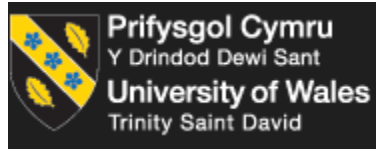


University of Wales Trinity Saint David



INNOVATIVE MARKETING STRATEGY FOR DELL

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1 Introduction:

In this report, my goal is to critically evaluate the marketing strategy and promotional strategy followed by Dell and provide recommendations to improve their strategy for improving their brand value and marketing value. customer journey advantages and disadvantages, and some future recommendations to improve product value.

marketing is a process of attracting people to their brand or products, this process contains some strategies for attracting and creating trust towards their brand, eg., brand equity model, communication model, customer journey, and so on

Digital marketing played a major role in the evolution of marketing management strategy by establishing a bond between the organization and consumer, we introduced five methods in digital marketing which can be used along with traditional marketing and it will enhance the marketing to another level, the five-D of the digital marketing are Digital devices, Digital platforms, Digital media, Digital data, Digital technology, and marketers working in an organization has an opportunity to develop a new method to improve the performance of the organization. (Chaffey & Ellis-Chadwick, 2019)

2 Overview of the organization:

Dell is one of the international brands, it is an American multinational company. *Michael Dell* was the founder of Dell; this organization is both production and a service-based company that sells repairs and supports computers and related products and services. Dell implements the Primary Target Markets & Positioning Strategy of Dell to increase its marketing strategy.

Dell's total number of employees in 2020 was 165,000, a 5.1% increase from 2019. Dell's total number of employees in 2019 was 157,000, an 8.28% increase from 2018. In the Dell logo, the slanted "E" means "turn the world on its ear". Dell placed 3rd largest personal computer vendor as of January 2021. Dell placed rank to 31st in 2022 from 76th in 2021. It is one of the sixth-largest organizations in Texas, according to Fortune magazine. It is the second-largest non-oil company in Texas.

The mission of the Dell technology:

organizations and individuals to build their digital future and transform how they work, live, and play. The company provides customers' expectations with the industry's broadest and most innovative technology and services

Value of the Dell technology:

Winning Together, Sustainability, Integrity, Innovation, Results, Customer.

3 Communication:

Communication is the mode of transmission between two people, in which the message or any information is transmitted or received in terms of speaking or writing. or in other words, the information from one person is conveyed to another person, and that information should be understandable for both people. some research done on communication in Japan, by using cybernetic tradition and semiotic tradition theories communication, I received information from study books stating that “ communication is information processing” at last by using the dialogical-dialectical method between cybernetic tradition and semiotic tradition of communication theories, “it will be beneficial to observe communication phenomena from a variety of perspectives”. (Kubota, 2019)

3.1 Shannon and weaver’s communication model:

The Shannon-Weaver model was published in 1948 by Claude Shannon and Warren Weaver, Claude Shannon was a mathematician and Warren Weaver was a scientist, this model has been adapted, modified, and developed in many ways, this model was the base foundation for major communication model

Saussure made some efforts in establishing modern communications theory. for that he used some theories and researched, the sender-message-receiver (SMR) model of communication was developed by “Shannon and Weaver”, Roman Jakobson’s version or the SMR model, which is still bound by assumption, at face value, Saussure’s “speech circuit” model represents an early and underdeveloped model of communication. Saussure’s speech circuit model discovered many questions in present communication theory, and their associated fields such as literary theory, cultural studies, and semiotics. (Daylight, 2017).

Shannon and weaver are one of the most used models around communication it has another name “mathematical theory of communication”, and it called as “mother of all models”. (JMC study team, 2019)

