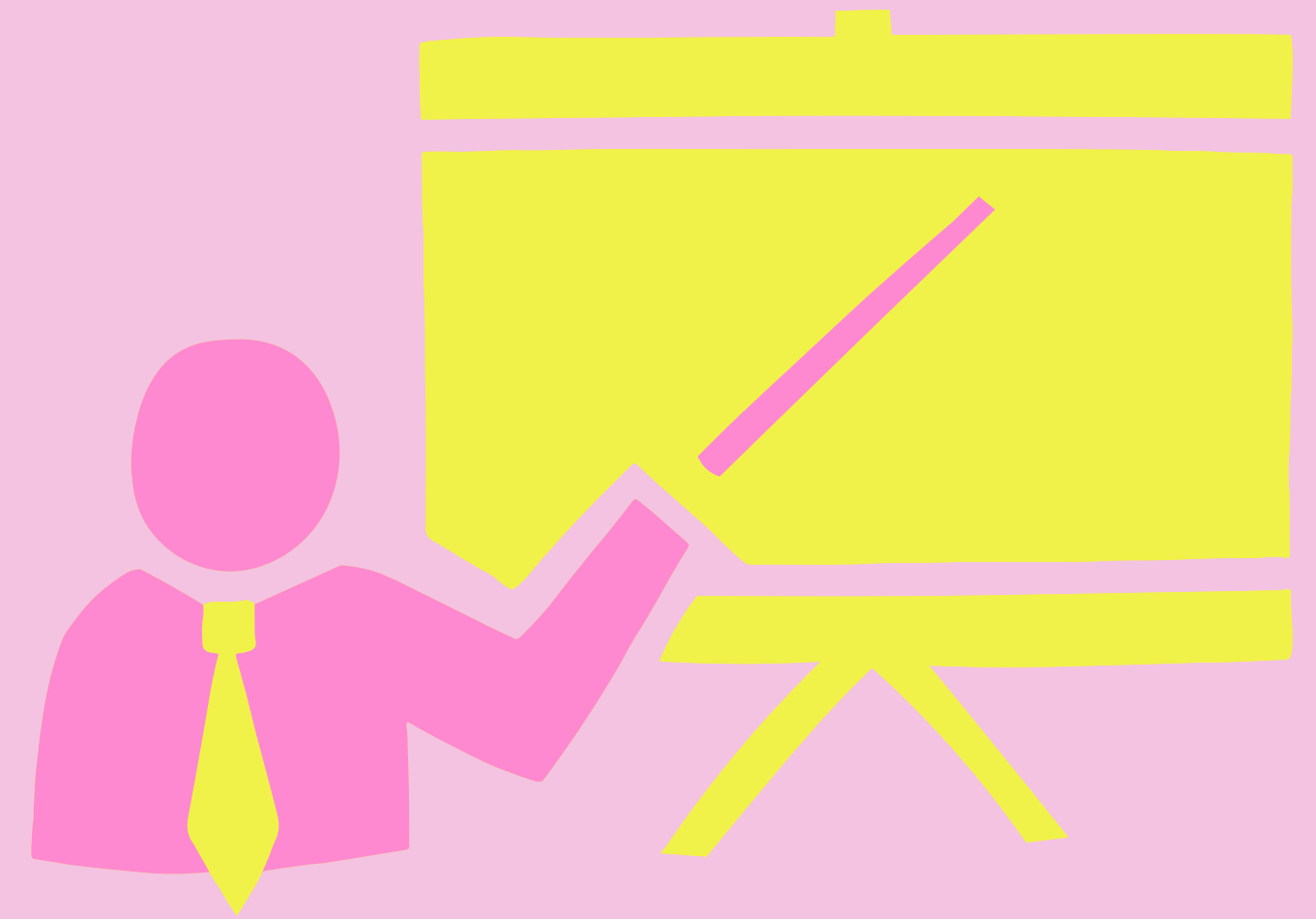


„Digital marketing is the use of digital traffic channels to make people aware of your brand and products.”

