

LCMB7001 – Marketing Management

Assessment – 1

Report on Samsung Innovative marketing strategies, evaluating customer journey

Dharmik Vinodbhai Soni - 2228186

Table of Contents

1. Introduction	3
1.1 Mission and Vision Statement of Samsung	3
1.2 Communication channels at Samsung	4
1.3 Integrated Marketing Communication and Tools Used	5
1.4 Key Recommendations for Samsung	5
2. Branding	7
2.1. Brand Equity	7
2.2. Keller's Brand Equity Model	8
2.3. Advantages of Keller's Brand Equity Model for Samsung	9
2.4. Disadvantages of Keller's Brand Equity Model for Samsung	10
3. Customer Journey Mapping	10
3.1. Different types of customer journey used by Samsung	12
3.2. Advantages of Customer Journey Mapping (Reason, 2015)	13
3.3. Disadvantages of Customer Journey Mapping (Reason, 2015)	13
3.4. Customer Touchpoints	14
4. Total Engagement Model	16
5. Recommendations and Conclusion	16
6. References	18

1. Introduction

Samsung is one of the world's leading electronics companies, and it shares a lot in common with Apple in terms of its commitment to innovation and dedication to hard work. The company was founded in 1938 in South Korea and has since grown into a multinational conglomerate that produces a wide range of electronics, from smartphones to televisions to home appliances. Like competitor Apple, Samsung has always been committed to thinking outside the box and exploring new ideas. The company's slogan, "Imagine the Possibilities," reflects its belief in the power of innovation to drive progress and create new opportunities. Samsung has consistently been at the forefront of new technologies, such as flexible displays, 5G connectivity, and artificial intelligence (Wikipedia, 2023).

One of Samsung's biggest strengths is its commitment to research and development. The company invests heavily in R&D every year, and this has allowed it to stay ahead of the curve when it comes to new technologies. Samsung is known for its cutting-edge labs and research centres, which are staffed by some of the brightest minds in the industry. Samsung's leadership has also played a key role in the company's success. The late Lee Kun-hee, former chairman of Samsung Group, was a visionary leader who transformed the company into a global powerhouse. Under his leadership, Samsung became a leader in the electronics industry, and its products are now sold in more than 80 countries around the world. His successor, Lee Jae-yong, is also committed to driving Samsung forward and continuing its legacy of innovation and excellence. Samsung is committed to innovation, hard work, and a willingness to think outside the box (Samsung, 2023). These values have helped Samsung become one of the most successful and respected electronics companies in the world.

1.1 Mission and Vision Statement of Samsung

Samsung's mission statement is "Inspire the World, Create the Future." This statement represents Samsung's commitment to being a company that provides innovative technologies and products that enrich people's lives and contribute to a better world. Its vision statement is "Together for Tomorrow! Enabling People." This statement expresses Samsung's desire to collaborate with its customers, partners, and communities to build a brighter future for all. Samsung aims to enable people to achieve their full potential by providing them with cutting-edge technology and resources. Overall, Samsung's mission and vision statements reflect the

company's dedication to creating a better world through innovation and collaboration (Samsung, 2023).

1.2 Communication channels at Samsung

Samsung uses a variety of communication channels to reach its stakeholders, including **social media platforms like Twitter, Facebook, Instagram, and LinkedIn**. The company also communicates with its customers, partners, and employees through email, newsletters, and promotional emails. Samsung's website serves as a platform for customer support, providing information on troubleshooting and repairs. The company also issues press releases to announce new products and partnerships, which are distributed to media outlets and posted on its website. Samsung offers customer support through various channels such as phone, email, live chat, and social media. The company participates in various events and tradeshows to showcase its products and connect with customers, partners, and industry experts, building relationships and promoting its brand message (Samsung Group, 2017).



Figure 1: Communication Channels at Samsung (Samsung Group, 2017)

1.3 Integrated Marketing Communication and Tools Used

Samsung employs an integrated marketing communication strategy to ensure consistency and effectiveness in its communication efforts. The company integrates various channels such as advertising, public relations, sales promotion, personal selling, and direct marketing to reach its target audience (Tsai, 2005).

