

**A DETAILED REPORT ON SAMSUNG
ELECTRONICS WITH PARTICULAR
FOCUS ON THE S20 FE SMARTPHONE,
MARKETING STRATEGIES EMPLOYED
AS WELL AS THE OVERALL CUSTOMER
EXPERIENCE**



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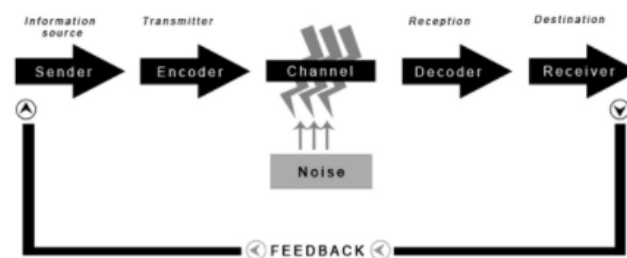
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Introduction

It is impossible to survive without communicating. From the minute we are awake, to the sound of the doorbell, our mobile devices ringing, up until we go back to bed, we actively engage in communication (Turner and West, 2019). Communication has been defined as a process of creating meaning. This is achieved by sending and receiving verbal and nonverbal signs and symbols which are influenced by numerous concepts (Poe, 2011). Fassett et al (2017) further argue that communication is collaborative, as people come together to create shared understandings, beliefs and social systems.



Shannon and Weaver model of communication. (Communication theory, 2017)

The Shannon and Weaver model of communication was created by two American engineers and scientists, Shannon Claude Elwood and Weaver Warren. They created the model to define the processes involved from sender to receiver, as well as including other factors that can affect the process – noise. Their model of communication focuses on different concepts like information source, transmitter, channel, reception, destination and feedback (Communication theory, 2017).

Sender: This is the individual who prepared the message, selects the channel and sends the message

Encoder: This is what changes the message into a signal to be sent through the channel

Decoder: This is the machine that converts the signals back into a message. It can also be the intended recipient who is able to translate the message from signals

Receiver: This is the recipient of the message sent. Feedback is also anticipated after receipt of message

Noise: This are physical disturbances that can distort how the intended message is received.

The sender is responsible for encoding the message which is then sent to a receiver. The means of sending the message is through a channel like a telephone. Then the sender has to convert the message into codes which is sent via a medium. Once it gets to the receiver, they have to decode the

message to understand and interpret it. The channel can also get infiltrated with noise which can cause distortion to the communication process (Businessstopia, 2018).

Integrated marketing communication

Relationship marketing, which is also called integrated marketing communication is a process of engaging an individual or target market with a particular message, using a variety of media that are accessible to the recipients. What the organization aims to achieve is to build a long-term relationship between the buyer and seller by engaging them in an interactive exchange of information (Blakeman, 2018).

Samsung Galaxy S20 FE

Samsung electronics launched the latest galaxy mobile phone series S20 Fan Edition (FE) in September 2020. According to them, this new mobile device is a premium flagship smartphone which has a number of improved features. From an AI-powered camera, to hyper-fast connectivity with 5G network, 24-hour battery, resistant to water and dust, an upgraded android operating system and expandable storage, this new addition will bring flagship features to a wider audience (Samsung newsroom, 2020).

Current promotional strategies

Organizations make use of various types of marketing communication to pass their message to their target audience. This is usually a of sales promotions, direct marketing, public relations and publicity, advertisements, sponsorships, social media amongst other ways (Tanner and Raymond, 2012). Based on the above, the promotional strategies of Samsung galaxy S20 FE will be divided into two broad sections.

- Online
- Offline

Online strategies

Email marketing: Samsung uses email marketing to reach all their registered customers. They usually inform them about certain products and promotions ongoing as well as their latest additions. Before the official market launch of the galaxy s20 SE, they sent out mails to their subscribers, intimating them about the upcoming mobile device, as well as asking people to pre-order and get a free gift. The gift was either a games park or a galaxy fit2 smart watch.