(Department of Business and Trade. (2024))



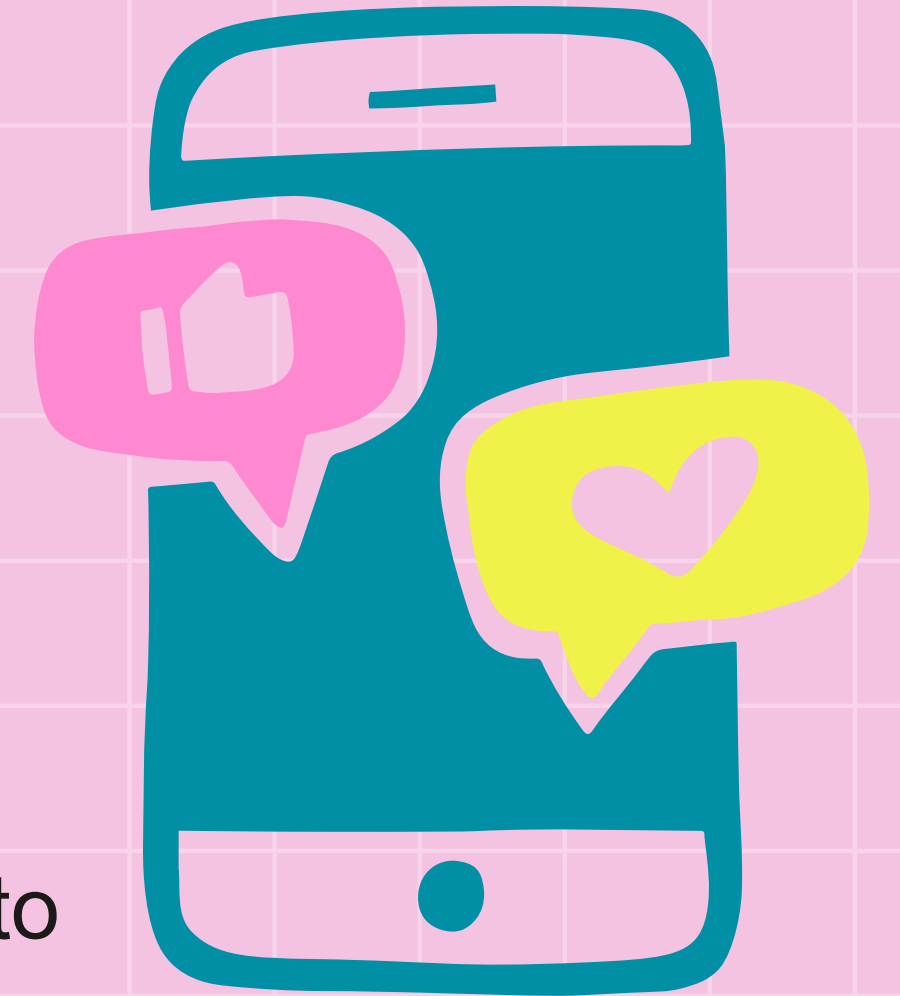
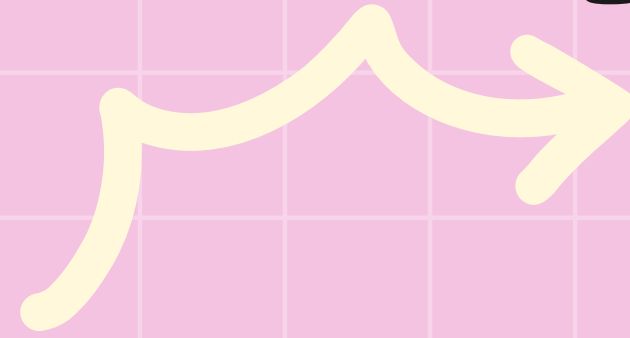
What is Digital Marketing ?



„**Digital marketing**, or **online marketing**, is a form of advertising that uses the internet and digital technologies to connect with customers. Rather than traditional media, such as print, radio, or television, digital marketing uses computers, mobile, social media, search engines, and other digital channels to reach consumers wherever they spend the most time.”

(Coursera Staff, 2024)

