

SOCIAL MEDIA & DIGITAL CRM AT M&S FOOD

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What is CRM?

CRM is a customer-focused approach to business that aims to build long-term, meaningful relationships by engaging customers, understanding their needs, and maximising their lifetime value.

(EMARKETING, 7TH ED., P. 448)

It aims to build long-term, meaningful relationships with customers.

Requires engagement, interaction, and meaningful content.

Focuses on lifetime value, repeat purchases, and loyalty.

Based on understanding customer needs and creating ongoing value





What is Digital & Social Media in CRM?

01

Digital Media

Websites, apps, email, SMS, loyalty systems

02

Social Media

Instagram, TikTok, YouTube

03

CRM Role:

- Personalisation
- Two-way communication
- Emotional engagement



Why Digital CRM Matters Today

- Customers expect authentic, meaningful content
- Social search is a key discovery method
- Retention & engagement are top priorities

(HUBSPOT MEDIA & MASTERS IN MARKETING, 2025)



How M&S Uses Digital Media to Build Relationships

- **Entertainment + expertise**

(Tom Allen videos)

- **Recipes & product demos**

- **Friendly, human tone**

(M&S Food YouTube, 2023)

- **Omnichannel communication**

(Amahalu, 2024)



Enhancing Customer Experience

- AI call routing → quicker answers

(Twilio, 2021)

- SMS & app notifications → convenience
- Easier click-and-collect
- Helpful recipe content

