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Table of Contents

1. Introduction.....	3
2. Environmental marketing Analysis.....	4
3. SWOT Analysis.....	7
4. SHANNON WEAVER MODEL.....	9
5. Integrated Marketing Communication.....	9
6. Online Marketing.....	11
7. Offline Marketing.....	11
8. Branding and Brand Equity.....	12
9. Keller's Brand Equity Model.....	12
10. Merits of Keller's Equity Model.....	13
11. Demerits of Keller's Equity Model.....	13
12. Customer Journey.....	13
13. Stages in Customer Journey.....	14
14. The Customer Journey Map.....	14
15. Strength of Customer Journey Map.....	15
16. Weakness of Customer Journey Map.....	16
17. The Total Engagement Model.....	16
18. Recommendations.....	16
19. Conclusions.....	18
20. References.....	19

Introduction

British Telecom also known as BT, is among one of the top telecommunication corporations operating in the regions of the UK. BT has been significant in its marketing approaches and has gone through various alterations in recent years in terms of marketing, in order to stay relevant in the ever-evolving and competitive marketplace of telecommunications. Through campaigns on social media platforms, sport event sponsorships, and collaborations with technology corporations, BT has put significant emphasis on formulating a solid brand identity over its competitors through marketing its offerings and brand.



Various products and services are also offered by BT to cater to the needs of UK consumers including, mobile, broadband internet services, cloud services offerings, and television. In this current study, the environmental marketing analysis of the British Telecom company will be conducted taking into consideration the key influencing drivers. Moreover, an analysis of the internal environment and the role that marketing plays within the British telecom company will also be discussed. Furthermore, the Shannon Weaver communication model of BT and the integrated marketing communication model of the company will be analysed. Furthermore, the new marketing strategies including online and offline marketing initiatives of the company will be discussed in the course of the study.

Environmental marketing analysis taking into consideration the key external influencing drivers of British telecom

- **Environmental marketing analysis of BT**

As BT operates in several worldwide markets, the business takes into consideration the various ecological standards and guidelines of every market. For instance, climate change and weather conditions in different regions of the world can affect the services and offerings offered by the BT organization, so the company needs to recognize these factors and adopt suitable measures before entering a new market. Air and water pollution regulation are also important factors to consider for the BT organization. Compliance with the regulation will benefit the organization in terms of long-term reputation and overall business resilience. BT also considers the recycling and waste management processes to effectively implement environmental sustainability in its business operations. BT needs to consider a more appropriate plan for waste management or management of e-waste generated by the company.

Moreover, the marketing strategy of BT is not only the promotion of its products and services but also to formulate awareness about the social recognition of environmental sustainability and effectiveness. BT has shown its intentions to make changes in the way business operates and make more sustainable business operations, through the organization of BT's Big Sofa Summit, which brings together business executives of different sorts of industries and offers them a platform to discuss the ways to make more socially responsible business and create more environmental sustainability. Moreover, BT also promotes the utilization of renewable sources of energy and the use of sustainable materials in business operations, as well as promoting sustainable green practices in its operations. Moreover, BT plc has been taking suitable actions regarding the sustainability of the environment since 1992, as the company set a realistic goal to attain carbon reduction by the year 2008⁷. Also, the corporation is run by electricity sourced from renewable sources. Moreover, the company has pledged to incorporate zero-emission vehicles by the year 2030 (*responsible business: BT plc 2023*).

Key external influencing drivers of British Telecom

The key drivers of British telecom include global certifications in the management of the environment. ISO14001 is one of the significant global certificates that aims at the maximization of sustainable measures adopted by BT corporation. ISO14001 puts requirements on the environmental management of the organization such as:

- The BT organization needs to evaluate the implications of the business operations on the environment.
- The company needs to develop a strategy to reduce the implications of the business activities on the environment, also the initiative to implement the strategy in real life shall also be in place.
- The environmental policy of the company needs to have a significant commitment to regular modifications and enhancements and the mitigation of pollution and there needs to be regulatory compliance with the government legislation regarding environmental protection (*bt.com*, 2023).