Customer Relationship Management

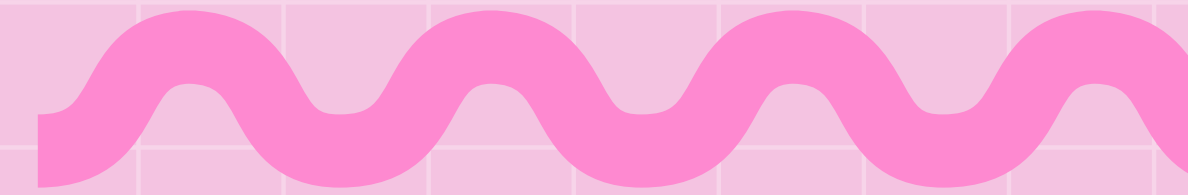
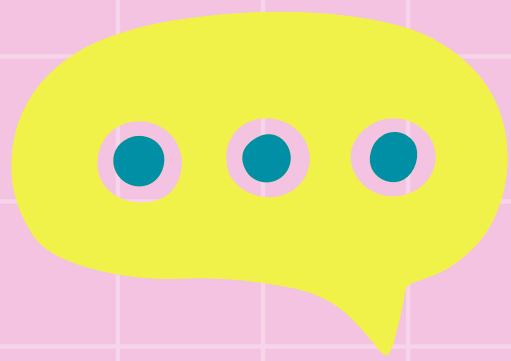


„Elements of CRM range from a company’s website and emails to mass mailings and telephone calls. **Social media** is one way that companies adapt to trends that benefit their bottom line. The entire point of CRM is to build positive experiences with customers to keep them coming back so that a company can create a growing base of returning customers.”

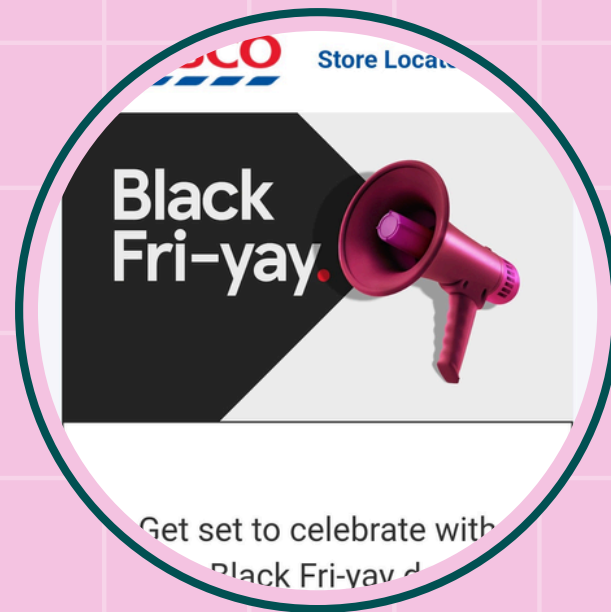


(Hargrave, 2024)