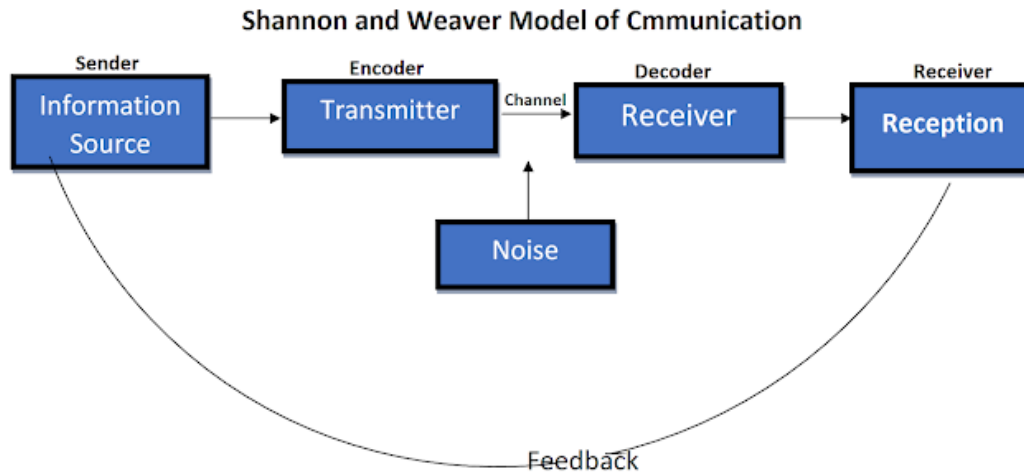


Figure 1-Shannon and weaver communication model

The block diagram shows how the information is conveyed and what are the process involved between sender and receiver.

The sender is sending some information to the receiver that will reach the transmitter, the transmitter converts the message to encoded format and reaches the receiver, the receiver decodes the message and finally reaches the receiver, in between transmitter and receiver, the signal traveling from transmitter and receiver it experiences some disturbance or noise. After receiving information, the receiver responds to information it's called feedback.

3.2 Integrated marketing communication:

Integrated Marketing communication is a method, where the company uses various methods to interact with the consumers and promote their brand according to the requirement and satisfaction of the consumer.



Figure 2-Integrated marketing communication

From the diagram, integrated marketing communication consists of various modes of sources like social media (Facebook, Instagram, etc.), email, television, blogs, websites, etc. to increase sales and promote their brand.

Integrated marketing communication has various stages, they are

Integrated Marketing Communications Plan



Figure 3-Stages of Integrated marketing communication

3.2.1 Situational analysis:

It is defined as understanding the environmental changes (intrinsic or extrinsic), according to the situation, and finding a solution to that situation it is called situational analysis.

3.2.2 Marketing communication objectives:

Marketing communication's objective is to promote sales and create demand for their product and create awareness.

3.2.3 Marketing communication strategy:

The company implements some methods to improve its performance and compete in the trade market.

3.2.4 Marketing communication mix:

Marketing communication mix is a strategy to create a strong bond between the company and customer, it consists of various methods like



Figure 4- Marketing communication Mix

3.2.5 Scheduling and Budgeting:

In scheduling, they will plan the project (when to start and when to finish the project) and put a schedule to finish the project within the allocated time.

In budgeting, they will provide data about the total cost of the project, which consists of each work's cost (cost of tools, transportation cost, material cost, employee cost, maintenance cost).

3.2.6 Implementation, monitoring, and control:

Implementing a new strategy for improvement of marketing, monitoring and controlling over the new strategy, ensuring the changes are monitored and controlled (even smaller things should not affect the process),

4 Promotional strategy:

Using or implementing a new method to increase the sales and demand for their brand is called a promotional strategy and they are classified as advertisement, push-pull strategy, direct marketing, online and offline.

4.1 Advertising

It's a mode of communication to create awareness to the public about their brand and product usually they use television, media, magazine, and newspaper to create awareness about the product.

4.2 Internal promotional strategy

- Selling a sample product to the employee and getting feedback about the product and resolving queries.
- Conducting competition with employees and as a reward, they can give their product to show appreciation.
- Conducting special workshops for their employee's children to create awareness about the product and they can learn knowledge about electronics which will be useful for their career.

- Observing the employee performance and appreciating the employee for the satisfactory performance the company will organize an event or publish their photo on notice board for the excellent performance by doing so the employee performance will also increase, along with appreciation they can give their product to an employee.
- During the purchase of a laptop for the student from the company website, they offer some online courses that will be useful for the student's career
- While purchasing a Customized laptop from online, it should be at a fair price, and it should be according to the customer's mind because each people will have a different mindset and the buyer must satisfy with performance and colour, and so on. If the consumer is satisfied with the product that will promote the sales and brand.
- Conducting online competitions for students and providing scholarships for the students will boost their brand name and it will increase the face value of the company.

4.3 External promotional strategy:

- Offering internship courses to college students will also improve their knowledge and supports student career. there are a student has knowledge in technical areas but don't know how to utilize the knowledge and if the organization provide additional benefits like career support to the student it will be very useful for their future by doing this the company also receive mutual benefits from this method and it will also promote the brand name and increase the value of the company.
- They can provide some occasional offers and bulk order offers and family packages and student packages
- They can improve sales by making contracts with institutions and organizations with included maintenance

5 Brand and Brand equity:

The brand represents the quality of the company, and it is the reflection of the person taught and how the people are satisfied with the product and brand. The brand name will be well known to the public when the product satisfies people's desires.