Moreover, another external driver for the corporation is government legislation. In recent decades, the government has put forth stricter measures and regulations regarding the implementation of environmental measures in corporations (Clò *et al.* 2020). Also, clients are becoming more aware of the impact of their purchase on the sustainability of the environment and are consistently looking for companies who are practicing environmentally sustainable measures. In order to respond to the demands of the consumers and comply with the environmental protection laws set by the government BT must promote its environment-friendly services and its practices to reduce carbon emissions.

Moreover, another key driver for the environmental marketing of BT is competition. In recent years more companies are adopting sustainable measures in their work practices including the telecommunications industry corporations (Ward, 2020). In order to stay relevant and capture a significant market segment by taking the competitive advantage of sustainable business operations, BT needs to adopt new trends and innovations regarding environmental sustainability in its business practices. Also, adverse promotion of the company by the media regarding the failure of adopting sustainable business practices can also lead the company to a detrimental reputation to

the consumers. In order to prevent negative media promotion, the company also needs to adopt significant measures to maintain sustainability in its business operations.

An analysis of the internal environment and the role that marketing plays within British Telecom

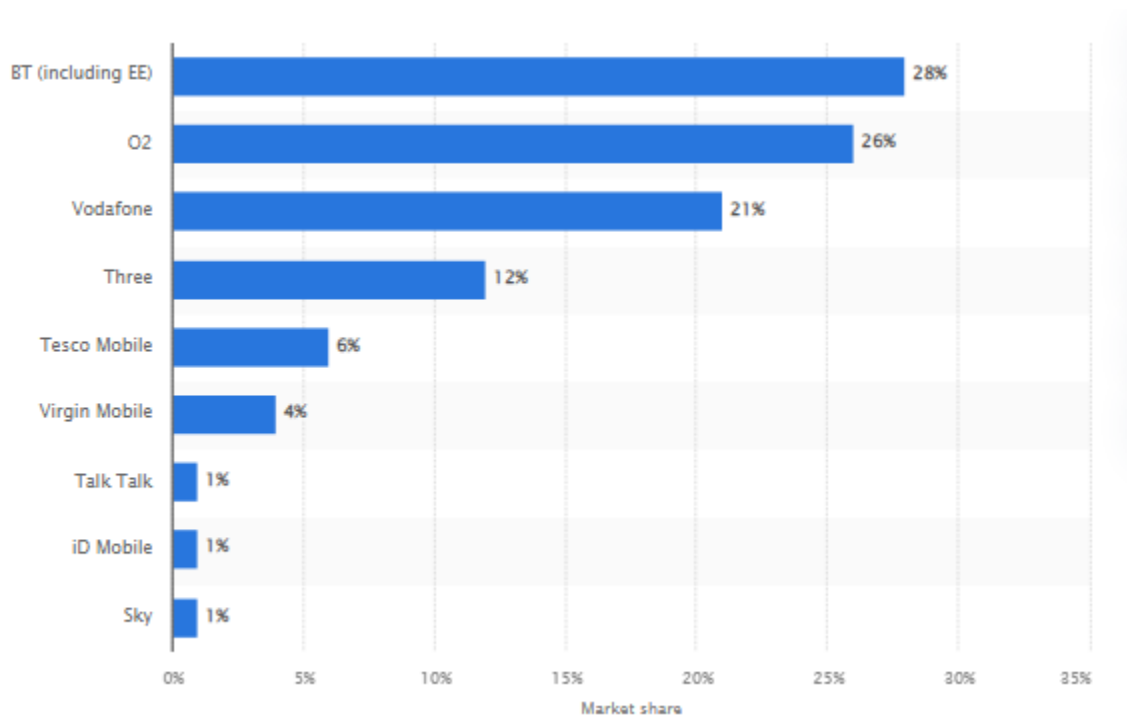


Figure 1: Market share held by mobile operators in the UK in 2018, by subscriber
(Source: Taylor, 2023)

The above statistical graph represents the market share held by mobile operators in the UK by the number of subscribers. It can be observed that BT and EE have the most significant market share in the UK region by 28%. The vast consumers segment of the brand can be attributed to the effective online and offline marketing campaigns initiated by the organization.