Pre-order Galaxy S20 FE

Claim a Games Pack or Galaxy Fit2*
Valid from Sep 23, 2020 – Oct 27, 2020

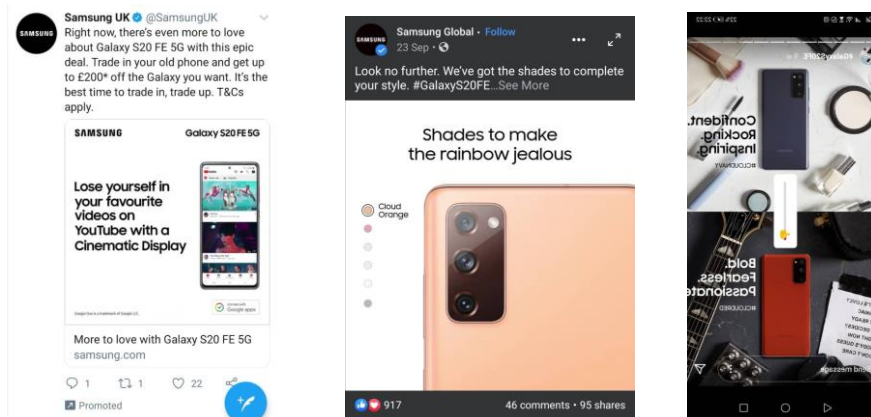


Samsung email marketing for the galaxy s20 FE

Samsung email, 2020

Social media

Samsung S20 FE ran a number of sponsored advertisements on various social media platforms like Instagram, twitter, Facebook to ensure the galaxy s20 FE device reaches its target audience. The also created informative content and shared on their social media platforms which has a large following.



Different social media promotions for the S20 FE smartphone

Instagram, Twitter, Facebook, 2020

Youtube

Samsung has a youtube channel where they share the creative stories of their products. the channel has over five million subscribers which also translates to millions of views on every video upload.



Youtube advertisement of galaxy s20 FE

Youtube, 2020

Google adverts

Samsung galaxy s20 FE made use of google adverts for the promotion of the smartphone.

Ad · www.samsung.com/

Samsung Galaxy S20 FE - Order Today & Save £50

Get The Galaxy **S20 FE** 256GB Smartphone For Just £699, RRP £749. Don't Miss Out. Super AMOLED 2X. Infinity-O Display. 6.5" FHD Screen. 4,500 mAh Battery.

Samsung Galaxy S20 FE Order Now For £100 Cashback Explore Our Cashback Offers	Samsung Galaxy Buds Live The New Galaxy Headphones Now Available To Order
Samsung Cashback Offers Explore Our Cashback Deals Get Up To £200 Cashback	10% Off Tablets & Watches When You Buy Selected Smartphones Don't Miss Out. Order & Save Today

Google screenshot of S20 FE advert (2020)

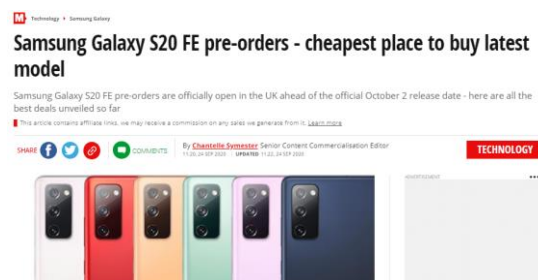
Offline promotional strategies

These are traditional strategies employed by organizations to ensure that their product message reaches the right target audience. Bhayani and Vachhani (2018) explain traditional marketing as the process of creating awareness about a product or service for sale. Samsung used the following traditional media for the promotion of the S20 FE device.