5.1 Keller's customer-based brand equity model:

When the product satisfies the consumer's desire it shows the performance of the product. according to Keller's brand equity model performance was classified into five types are

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



5.1.1 Brand identity:

First thing is to create an identity for the brand and then create awareness about the brand. It's the first step to creating a link between consumer and brand and to remember the brand name, the brand should meet the consumer's expectations and desires.

Survey the public to find out the problems, needs, and expectations of the public.

If the product resolves the problem of the consumer, then the brand name will be remembered by the consumer

5.1.2 Meaning:

The Brand name may be different from others, but it should be somehow related to the product and the product must be helpful to consumers to overcome their problems and meet their needs. the performance and the quality of the product should be extraordinary while using the product and hearing the brand name should give good comfort and happiness.

5.1.3 Response

After purchasing the product, if there is any problem occurs with the product the company should be responsible, and they should respond to that problem and resolve that problem and make sure it should not be repeated in the future. for that, they should conduct a survey and collect data from the public to resolve the problems with the product. publish the new product which should be superior and far more comfortable than the older product.

5.1.4 Relationship

If the brand wants to be rememberable and remarkable, it should create a good relationship with customers and the brand name. If a good relationship is established between the customer and the brand, it will increase sales and helps to promote the

brand name to another level. To maintain that relationship, the organization should help to clear the problems related to the product, giving information about the new launch of the product, thanking letters after purchasing, and so on.

5.2 Advantages and disadvantages of Keller's brand equity model:

- It can create a strong foundation in the marketing sector
- They need to follow the process step by step, to get improvement in the marketing sector
- They can't be able to apply the specific method for marketing, if they do so it can lead to some unexpected results.
- They need to monitor each process carefully, because even if a little problem affects the brand name.
- It has two sides; the right side uses a rational method to attract a customer and the left side uses an emotional method to attract customers the emotional method has more advantages but only applying both approaches combined to improve the brand name.
- It doesn't include digital marketing and it needs to be updated according to current technology.
- Implementation of Keller's brand equity model in the organization needs to invest heavy financial resources.
- By using this model, they can establish good communication between customers and brand names.
- This model doesn't explain about the communication between the employee and employer.

5.3 Applying Keller's brand equity model to DELL:

5.3.1 Brand Identify

Dell is one of the best computer manufacturers, they use advanced technology to overcome the issues that are faced by the customer and satisfy the customer needs.

Build the brand step by step observing all the stages very strictly. The brand may be local or national if the customer trust with the brand is more important, results show that brand awareness has a positive impact on marketing sectors and they can use all kinds of strategies, but the product should satisfy both sides of the pyramid (Martini E, 2020)

Online reviews about products can create both positive and negative impacts on a brand name, organization should include social media marketing strategies in their marketing mix and resolve the problems that are faced by the consumer. they should provide superior quality products but at the same time this should be highlighted on social media (Chakraborty & Bhat, 2018)

Branding is one of the most interesting and key factors for the company to compete with other companies in marketing. Updating the existing method by separating each segment and planning according to the consumer's need. Conducting a campaign to

create awareness among the public about the brand name, because it makes the public remember the brand (Kaari & Bett, 2019) On social media platforms, the public are attracted to entertainment and informative concepts while interactive concepts are liked by major of the public (Adewuyi., 2019)

5.3.2 Brand meaning:

Companies develop new products, and they may change their brand name. if the consumer has reputation for their brand, it may cause a negative impact on the brand and some consumer takes the time to synchronize with the new brand (Gaustad, et al., 2018)

In the dell logo, the letter “E” is tilted some angle the meaning for this bringing a new change to the world, first invented the computer is used for mathematical calculation but now it upgraded to laptops, supercomputers, like that dell is an MNC which sells innovative laptops and computer at a standard price with high performance.

5.3.3 Response:

After purchasing of computer or laptop they send greetings by mail, if a purchase is done online, you will receive mail only while purchasing offline the customer will additionally receive some accessories with the laptop and offers laptop service.