Internal Environment analysis

SWOT Analysis

Strengths

- All of the activities and initiatives of the BT organization have been streamlined by the corporation, which has in turn enabled the company to supply quality products to its consumers (Ward, 2020). BT has been given a competitive edge by the introduction of automation in its business processes and also the company has been able to scale up and down with the altering market demand, which has especially benefitted the company in the pandemic years.
- BT has established a large network and emphasized the maintenance of potential consumers.

Weaknesses

- Adverse effect on the market due to the competition with other telecom brands, which need adequate funds for the promotion and enhancement of the offerings of the business
- In the market, who offers more advanced technology (Berne *et al.* 2019).
- BT depends majorly on the UK market for its revenue generation and lacks to grow globally.

Opportunities

- BT has the opportunity to buy new technology and grab the market share for new product categories through the introduction of new environmental policies.
- The stable and free cash flow of the BT organization provides the corporation with the opportunity to make investments in adjacent products and offerings.
- BT has the opportunity to expand into new global markets in various nations all over the world as more global nations are becoming financially potent (Kern, and Gospel, 2023).
- As more improvement can be seen in the lifestyle and standard of living of the customers, BT has the opportunity to make the products more attractive to the consumers, by employing more advertisement tactics, which in turn will enhance the product purchase of the company enabling more revenue generation.

Threats

- The company is also threatened by emerging competition from different companies.
- Price of competitors in market.

The Role that marketing plays within British Telecom

Marketing plays a critical role in the success of British telecom (BT), as the company has been enabled to fulfil its business goals through its effective marketing tactics.

Product:

The product strategy of BT corporation emphasizes delivering quality goods and services that intend to cater to the needs of consumers with different needs and requirements. The corporation offers its clients a varied range of products with the fusion of old and new technologies. The company has also been able to offer its clients internet connections using dial-up connections and also with broadband.

Price:

BT employs competitive pricing for its products and offerings. The company offers combo offers with its products like broadband and internet services, also the company provides various discounts and offers after analysing the rate of utilization of the offerings (BT, 2023).

Distribution

BT has emphasized the distribution strategy within the market of the communications industry. BT has been effective in avoiding any emerging channel conflicts by using various channels for different products and using different distribution channels. BT also emphasizes the direct communication system with its consumers, such as through emails, posts, door-to-door sales, and leaflets. Also, the corporation uses its website to target new consumers.

Shannon-Weaver Communication Model of British Telecom

Shannon-Weaver's model of communication consists of five different components that aptly describe communication in mathematical terms: a source, a transmitter, a channel, a receiver, and feedback (Kuznar, and Yager, 2020).

British Telecom can adopt the Shannon Weaver model of communication as the means to evaluate and enhance communication within the firm.

In the model of communication, the message is originated by the sender. The message is the information or data being transmitted. Channel is the medium through which the message is transmitted to the other person, such as through video, text, or speech. The person or entity to which the message is being transmitted is the receiver. The response or reaction to the message is conveyed as feedback (Umeozor, 2020).

In order to evaluate and enhance organizational communication, BT can adopt the Shannon-weaver model of communication. For example, BT may analyse the significance of a specific channel of communication, like phone or email, and see if the communication channel is apt for conveying a specific kind of message. Furthermore, with the help of this model, BT may also analyse the accurateness of the conveyed message and take steps to enhance the understanding and lessen ambiguity.

Integrated Marketing Communication

Integrated marketing communication (IMC) employs all the existing marketing channels for the promotion of a brand or offering in order to ensure that the brand is successfully reached a wider population, thus enhancing its popularity and market segment. British Telecom can adopt Integrated marketing communication to ensure that its marketing messages are coherent and effectively reach its target market.

However, few initiatives have been taken by British Telecom in order to promote the integrated marketing approach in its marketing operations. BT has collaborated with the Adobe organization and used the Adobe cloud offerings in order to significantly improve consumer communication

and interaction. The company has utilized multiple modes of communication, such as email, online, direct mail, call centres, and mobile. With the help of communication channels, BT has been able to provide timely and effective solutions to its clients. Also, the engagement of consumers and more lead generation have been enabled by the initiation of enhancing consumer relationships and lower service costs (*BT's Global unit, 2021*).