- Newspapers
- Television
- Radio
- Celebrity sponsorship
- Outdoor advertising

Newspapers

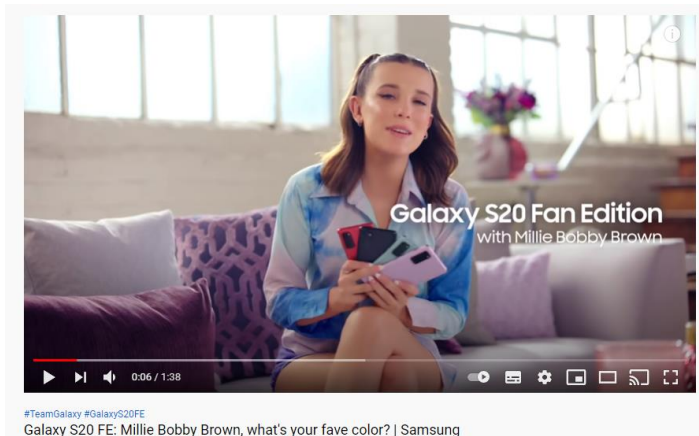
Samsung S20 FE had a number of adverts and press releases in local newspapers across the UK.



Cross section of newspaper adverts of Samsung s20 FE edition (2020)

Celebrity endorsement

To endear the Samsung galaxy S20 FE to the young British audience, a British social media celebrity Millie Bobby Brown was endorsed by the company to promote the smartphone, thereby reaching a younger demographic as well as her numerous followers.



Samsung advert with celebrity Millie Brown

Youtube, 2020

New promotional strategies

With a brand like Samsung that has an extensive marketing department which caters for all its marketing needs, they have extensively engaged in the majority of the elements within a marketing mix. However, here are a few suggestions that they can also consider to increase their visibility across their demographic profiles.

Virtual reality

Samsung electronics prides itself in being the forerunner of the 5G technology. Hence, more research can take place to see how to give their customers an augmented reality of their products from the comfort of their homes. With the whole coronavirus pandemic affecting the whole world, especially the UK, it would be a welcome innovation to be able to have an interactive view of products before purchasing them. This will help increase their brand value and put them as pioneers in the business, which could also result in increased revenue.

Airline partnerships

Samsung electronics can partner with certain local and international airlines to have their Tv adverts scheduled as this will also increase their brand value as well as recognition. They can also brand the body of partner airlines which gives them maximum visibility wherever the planes are headed to. For example, British Airways flies to over 100 destinations. Samsung partnering with the airline will mean that for every destination the plane goes to, Samsung goes there. Alternatively, they can provide the

headphones used for in-flight entertainment which would leave their name in the hands and minds of every passenger.

Fanclub endorsement

The Samsung S20 FE is credited to be design specifically according to their fan's suggestions. They could highlight one or some of the fans whose suggestion they used to create the brand and allow them to be ambassadors of the smartphone. Not only will this be seen as a strategic CSR approach, they will also be connecting directly to the fans network. Young people are known to share good information by word of mouth and this means that, once the network of the fans is reached, there will be some sort of organic promotion as people will naturally want to be affiliated with their friend who has now become an ambassador because of the innovation suggestions imbibed by the brand.

Branding

A brand is a distinct product, service or business, while branding is the act of impressing a product, service or business on the mind of a consumer or a set of consumers (Viad, 2003:8). Onisko (2013) further explains branding as the elements that define the image, ethos, and tone of a company and its products. McLaughlin (2011) further states that the word brand can be compared to the meaning of the word: trademark. Therefore, your brand is the total perception the public thinks of when your product is mentioned. Aaker (1991:21) also defines a brand as a:

'distinguishing name and/or symbol (such as a logo, trademark, or package design) intended to identify the goods or services of either one seller or a group of sellers, and to differentiate those goods or services from those of competitors.'

As such, a brand lets the potential consumer know the source of a product or service, as well as shields the producer and customer from rivals who may try to create substitute products.

Brand equity

Brand equity is seen as the premium value a company creates from a product or service that has a recognizable name when equated to another similar product or service (Hayes, 2020). Brand equity can also be described as a set of assets and liabilities connected to a brand, its name and symbol. These assets and liabilities can be put under five categories: name recognition, brand associations,

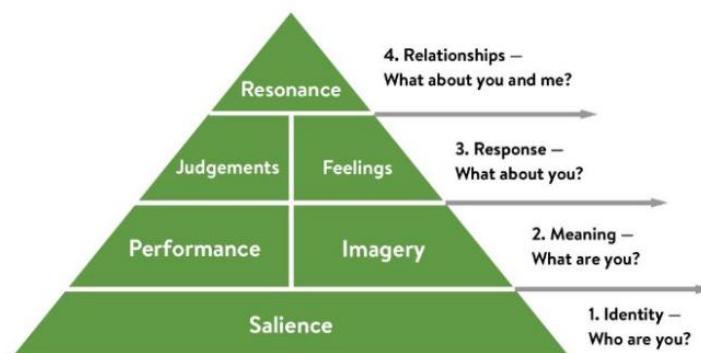
brand loyalty, perceived quality and brand assets like patents, relationships within distribution channels, trademarks amongst others (Budac and Baltador, 2013).