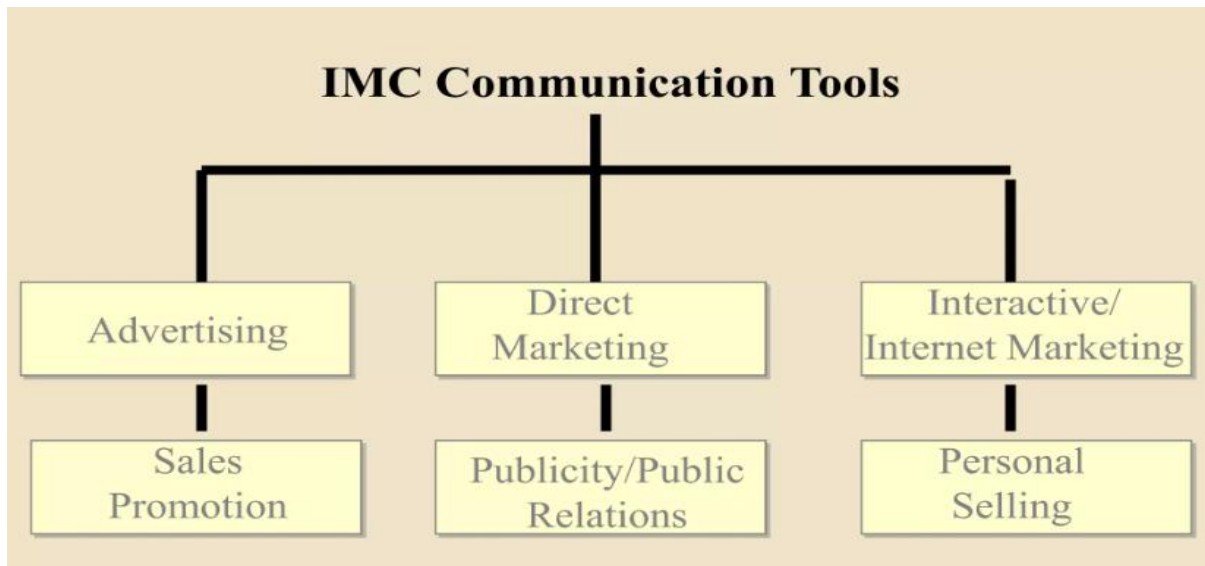


Figure 2: IMC Tools (Juska, 2021)

1.4 Key Recommendations for Samsung

Advertising: Samsung uses advertising to promote its products through various mediums such as television, print, online, and outdoor advertising. The company also partners with influencers and celebrities to endorse its products (Tsai, 2005).

Public Relations: Samsung utilizes public relations to manage its brand image and reputation. The company engages with media outlets to share its news, achievements, and initiatives. Samsung also sponsors events and sports teams to create positive associations with its brand (Tsai, 2005).

Sales Promotion: Samsung uses sales promotion to drive sales and increase customer loyalty. The company offers discounts, deals, and promotions on its products and services to incentivize customers to make a purchase (Tsai, 2005) .

Personal Selling: Samsung employs personal selling to provide a personalized experience to its customers. The company's sales representatives engage with customers to understand their needs and provide them with the best solutions (Tsai, 2005).

Direct Marketing: Samsung uses direct marketing to communicate directly with its target audience. The company sends emails, SMS, and other forms of direct communication to inform customers about new products, services, and promotions (Tsai, 2005).

Digital Marketing: Samsung leverages digital marketing techniques such as social media marketing, search engine marketing, and content marketing to reach out to its target audience and build brand awareness. These techniques are particularly effective in targeting younger customers who are more active online (Tsai, 2005).

By integrating these communication channels, Samsung ensures that its message is consistent and reaches its target audience through multiple touchpoints. This approach also allows the company to tailor its communication efforts to different stages of the customer journey, from creating awareness to post-purchase engagement, thus maximizing its impact.

Samsung is also known for using a premium pricing strategy for its high-end devices, making them unaffordable for many consumers. However, Samsung has a wider range of products at different price points, including mid-range and budget devices, which cater to the needs of consumers with lower and moderate incomes. This enables the company to attract a larger market share and expand its customer base. To differentiate its products from low-cost replicas, Samsung has focused on innovation, such as introducing new features and technologies in its devices. Additionally, Samsung offers customization options to its customers, such as personalized phone cases and themes, which can be purchased at an extra cost (Harwood, 2015).

Samsung can also target the elderly population by highlighting phone features specifically designed for their needs, such as larger screens, easy-to-use interfaces, and accessibility options. This can be done through targeted marketing campaigns in newspapers, television, and other media outlets that cater to this demographic. Furthermore, Samsung can also use guerrilla marketing tactics to create unique and surprising experiences for customers, gaining awareness and brand exposure. This could include hosting pop-up shops, interactive installations, and other creative marketing events that engage customers and generate buzz. Also, Samsung can promote its corporate social responsibility (CSR) initiatives across different channels to

enhance its brand image and staff morale. By showcasing its commitment to sustainability, community involvement, and ethical business practices, Samsung can attract customers who value social responsibility and create a positive image for the company (Gnewuch, 2017).

2. Branding

Samsung is a well-known brand in the market, recognized for its innovative products and services. The company has a strong brand name that represents its commitment to quality and innovation. Samsung's brand name is a combination of its name, logo, and other visual elements that help consumers identify its products easily. The brand value of Samsung is significant and adds value to its products. Consumers perceive Samsung as a premium brand that provides high-quality products and services. The company's brand value is built on a legacy of technological innovation, quality, and reliability (Ramiz, 2014).