In order to ensure that its messages are relevant and consistent with its target audience, BT also employs customer feedback systems. This approach enabled the company to develop effective campaigns or programs such as "Beyond limits", which was specifically designed to present the corporation's innovative and technological abilities.

New methods for Promotion Techniques:

In the modern business world, businesses are adopting new methods to promote their goods and services. For BT to be relevant in the altering business environment, it needs to adopt new methods for marketing and promoting its services and products. Below are some promotion techniques that BT could utilize to reach its intended customers efficiently.

1. ***Influencer marketing:*** There has been a surge in businesses utilizing influencer marketing as a means to promote their offerings in digital markets. Influencer marketing involves collaborating with individuals with high following rates on social media platforms and approaching them to promote the business. BT can also reach out to its intended consumers with the aid of collaborating with influencers in the digital space.
2. ***Interactive marketing:*** Interactive marketing incorporates providing consumers with interactive materials or content to engage and associate them with the brand. In order to create a memorable and engaging interaction with the consumers with the brand, BT can also develop interactive content, videos, and games, to make the consumers aware of the product and offerings and improve consumer engagement.
3. The concept of video marketing can be utilized by BT to present its products and services by making videos on YouTube or on its official websites. Creating engaging and interactive video content will boost consumer engagement and also it will help to gain potential customer attention by sharing the videos on social media platforms to increase its visibility.

4. **Artificial Intelligence:** BT can also be benefitted by utilizing artificial intelligence in its marketing efforts. BT can provide personalized suggestions to its consumers by evaluating consumers' data with the help of ai. Also, the brand can make use of ai chatbots to solve customer inquiries and make enhancements to the consumer experience.

Online Marketing

BT has identified that in order to enhance consumer loyalty and streamline its operations to improve customer satisfaction and experience while cutting costs, the company has to adopt more improvised customer service strategies. The company, therefore, adopted a Net Easy score to measure the influence of customer service on improving customer loyalty and experience.

Moreover, the social media team of BT is engaged to provide its consumers with tailored solutions and services. Four social media platforms are used BT, Twitter, YouTube, Facebook, and community forum, while each channel also promotes the other to gain more consumer engagement. On the Facebook page, the brand posts promotional content and upcoming product offering news the brand. The YouTube channel of the brand offers a range of videos to promote its services with tutorials and explanatory videos on router setup, billing, and email (*BT improve service and cut costs*, 2021). The community forum offers a platform for the consumers to discuss the effectiveness of the brand offerings and potential issues with other members as well as with BT.

Offline Marketing

In order to promote its product and offerings, BT also uses several offline marketing strategies:

Billboard marketing is one of the most effective offline marketing used by the brand. In roadsides, train stations, and airports, BT places its billboards which in turn help the company to reach a large number of potential consumers. The billboards present slogans and graphic designs to attract consumers.

BT also utilizes print advertisements to reach a wide segment of consumers. The company runs advertisements in newspapers and magazines all over the UK.

Also, another effective offline marketing tactic used by the company is event sponsorship. Many music festivals and sports tournaments are sponsored by the company each year, which in turn helps BT reach a wider segment of potential consumers through an interactive way.

Furthermore, direct mail marketing is also used by BT. The company sends customized emails to potential customers depending on their location, interests, and behaviours of purchase in the past. The mail often consists of special discounts and offers on BT's services, which encourages consumers to take the offerings (*bt.com*, 2023).

Moreover, experimental marketing is also utilized by BT in order to create memorable and interactive experiences for its consumers. The company has been able to offer pop-up shops in busy locations for individuals to try out the brand's products, this enables the positive association of the consumers with the brand and increases brand awareness.

Branding and Brand Equity

British Telecom is a well-recognized telecommunication corporation that has formulated a strong brand reputation over the past years. BT's brand equity incorporates various key aspects, such as its recognition for the reliability and organizational innovativeness, its unique logo and image of the brand.

Also, BT is well recognized as a brand to deliver high quality consumer services of telecommunication. The maintenance of competitive advantage and expansion of its services and offerings are also enabled due to BT's brand equity in the marketplace of telecommunications. BT has been able to develop a strong and reputed brand connected with quality and resonance and innovative in the UK marketplace and above with the help of its unique branding strategies.