Keller's brand equity model

According to Keller (1993), brand equity happens when a brand is popular and has solid, constructive and distinct associations in the memory of a consumer. The below diagram by Keller shows the different levels needed in creating a strong brand. Here, each level is dependent on the other (Kuhn et al, 2008). The levels within the brand equity pyramid are:

- Identity
- Meaning
- Response
- Relationships

In order to establish a solid brand, it is important to build customer relationships from bottom up.



Keller's brand equity model (Hawker, 2019)

Identity

The foundation of the pyramid is salience, which focuses on how mindful people are to the existence of your brand – if people are generally unaware, they will be unable to have an opinion about the product (Papirfly, 2019). Keller (2003) states that in creating a strong brand, the company needs to understand their identity. The purpose of this is to ensure the brand is easily identified by their customers, so that they can associate the brand with a particular need or sector whenever they see it (cited in Kuhn and Pope, 2008).

Samsung electronics have created a niche for themselves in the electronics and technology sector. They pride themselves in using quality yet environmentally friendly materials for their products. Their IT and mobile communications department is number one in creating innovative smartphones, as they have recently launched the foldable mobile phones. They also strive to keep being on top of the next-generation telecommunication market; this they achieved by pioneering the commercialisation of the 5G technology globally (Kiman, 2020).

Meaning

Hawker (2019) states that performance shows how well your product is satisfying the needs of your customers. Does the product do as you advertise? Does it live up to the hype and get the job done? Keller's model further breaks down performance into 5 distinct key performance indicator categories.

- primary characteristics and features
- product reliability, durability, and serviceability
- service effectiveness, efficiency, and empathy
- style and design
- price

Samsung S20 FE according to Samsung (2020) was created specifically for the teeming fanbase of the brand, hence the addition of FE (fans edition) to the smartphone. The device includes all key features that are essential to the usefulness of a mobile phone – pro-grade triple lens cameras which creates clear and professional images; night mode feature which is powered by an upgraded camera artificial intelligence, also creating instantaneous multiple frames upon shooting to ensure images are detailed and colourful. The device also has 5G connectivity which allows the users to stream, share and game in real time.

The S20 FE has fulfilled its purpose of creation – providing the galaxy s20 experience in a cheaper package. This includes a slightly lower resolution of the 120Hz AMOLED display, being environmentally sustainable as the device is made with *glasstic* – glass-plastic effect. Another advantage for UK fans is the addition of the snapdragon 865 which is more advanced than the Exynos 990 which offers improved performance and power efficiency. It also has a decent battery life (Painter, 2020).

Response

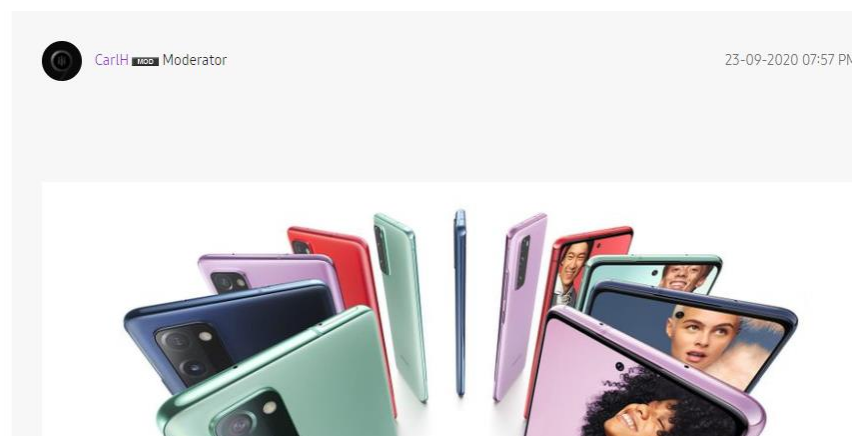
This is about the reaction from a customer once a product has been purchased. Parker (2020) states that the Samsung S20 FE is another flagship smartphone which has all the premium features but costs less. The device runs on the snapdragon 865 high performance chip which is connected to 5G technology; the battery life has been said to be better than other S20 models; it has been produced in different colour ranges. Martin (2020) further adds that the smartphone can be purchased for as little as £30 per month from certain networks with no upfront cost. This comes with unlimited minutes, text and a whopping 30GB of data monthly. With the above, he argues that the phone is worth every feature as it's a slight replica of the S20 which makes it a great purchase and good device to own.