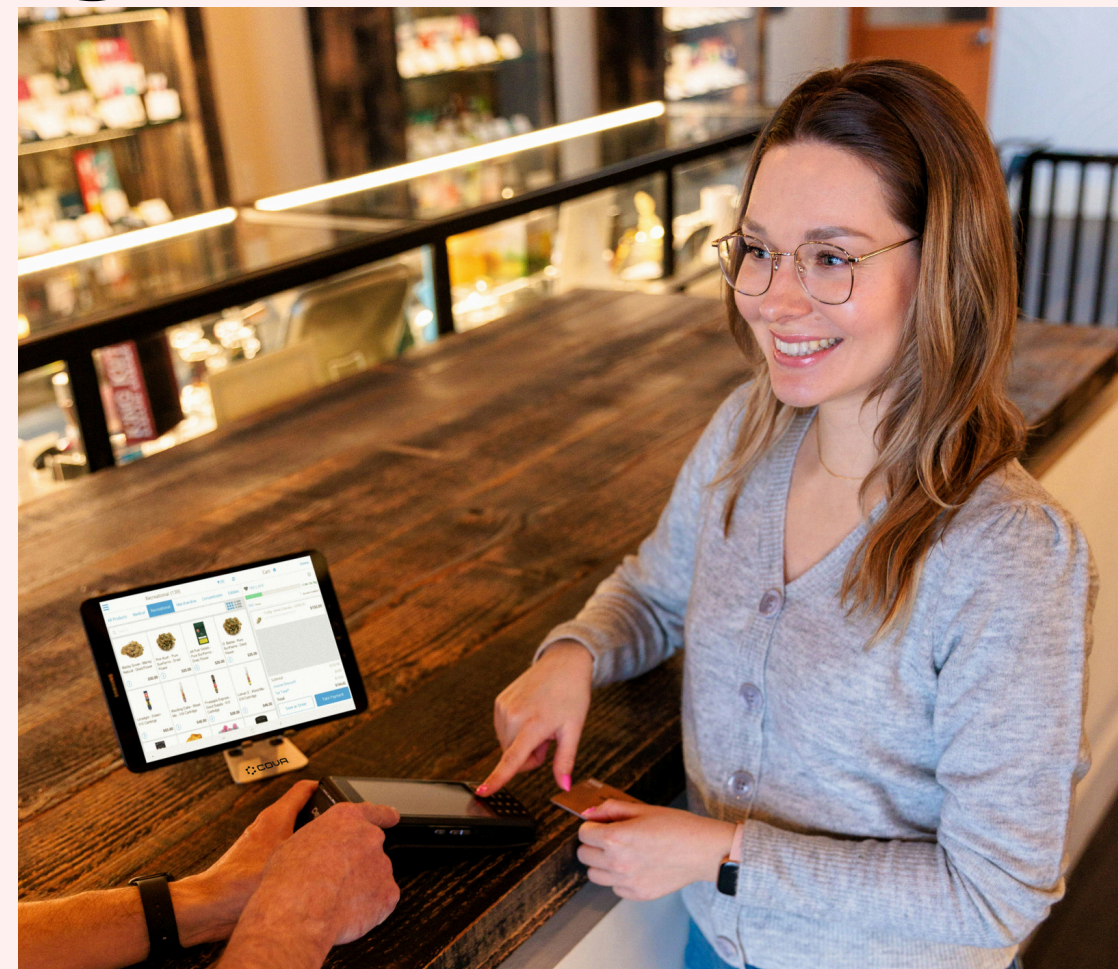
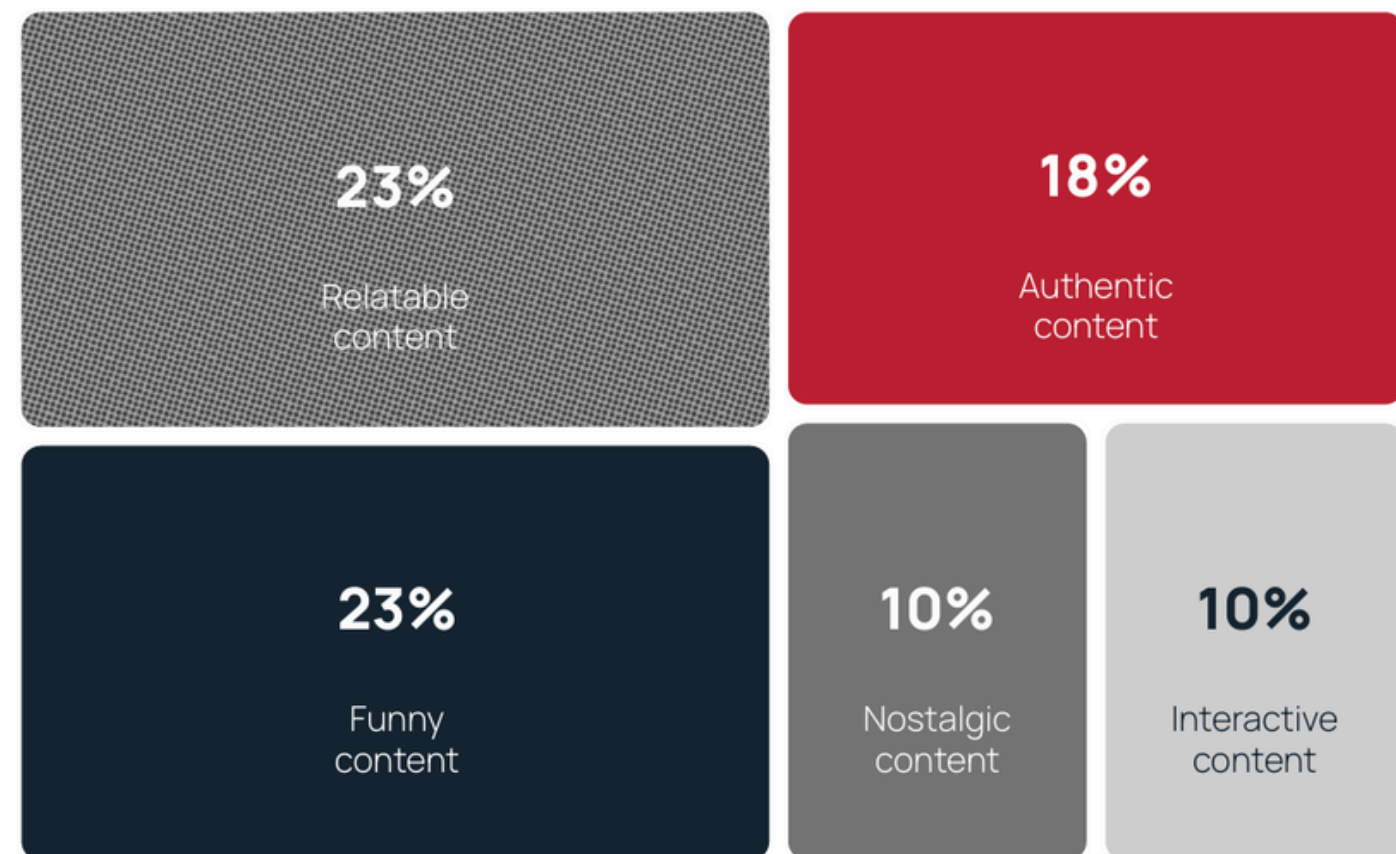