Keller's Brand Equity Model

A well-known methodology for calculating and maintaining brand equity is Keller's model. British Telecom (BT) benefits from a high brand equity as a result of customer loyalty, brand identification, and brand image. BT emphasizes the creation of a strong brand identity and the enhancement of its market share through its promotional strategies. The company employs both

digital and traditional marketing methods to advertise and promote its offerings. The company uses television ads, radio promotions, print media, also social media marketing is used by the company to reach modern consumers.

Merits and Demerits of Keller's Brand Equity Model

Merits:

1. Strong brand identity of BT brand
2. BT has invested heavily in the training and development of its workers, which helped the company reach its desired business goals.

Demerits:

- Lack of appropriate planning of the finances and effectiveness.
- BT experiences significant obstacles in mitigating competition from the new entrants

Customer Journey

Customer journey refers to the initial awareness of the brand to the consumers and then to the point where the individual buys the brand offerings. In BT, consumers become aware of the brand by the several marketing efforts initiated by the brand.

Such as, BT incorporates the promotion of upcoming sports tournaments, environmental measures, and product launches. BT has a well-organized system of posting new updates on social media, though the company does not offer hashtags, lucky draws, or giveaways as a marketing tactic. The company has been able to gain 6.6 million monthly traffic to its website with the help of SEO and 1.6 million organic keywords (Xaif, 2022). Though the company does not utilize influencer marketing, the company offers a well-organized website for its consumers to explore the products and offerings of the organization, including broadband services, mobile phones, and television packages.