Relationships

Samsung electronics has built a community for their fans to interact with each other. They also have an event called Galaxy Unpacked where they broadcast the launch of every galaxy device to their fans. Here, they talk about the new product and ask the fans to drop valuable suggestions and this can be used to create other products. The S20 FE had been dubbed by Samsung as the mobile device that took into cognizance some important feedback shared by fans.

Samsung Community / Smartphones / Galaxy S20 FE | Galaxy S20 | Galaxy S20+ | Galaxy S20 Ultra

Galaxy S20 FE First look: What do you think?



Samsung s20 FE community launch

Samsung community, 2020

Advantages of Keller brand equity model

- The brand pyramid can be used as a way of monitoring how marketing communications can create brand loyalty and equity (Keller, 2009)
- Brands that are able to reach the affinity and resonance levels amongst their customers have valuable returns from them, such as a more effective marketing programme
- Successful brands can use this as a yardstick to monitor their value with their consumers (Keller, 2011)

Disadvantages of the Keller brand equity model

- The process is not automated as brand representatives have a role in ensuring the success of the brand's equity

Customer Journey map

This is a diagram or series of diagrams that show the different stages a customer goes through whilst interfacing with an organization: from purchasing products online to accessing customer services over the phone, even up to complaining via social media (Rouse, 2020). There are different stages involved within the customer journey map:



Customer journey map.

Shabanali (2017)

Customer journey and touchpoints



Toby

21 years of age

Youth and quite internet savvy

Loves to hang out with friends over being on social media

Awareness stage

Toby is excited to start his undergraduate double degree in Photography and Theatre arts at the University of Roehampton. He realises he needs a new mobile device to help him through his daunting course of study. Since it's photography, this means he will need a good smartphone that has premium photo and video quality. Then he decides to go on the internet to begin to search for a mobile device that will suit his needs; something also pocket-friendly. He also speaks to his friends and asks them to make recommendations on what the best device to purchase would be. The two main smartphone brands suggested by his friends are Apple iPhone and Samsung galaxy devices. He begins to do more research on the latest iPhone as well as some of the Samsung galaxy series. He looked at the features of both smartphones and compared to see which would suit his needs.

Consideration stage

Here, Toby is still looking at the devices and eliminating all the options he feels do not suit his needs. He goes on the internet to see if there are other affordable options; however, he has a bias towards Samsung as he had used one of their mobile devices at an earlier age. With this bias, he completely

eliminates the Apple options and narrows his search to Samsung galaxy devices. Then, he contacts his network provider to see if they have deals and offers on Samsung devices. His network provider, Three, inform him that a number of devices are available and on offer. They mention the S10 for £49 per month with a £79 upfront payment, S20 with £42 per month and no upfront payment and S20 FE with £30 per month and no upfront payment. Toby picks particular interest in the S20 FE edition and goes to the official Samsung website for more information about the device. He learns that it is a slightly lesser version than the S20 but was made according to fans innovative suggestions. He also realises that one of his favourite actresses, Millie Bobby Brown is the brand ambassador of the device. He is intrigued – he definitely wants to use the phone his star actress uses. He quickly checks the camera features as well as memory and battery strength.