Increasing Customer Engagement

Social media marketing content strategy

In 2024, funny content was the #1 type of content driving ROI for brands we surveyed (24%), with relatable content in second (18%) and interactive content in a distant third (12%). In 2025, brands are investing more in relatable and authentic content, while maintaining investments in funny content and interactive content.

Which types of content will you continue to invest in during 2025?

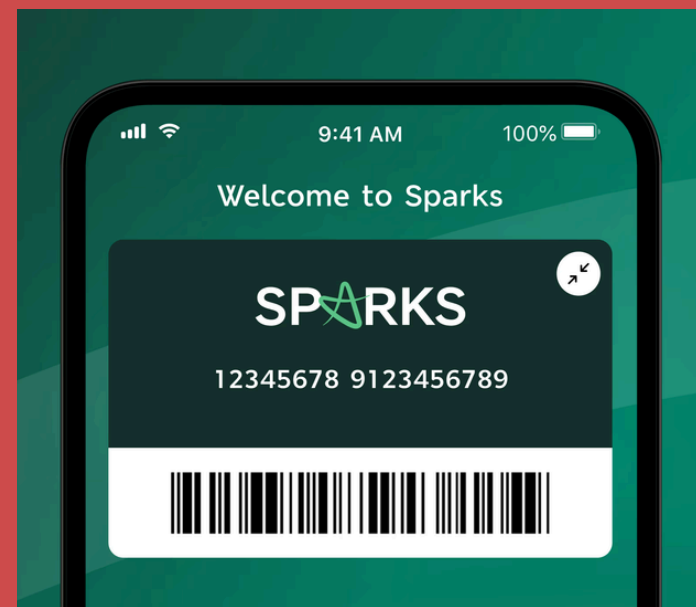


Humour increases engagement

Authentic content outperforms high-production
(HubSpot, 2025)

Influencer potential for younger audiences
(Amahalu, 2024)

Supporting Organisational Performance



**SPARKS DIGITAL
REWARDS**
(M&S ANNUAL
REPORT 2023)



**INCREASED
TRUST &
BRAND
LOYALTY**



**FASTER SERVICE
→ HIGHER
SATISFACTION**
(TWILIO, 2021)



**HANDLES 1
MILLION
CUSTOMER
CALLS**

Critical Evaluation



STRENGTHS:



- Strong emotional engagement
- High quality digital experiences
- Effective use of humour & storytelling
- Strong contact system (*Twilio*)



WEAKNESSES:

- Needs more TikTok-style authenticity
(*HubSpot, 2025*)
- Must attract younger audiences
(*Amahalu, 2024*)

Conclusion

DIGITAL & SOCIAL MEDIA HELP M&S:

- Build strong relationships
- Improve customer experience
- Increase engagement
- Support loyalty & performance



Thank you

Reference list

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