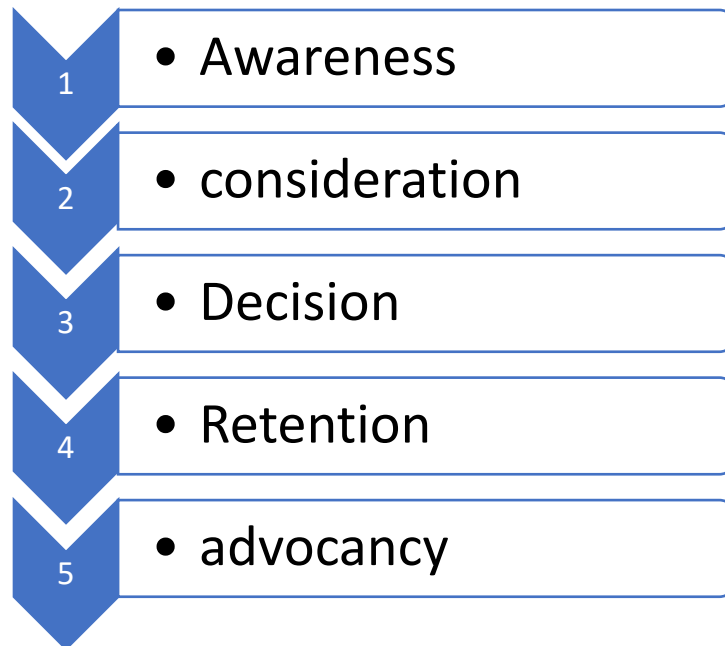
5.3.4 Relationship:

While purchasing a product from the dell showroom, the employee performance will lead to good relation to the brand name and explaining about the product to customer and providing a discount to the student, this results in positive face value to brand name and product

6 Customer journey:

It is defined as, the journey between before purchasing and after purchasing the product. there are five stages in the customer journey

- Awareness,
- consideration,
- decision,
- retention,
- advocacy



6.1 Awareness

When consumer needs a solution to their problem, they were aware of the problem by Getting feedback about products from friends and relatives, surfing the browser to get information about the product, and watching advertisements on social media, television, and newspaper, to resolve their problems

While the customer is searching for a solution on the internet it shows the relevant results and some other irrelevant fields also, for that issue using the organic link will ensure the customer can receive expected results on that field (Nagpal & Petersen, 2021)

6.2 Consideration:

After searching, we will consider some of the products and compare that product with others, like advantages, quality, price

Nowadays some organizations are using AR (augmented reality) search, which will be used to find the expected results, where customers consider the product before purchase (Romano, et al., 2021)

6.3 Decision:

After getting all the information about the product, the consumer will have the right to buy the product or not, it depends upon the customer's situation.

6.4 Retention:

For retaining, the customer the organizations provide some discounts, and membership cards to avail all the facilities, if they lost the customer and their trust in the brand it will

create a negative impact on the organization. For that Retaining the old customer by sending a greeting card or providing a discount.

Customer retention becomes ridiculously hard in the current generation, especially the insurance company is facing more difficulties to retain customer (Larsson & Broström., 2020)

6.5 Advocacy:

It is defined as delivering or sharing the experience of the purchased product, in other words providing feedback about the product, which will be helpful for another customer before purchasing the product.

Conducting survey among the student at TCU, results found that there are some people with bad attitudes cause a negative impact on the university, the students must feel that they are connected to the university (Mistrot., 2022)

7 Customer Touchpoints:

It is defined as, when purchasing a product, the Customer is interacted and attracted to the brand by the employee's speech or behavior, or in other words, the customer experienced a new thing which makes them feel better during purchase, pre-purchase, and post-purchase is called customer touchpoints.

Customer touchpoints play a significant role in customer satisfaction, customer touchpoints may vary according to the type of customer, some may like to hear product information, interaction, price, advantages, and application, and the most important thing is the response to the customer, the result that customer should satisfy with that. (B, et al., 2020)

7.1 Pre-Purchase:

In this stage, the customer decides to buy the product and he needs to reconsider whether the product is important or useful to him or it satisfies his needs

Adopting and implementing advanced technology (VR-Virtual Reality) in marketing strategy to increase the sale (Simoni, et al., 2020)

In recent years Digitalization has become dominant over the traditional method, it's easy to attract people to showrooms and deliver the concept to customers become very easy (Balaji & Rao., 2018)

Online shopping depends upon the consumer's willingness and not all people are satisfied with the digitalized method, there are some people which use the traditional method for purchasing (Anh., 2021)

7.2 During purchase:

In this, the purchase can be done online and offline

Online shopping: comparing products, discounts, quality, and delivery time will be mostly considered by the people during the purchase

Offline purchasing: asking for product details, additional offers, benefits, warranty, other suggestions and reviews to employees and responding of the employee to the consumers will be taken into account while purchasing offline

7.3 Touchpoints after purchase:

After purchasing the product, the customer receives thanking letter or membership card from the organization. With that, they can provide vouchers for students to learn new things, exceptional discounts for students with additional benefits of insurance that covers products, and scholarships for studies.