Decision stage

After Toby does his little research on the S20 FE, he is convinced that the S20 FE suits his personality and he will be using the smartphone his icon is using, he decides to look at the reviews of the phone from trusted smartphone review websites for some confirmation that he is making the right choice. A random google search leads him to [trustedreviews.com](https://www.trustedreviews.com) where he reads the reviews of the smartphone. He feels the advantages are more than the disadvantages; and he makes up his mind to purchase the phone. To do this, he uses his google map to locate the nearest three store and walks in to make the purchase.

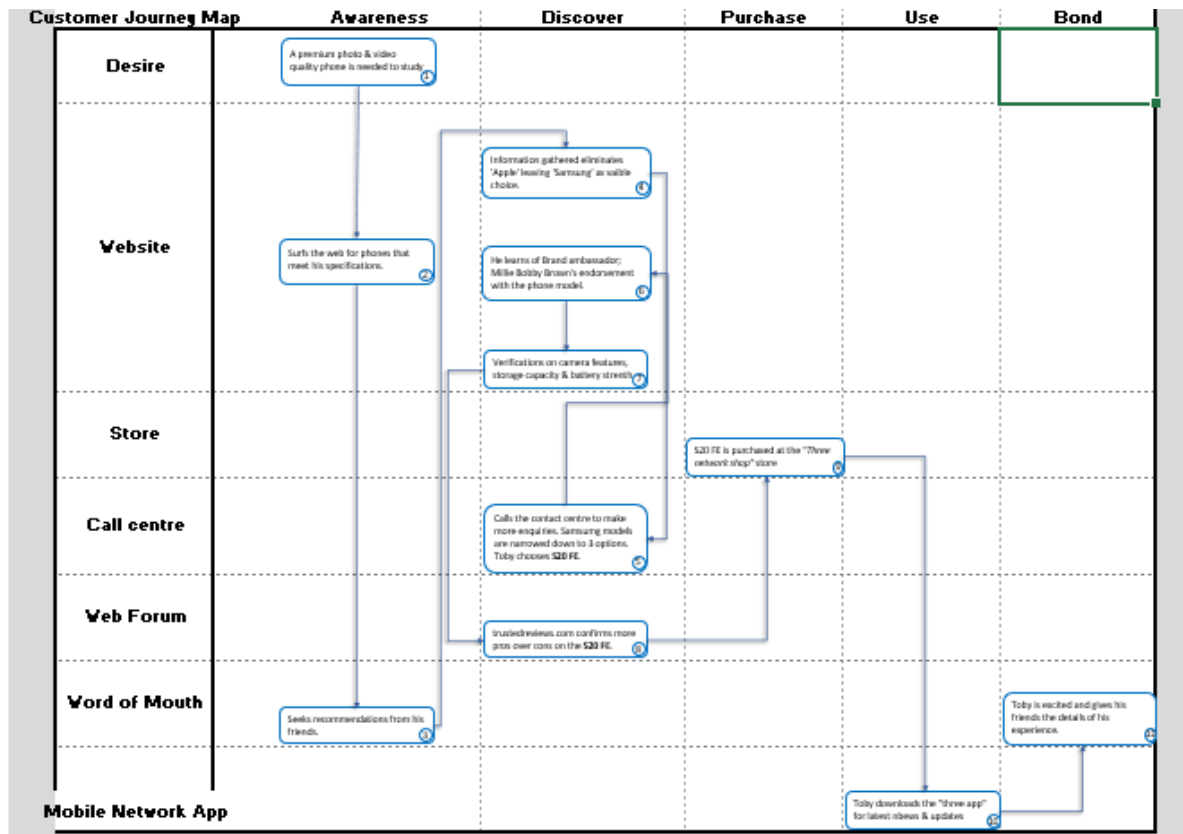
Retention stage

Toby walks into the Three network shop and is met by a customer service representative almost immediately who welcomes him. Then he specifically asks for the Samsung S20 FE edition and what contracts are available as he wants some sort of flexibility in payment. The customer service representative walks him to the Samsung section of the shop and pulls out a little pamphlet which contains the terms and conditions of the smartphone. She explains to him that the contract will be for 24 months and since he is an existing Three customer, he would not pay any upfront cost. The contract will be effective from the 24th of the following month and he could cancel if he wanted to before then. He accepts all the terms of purchasing the device and proceeds to the salesperson who sits him down, hands him a contract to sign as well as activating the direct debit. The salesperson further encourages Toby to download the Three app on his newly acquired mobile device so he can be kept up to date with current promotions as well as gain access to other relevant information needed, and have prompt