British Telecom Custom Journey Map

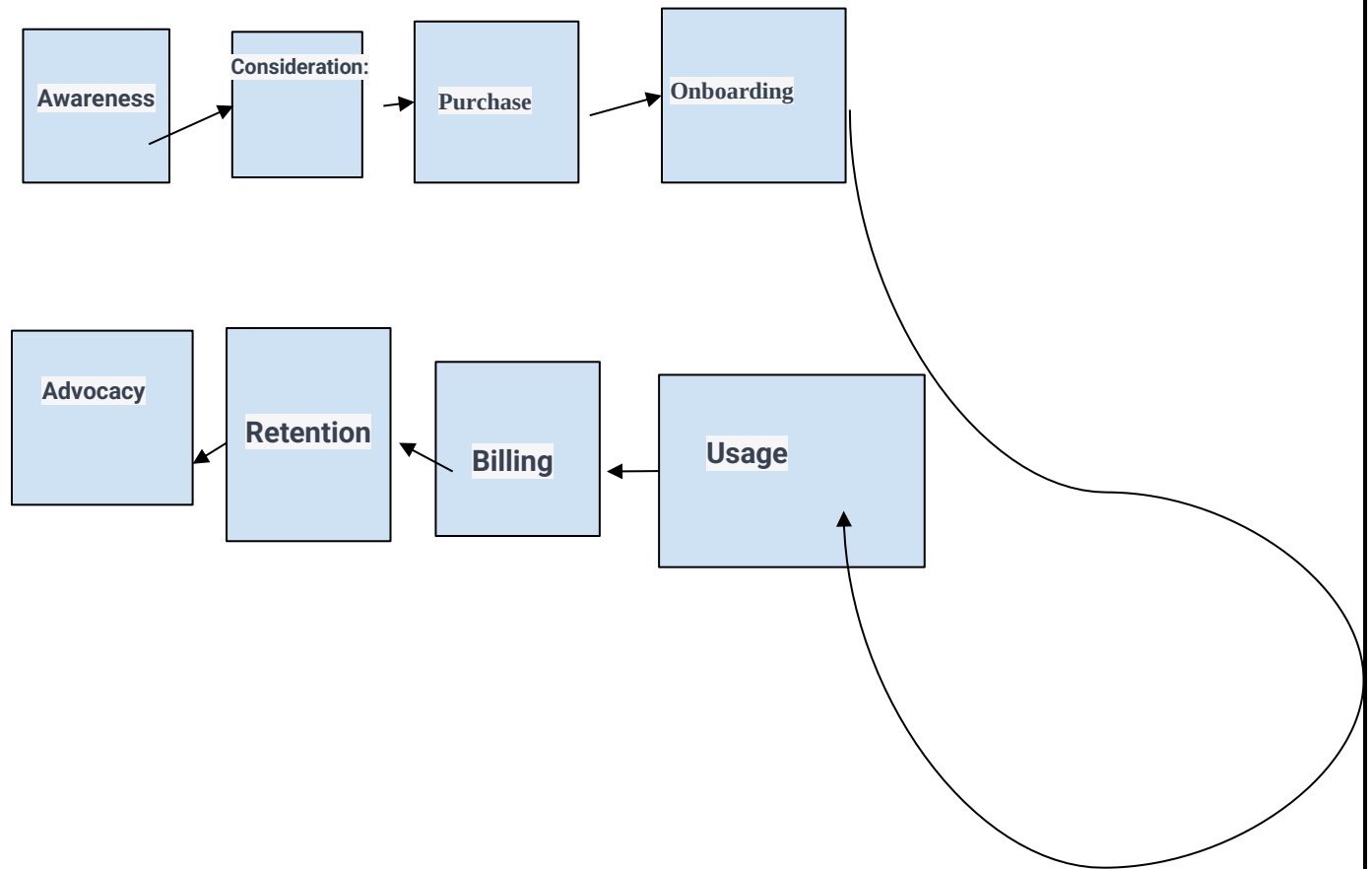


Figure 2: Custom journey map

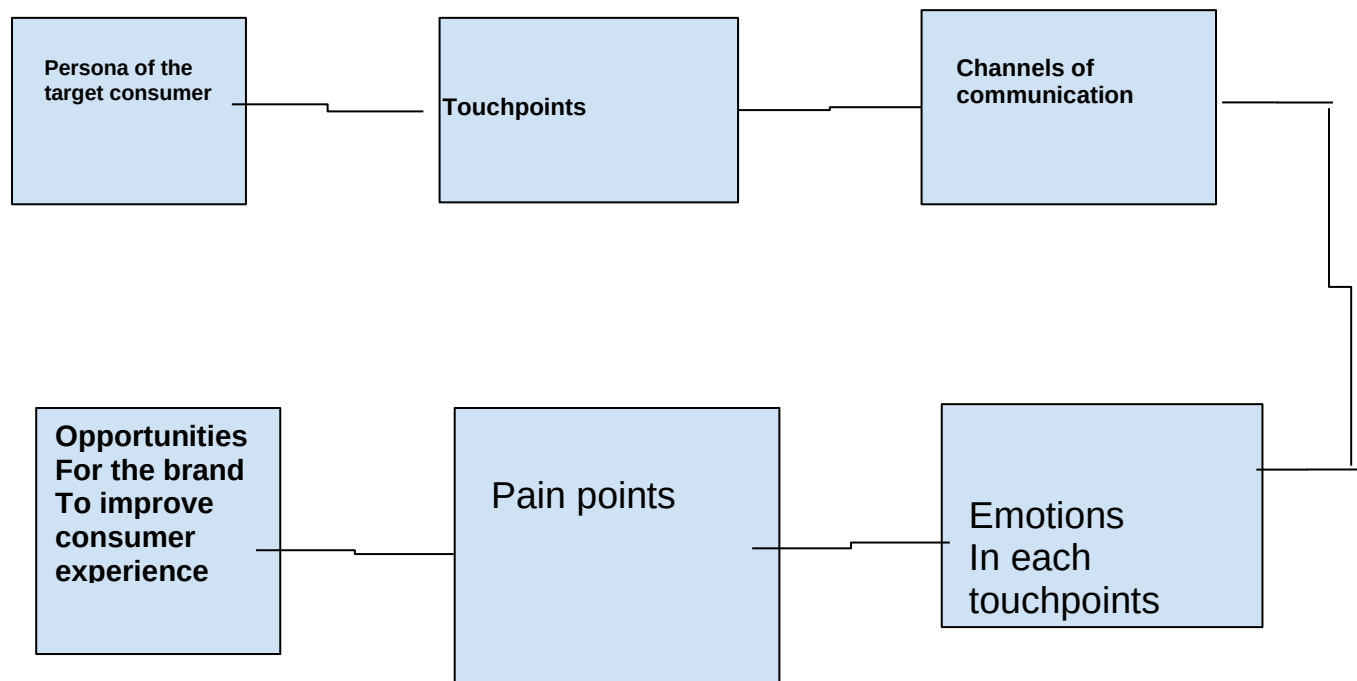
Stages in Customer Journey

The stages of consumer journey consist of awareness, consideration, purchase, retention, and advocacy. The consumer becomes aware of the product or offering in the stage of awareness. The comparison of the product or offering with the competing services in the market is done by the consumers in the consideration stage. The decision of purchase is taken by consumers in the purchase stage. Keeping the consumer engaged and satisfied after the purchase involves in the retention stage. The recommendations of the product to other people by the satisfied consumers involve in the advocacy stage of the consumer journey.

Customer Touch Points (Purchase, Post purchase, Pre purchase)

The interactions among the customer and the brand during the consumer journey is referred to as the customer touchpoints. There are three fundamental touchpoints in the consumer journey: Pre-purchase, purchase, and post-purchase. Advertisements, social media, and review of the customers include the pre purchase touchpoints. Physical or ecommerce store, sales personnel, and payment options include the purchase touchpoints. Customer services, follow up emails, and loyalty initiatives make up the post-purchase touchpoints. The viewpoints of the consumers regarding the image of the brand can be significantly altered with each touchpoint of the consumer journey.

Customer Journey Map



Strengths of British Telecom Customer Journey map

- The focus on providing a seamless and positive consumer experience is the strength of British telecom customer journey map, with a variety of touchpoints to support the consumers during their journey. Moreover, BT also make investments in the new technologies such as chatbots to improve consumer experience.

- BT has introduced social media marketing as an easier way for consumers to interact with the company and vice versa. The implementation of social media promotion also enabled the company to cut costs of marketing and get real-time opinions from consumers.

Weakness of British Telecom customer journey map

Some policies are enabling the entrance of new companies like reliance on the market of BT, which in turn pose a threat to the organization as the company may lose its loyal consumers.

The Total Engagement Model