Importance of Using Social Media



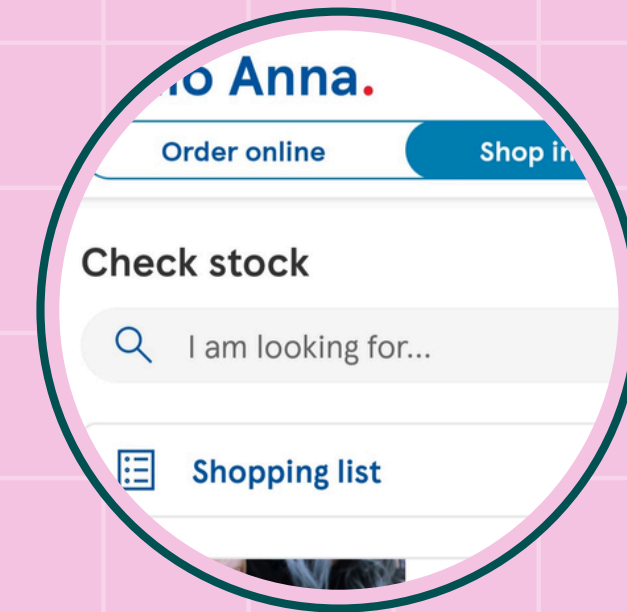
Direct Marketing

Direct email with products and services



Social Media Advertising

Advert to reach wider customer base

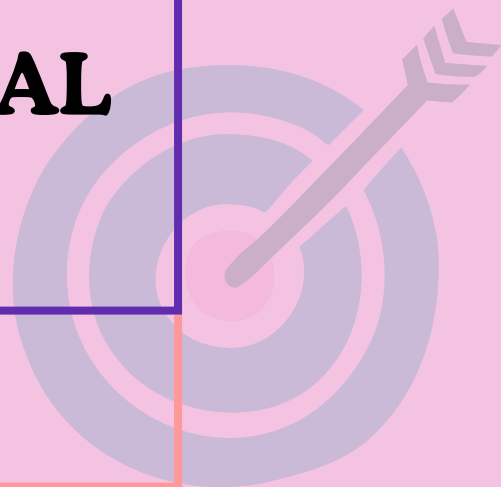


Mobile First Web Shop