access to customer service should he have any enquiries. Signing this contract means that Toby is locked with Three network for a minimum of two years and he is happy to do that.

Advocacy stage

Toby has purchased the Samsung S20 FE and is delighted about the choice of his new smartphone. He is also starting off his undergraduate degree and has created a couple of memories with his mobile phone. Some of his friends have asked about the phone he uses as they appreciate the quality of photos and videos. He's quick to let them know that he's using one of the latest Samsung galaxy releases – the S20 FE. He's very excited letting them know the phone is quite affordable and can be gotten through several network providers. He shows them his contract and advises them to purchase the device as it's still recent, has exceptional features and the very best – Milly Bobbie Brown has endorsed the phone. For his other friends who are unsure of the Samsung brand, he reassures them that he's brand loyal as his previous device was also from Samsung as the battery strength is one of the reasons he sticks with the brand.



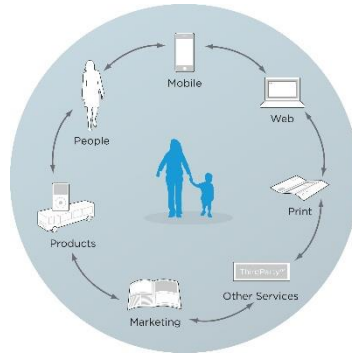
Customer journey map created by report author (2020)

Clearer version attached in the appendix.

Customer touchpoints

Doyle (2016) defines customer touchpoints as the moment of contact and experience a consumer encounters from the beginning to the end of a given relationship with a company or brand during their customer journey. These can be further divided into:

- Pre-purchase: Website, word-of-mouth, Internet search, product review, innate bias
- Purchase: Customer service representatives, Website, network mobile application
- Post purchase: Monthly direct debits, network mobile application



Customer touchpoints

Interaction design foundation (2020)

Advantages of the customer journey map

- **Helps to understand customer emotions**

The map shows how a customer moves from one touchpoint to the other, from the inception of the thought process to the final purchase and advocacy of the product or service. This can help brands improve on areas that may cause confusion. This also enables brands to understand the aspects that satisfy their customers which can lead to further improvement for better expectations

- **Reduction in costs**

Customer journey mapping helps to reduce costs for brands. These brands, according to research have more than ten times improvement in the cost of customer service. These brands also experience an average of 20% annual growth. Also, increase in positive word of mouth referrals also helps reduce the cost of acquiring new consumers

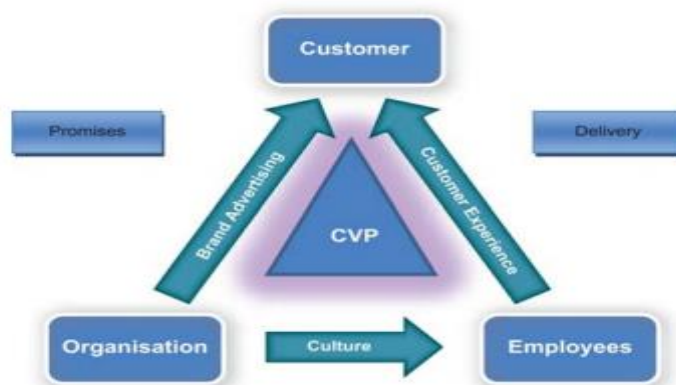
Disadvantages of customer journey maps

- Customer journey maps are not founded on sufficient data as there is no rigor in the data collection process or the analysis of the collated data
- The different touchpoints within the journey map do not involve the customers

Total engagement model

This focuses on aligning the four elements of customer experience, brand advertising, culture and customer value proposition to create an engaged customer. This can be done by:

- Developing a unique value proposition based on strong customer insight and competitor positioning
- Communicating this value proposition to customers consistently in your brand advertising.
- Ensuring engaged staff that support and understand the strategy and importantly, understand their individual role in making it a success.
- Delivery of a planned customer experience that delivers strongly against the promise made in the brand's advertising (Roberts et al, 2010).