The total engagement model is based on three primary factors: emotional, rational, and behavioural engagement. Customers' emotions towards BT are measured by the emotional engagement factor, rational engagement measures the consumers' perceptions regarding the products and offerings of the company. Moreover, customer's actions are measured by the behavioural engagement factor, like their usage and spending pattern etc.

Include recommendations for the future

The following recommendations are given to enhance the marketing of British telecom in the future. By adopting the recommendations into practice, the company hopes will able to cater to more segments of consumers and provide more promotional campaigns in the future.

1. **Customization:** In the modern era, consumers seek customization and personalization in the offerings of the brands from they are purchasing. Personalization can entail making personalized messaging and email marketing by mentioning the name of the consumer. BT can further use the data and information of its consumers to design effective and customized marketing initiatives to engage its consumers.
2. **Content marketing:** Content marketing is a significant means to engage and retain consumers. High-quality blogs, posts, videos, and infographics can be created by BT for marketing purposes. The content can then be shared on the BT website, social media, and email marketing. This method will engage the consumers by providing information on the brand and its offerings.

3. ***Mobile optimization:*** In this modern era, consumers majorly use mobile phone devices. Hence, BT must make sure that its marketing initiatives are supported on mobile devices. Having a responsive website, mobile-friendly emails, and developing mobile apps will be helpful for the company as well as its consumers.

Conclusion

From the above study, it can be concluded that, BT has been effective in the operations of its telecommunications business through its adoption of sustainable business practises and environmental marketing. Moreover, the company has taken initiatives to lessen its carbon emissions and attain zero greenhouse emission by the year 2030.

Also, the corporation has been effective in providing its consumers a diversified range of products and services from mobile phones, broadband services to televisions. Moreover, the company has strengths in regards to providing its employees with adequate training and development however, the company has weaknesses regarding the competition and new entrance threats in the marketplace of telecommunications.

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