8 Customer journey map for dell:

Table 1-Customer journey map-DELL

Customer journey	Awareness	discover	purchase	use	bond
website	2)Enquiry about the product				8)giving feedback
Magazines					
Store		5) checking product other benefits	6) purchase a product		
Social media	1)New launch product	4)reviews of the product		7)sharing review	
Product		3)comparison Of product			
Web forum					
Word of mouth					

Aware of the new product then review and getting information about the product from the company website and then compare the new product with other products to know

what's new about the product and getting reviews about the product from social media like Facebook, Instagram, etc., and checking the product availability in near store and asking suggestion about the product and compare benefits between purchasing product in online and showrooms after that purchasing the product from the showroom and giving feedback about the product in social media and last giving feedback about the product in company website.

9 Total engagement model:

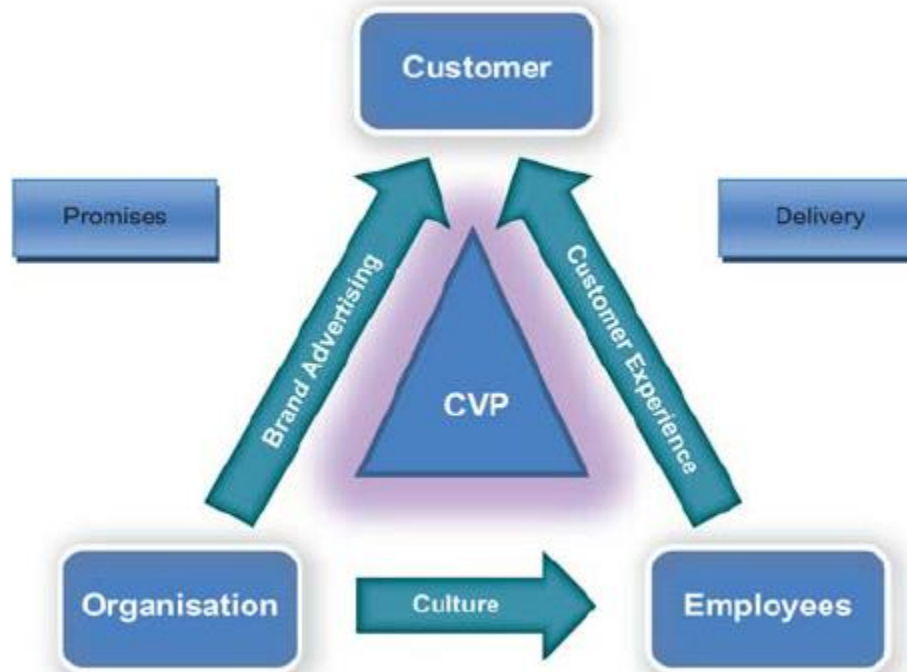


Figure 5-Total engagement model

From the diagram we can say that the organization must fulfill the promises and delivery, the organization should maintain a good environment in working, so that the employee can work peacefully or work in happiness, and it will result in increased performance. providing a quality product to customers as in advertisement to keep the promise.

The customer will also expect quality and good responses from the employee. If all the processes are in a synchronized manner, the organization will have a good reputation in public as well as with employees,

Behavior is the most principal factor in the life of a student or employee, this one is revealing the character of the person (Gengxin & Bin., 2018)

As the organization can bring new strategies for the employee to increase their involvement in work, it depends upon, how the employee is treated by the employer (Jiang, 2019)

10 Recommendations for dell:

Dell is an international brand but there are some defects in their product that may cause a negative impact about the brand

- The efficiency of the product must improve
- Providing additional benefits to student cause an increase in sales and the brand name will easily be remembered by all
- The screen quality needs to be improved
- Battery performance is not bad but in older products, the performance is unbelievably bad
- The style and size of the laptop can be improved and provide customized design for each customer
- If they are introducing a product then the spare parts should be available on the company website or showroom, they need to improve in this area.
- Offering free courses to students when purchasing products.
- Conducting skill-based workshops for employees and students.

These are some recommendations to follow and improve their product and brand promotion, and additionally getting feedback from the consumer about the product and rectifying the problems to maintain the brand name.

11 Conclusion:

This result is given according to the analysis of the information retrived from data, the marketing method can be varied according to consumer expectations, and the product must be able to deliver the satisfactory result expected by the consumer. utilize the digital method or online method to improve brand strategy, showing the brand's product in advertising is not an achievement instead of that, delivering the product as shown in advertisement is an will help brand name to be remembered. Dell company produces a standard product, but they need improvement in product efficiency. need further research on product development and marketing management.

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