Total engagement model

Roberts and Alpert, 2010

Samsung's unique value proposition

Samsung's unique value proposition lies in the premium quality products they produce. They have a strong element of design as well as good pricing strategies. This value they have created for their brand has made them outstanding. They also make sure they create a device that cuts across their demographics (Keller, 2016). Edward (2019) also opines that their wide range of products and pricing points are their unique selling points. Therefore, this further persuades potential customers that their products and services are top-notch and should be purchased. This can be seen in the design of the S20 FE mobile device where the device is as a result of the innovative suggestions from fans, as well

as ensuring quality is delivered despite the fact the device is a slightly lower variation from the original S20 smartphone.

Communicating the brand proposition

Samsung creates competitive and promotional strategies. These have a mission of promoting their quality products as well as building the Samsung image as stylish, top-notch and worthy of a premium price. Another objective is to be unique by being technologically innovative especially with the designs targeted at the younger generation (Yun, 2020). This is further projected in the diverse range of marketing communications done for the S20 FE smartphone. From online to offline promotional strategies, one thing is common - the premium quality of the brand and a willingness to implement feedback and create a product with suggestions made by consumers.

Staff engagement

Samsung goes all out to deliver top-notch customer service. They also conduct regular surveys to maintain the high standard of customer satisfaction. (Dudovskiy, 2017) Achieving this means they constantly keep their employees engaged. For example, Samsung America won an award as one of the 50 most engaged workplaces. The criteria for winning the award was hinged on the eight elements of employee engagement which are: culture, leadership, communication, professional and personal growth, accountability and performance, vision and values, rewards and recognition, corporate social responsibility (Samsung newsroom, 2019).

"Our employees are proud to represent the Samsung brand and this recognition is a testament to the passionate, talented people who drive our business forward every day." Vanessa Thurston

Planned customer experience

Retail has been said to be a form of entertainment. The in-store experience is the most engaging way to tell a brand's story as it's the only place where a customer can really get to interact with a brand that they can see, touch, smell, hear, or even taste. It is also said that transparency is important, and

people now use their mobile phones pre-, during and post-purchase. Therefore. Companies have the opportunity to surprise and engage customers with open messages such as peer reviews and comparative pricings (Pews research center, 2017). The above can be related to Samsung mobile shops in the UK as a potential customer who accessed the shop not only gets first hand interaction with their brand of choice, they get instant feedback on whatever clarifications needed, and end up leaving satisfied and fulfilled.

Conclusion

This report set out to analyse the marketing strategies used in creating awareness for the Samsung S20 FE smartphone, as well as the different stages involved in the customer journey as well as the expectations from potential consumers. It can be said that the different marketing strategies deployed for the promotion were vast, reaching every section of their demography. Some other promotional strategies were suggested in the paper, like improving the customer experience by focusing more on augmented and virtual reality technology. This will enable potential customers access and enjoy the possibilities of a tentative purchase from the comfort of their homes. In all, the customer journey for our persona Toby seemed to be positive as he accessed various touchpoints in his quest to acquire the smart smartphone to suit his needs.

Due to the fact that Samsung electronics are increasing their research and developmental innovations, it would be great if they can start a related diversification with the creation of their own operating system. One of their weaknesses according to this report is the fact that they do not own their own operating system. This therefore leaves them vulnerable to the owners of the operating system and if there is any issue or misunderstanding, this may affect their operations significantly. With the amount of funds put into research and development annually, it would be a great advantage if they are able to create their own operating systems which can also become another source of revenue if new electronic device manufacturers need operating systems to power their own products. While it is said that diversification is quite risky, it can also be beneficial to them if done properly as they would create competition amongst other common operating system owners.

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APPENDIX