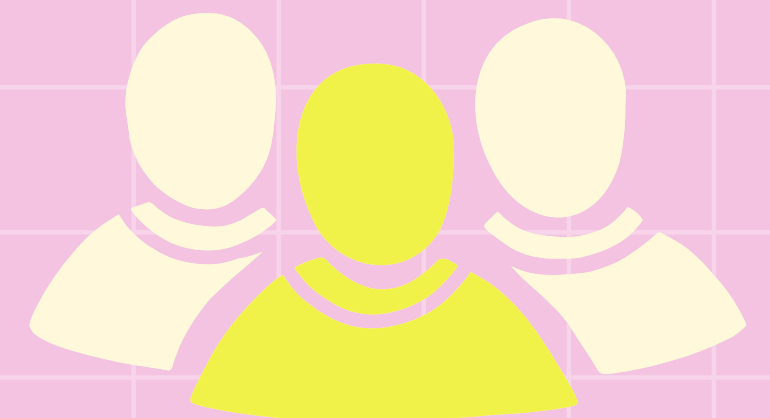
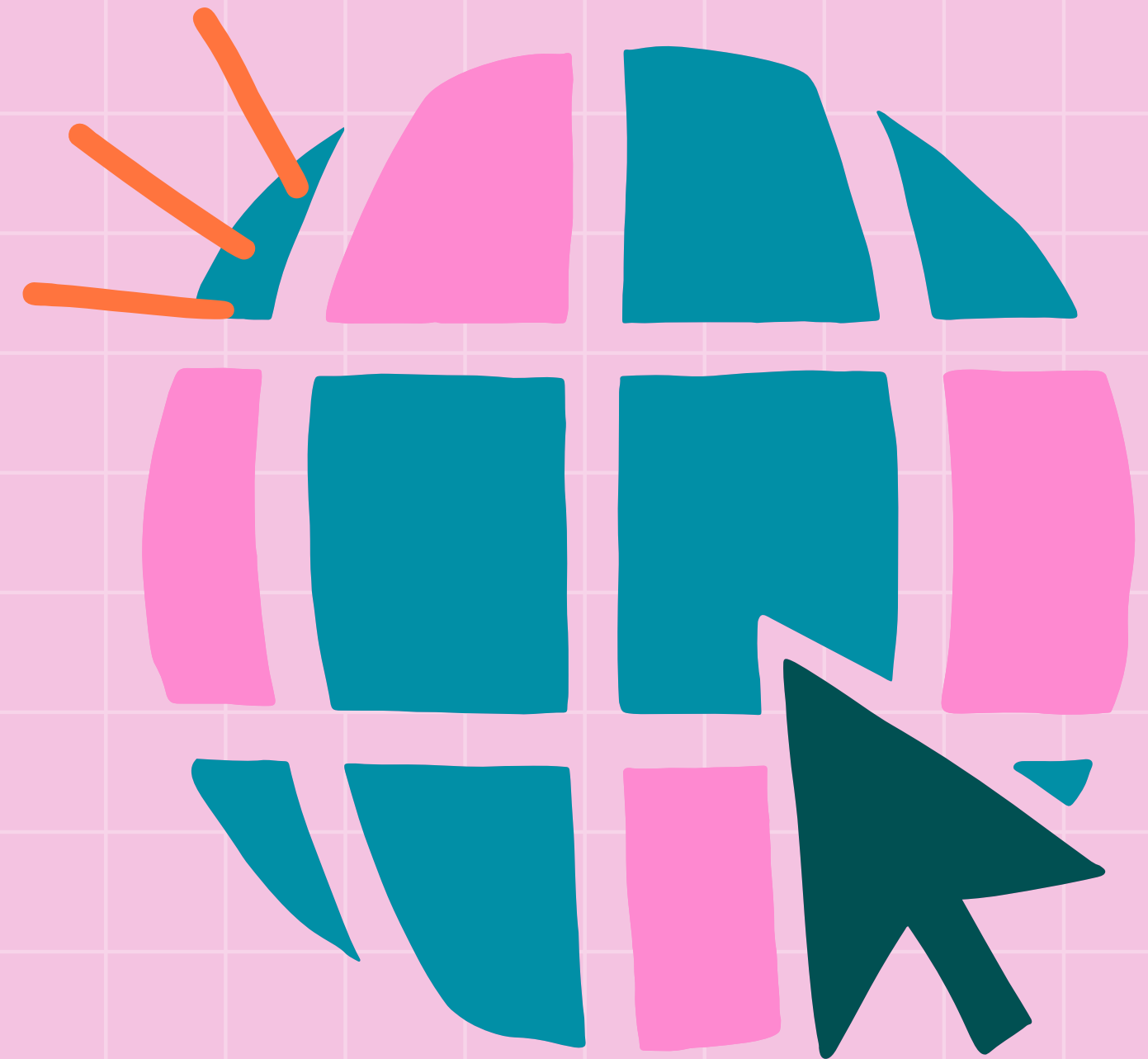
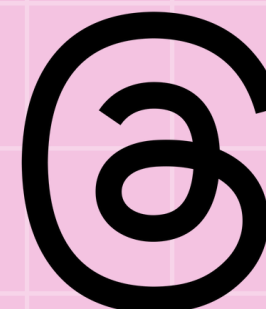
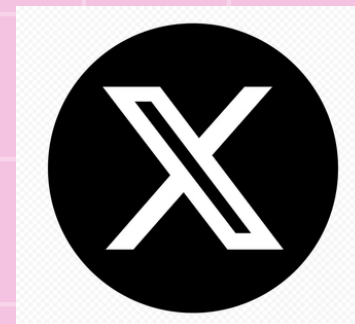
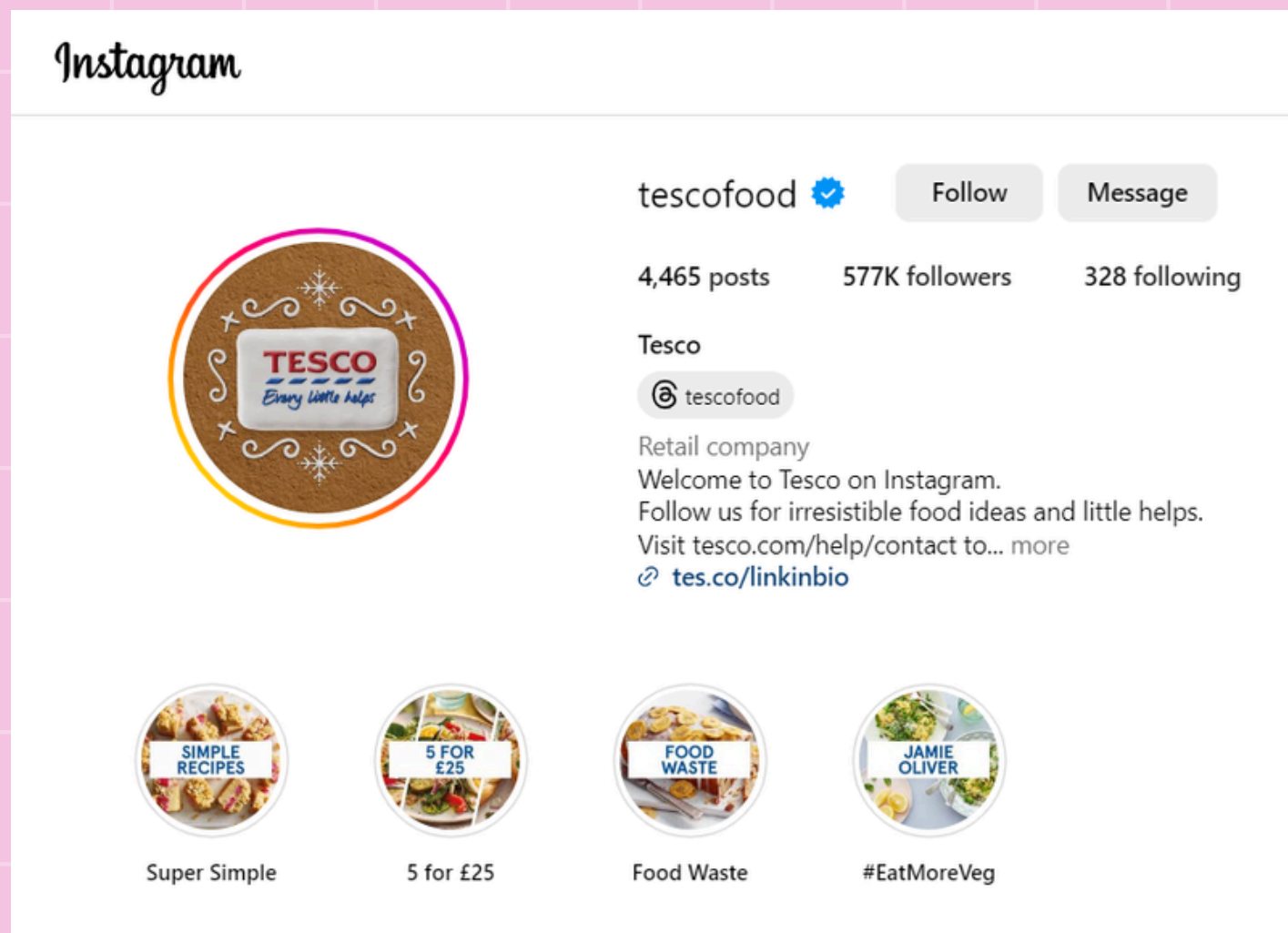
Customize offer of products and services, selected through data collection and shopping history



POSITIVE EFFECT OF SOCIAL MEDIA	NEGATIVE EFFECT OF SOCIAL MEDIA
• Improved Customer Service and Support	• Spread of Viral Negative Content
• Real-time Market Insights and Trends	• Difficulty in Managing Multiple Platforms
• Facilitates Direct Sales and E-Commerce	• Pressure to Keep Up with Trending Content
• Enhanced Competitive Analysis and Benchmarking	• Potential for Misinterpretation of Brand Messaging
• Opportunities for User-Generated Content and Advocacy	• High Competition for User Attention
• Building loyal and Engaged Customer Communities	• Difficulty in Measuring Social Media ROI
• Effective Launch of New Products and Services	• Negative Impact of Social Media Mishaps (Ali, 2023)



Tesco social media



£4 Recipes | Tesco ▶ Play all

Feeding the family doesn't have to break the bank – these recipes all serve 4 people for just £4. From easy pasta dishes to an impressive Mexican-inspired pie, these wallet-friendly meals make i...



£4 Sausage and Root Veg Traybake | Tesco Food

Tesco ✓
751K views • 5 years ago



£4 chicken enchiladas | Tesco Food

Tesco ✓
754K views • 6 years ago



£4 sticky Indian hot dogs | Tesco Food

Tesco ✓
243K views • 6 years ago

Tesco on YouTube

Baking Ideas | Tesco ▶ Play all



How to Make Bread and



How to Make

Jamie Oliver has joined forces with Tesco to bring you a series of healthier, more affordable meals that make cooking from scratch just that little bit easier.



Jamie's Roasted Veg and Whipped Cottage Cheese o...

Tesco ✓



Tesco and Jamie's Mighty Meatball Bake

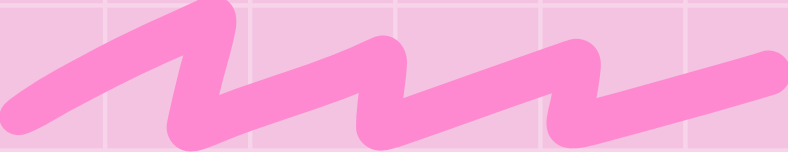
Tesco ✓



Tesco and Jamie's Shake Up Peanuttty Noodles

Tesco ✓





Why Jamie Oliver?

- Jamie has been working with Tesco since 2018 to create delicious and nutritious, budget-friendly recipes for the whole family to enjoy.
 - His meals champion fresh ingredients, encouraging customers to eat well using seasonal produce.
 - By sharing his favourite tips and hacks, he hopes to help customers save money and reduce their food waste.
- (Tesco,2024)



Enganging Social Media Content

YouTube GB tesco

Tesco ✓
175K subscribers

Subscribe

796

20K views 1 month ago

Have a go at the toast with the most – it's @jamieoliver's Roasted veg & whipped cottage cheese on toast! Frozen Med veggies keep this lovely meal on budget, and they're high in vitamin C too! Delicious as a no-fuss lunch or tea. Click the tes.co/jamies-roasted-veg-cheese-on-toast ...more

23 Comments Sort by

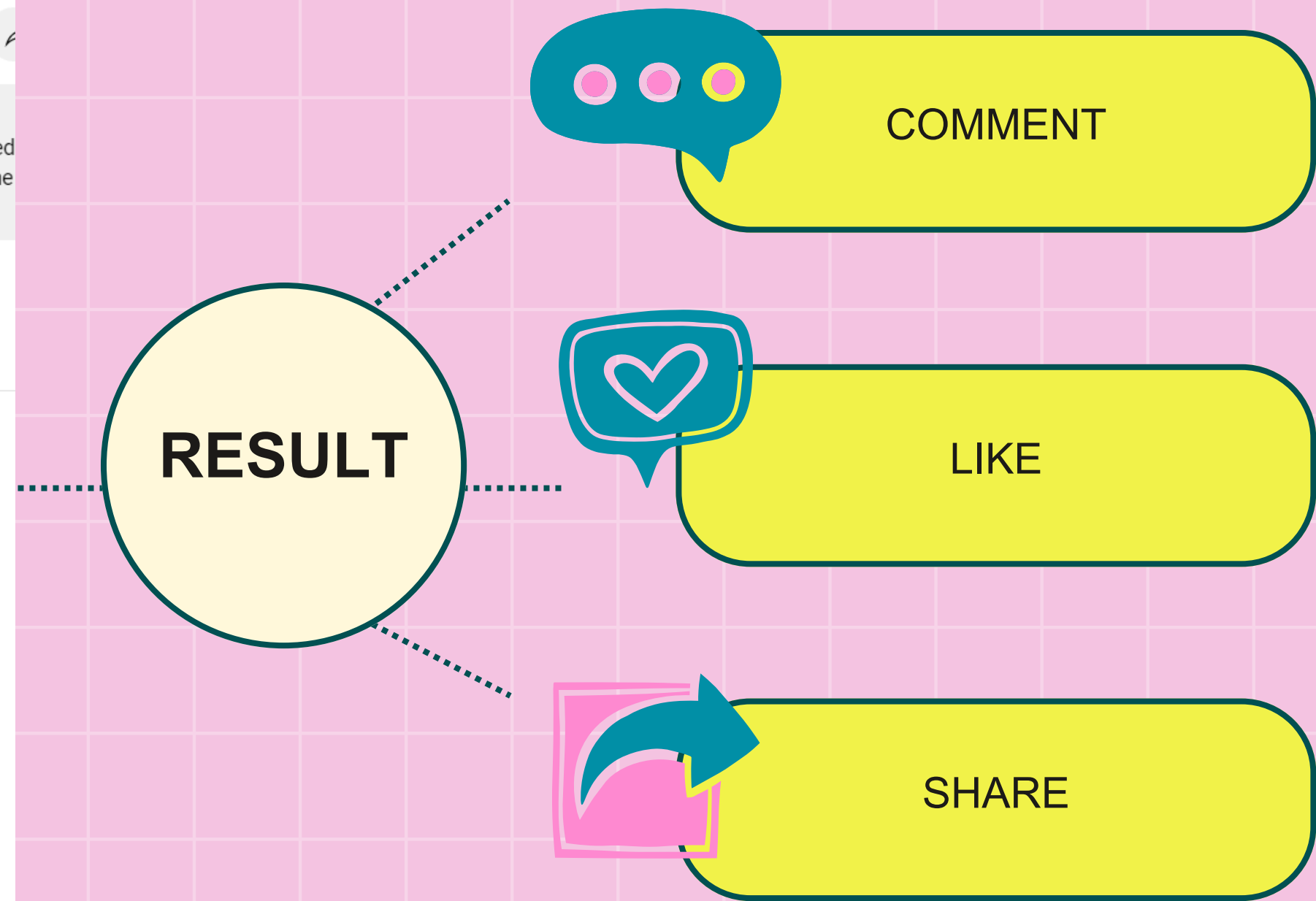
Add a comment...

@HerAeolianHarp 1 month ago
Looks fantastic, Jamie! I appreciate the flavor boost and mix of textures.
6

@patt8768 2 weeks ago
You are amazing and make cooking fun and healthy and flexible. Love your ideas.
1

@srigging 1 month ago
I will make this for sure! Thanks Jamie! 🍌🍌🍌

@nancyblackett8777 1 month ago
This looks absolutely delicious!! Making it for supper 😊



Conclusion

Tesco is one of the biggest supermarkets in the UK.

Tesco has expanded its sales to social media.

Tesco is makes sure you will not forget about them.





Thank You

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