Samsung's branding strategy is focused on creating a strong emotional connection with its customers. The company's products are designed to meet the needs and aspirations of its customers, and its brand reflects this commitment to customer satisfaction. Samsung's brand name is synonymous with innovation, quality, and customer satisfaction, which helps the company to differentiate its products from those of its competitors. The strength of Samsung's brand name enables the company to charge a premium for its products, as consumers are willing to pay more for the quality and reliability associated with the Samsung brand. Samsung's brand name also provides the company with a competitive advantage in the market, as it helps to create customer loyalty and preference for its products over those of its competitors (Gelder, 2005).

2.1. Brand Equity

Samsung has built a reputation for producing high-quality and innovative products, including smartphones, TVs, and home appliances. Samsung's brand equity is reflected in the strong recognition and trust consumers have in the company and its products. The brand is associated with reliability, technological advancement, and sleek design, which has helped it build a loyal customer base. Samsung has also invested heavily in marketing campaigns to promote its brand, including sponsorships of major sports events and celebrity endorsements. The company's focus on delivering a premium customer experience has helped it maintain and grow its brand equity over the years. Overall, Samsung's brand equity is an asset for the company,

helping it to differentiate itself from competitors and maintain a strong presence in the global marketplace (Diputra, 2021).

2.2. Keller's Brand Equity Model

Keller's brand equity model is a framework for building strong brands. According to this model, brand equity is comprised of four key elements: brand salience, brand performance, brand imagery, and brand judgments/feelings/resonance (Jing, 2014).

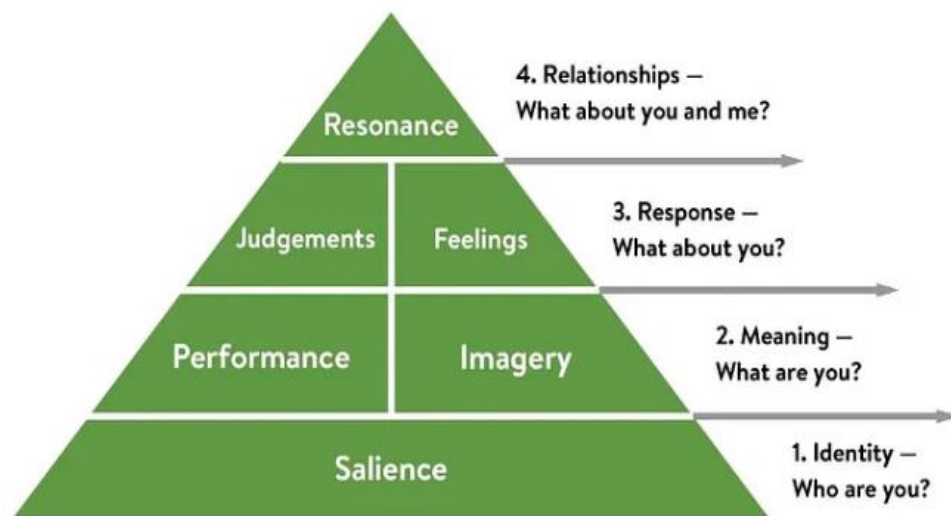


Figure 3: Keller's Brand Equity Model (Jing, 2014)

Brand Salience: This refers to the ability of a brand to come to mind when a customer thinks about a product category. For Samsung, brand salience is the ability of the Samsung brand to be top-of-mind for customers when they think about electronics, smartphones, home appliances, and other related products (Yoo, 2001).

Brand Performance: This refers to how well a brand meets the functional needs of its customers. For Samsung, brand performance means delivering high-quality products with advanced features, such as the latest smartphone technology or cutting-edge home appliance innovations (Yoo, 2001).

Brand Imagery: This refers to the intangible aspects of a brand that create a certain image or perception in the minds of customers. For Samsung, brand imagery includes elements such as

design, aesthetics, and innovation. Samsung has worked hard to establish itself as a leader in design and technology innovation, and this is reflected in the brand imagery that customers associate with the company (Yoo, 2001).

Brand Judgments/Feelings/Resonance: This refers to the emotional connections that customers have with a brand, as well as the loyalty and attachment that they feel towards it. For Samsung, brand judgments/feelings/resonance includes factors such as customer satisfaction, loyalty, and advocacy. The company has invested heavily in creating a positive customer experience and building a loyal customer base, and this is reflected in the emotional connections that customers have with the brand (Yoo, 2001).

Overall, Keller's brand equity model provides a comprehensive framework for building and managing strong brands, and Samsung has invested in each of these four key elements to create a powerful and recognizable brand. By focusing on brand salience, brand performance, brand imagery, and brand judgments/feelings/resonance, Samsung has created a brand that is synonymous with innovation, quality, and customer satisfaction.

2.3. Advantages of Keller's Brand Equity Model for Samsung

Comprehensive framework: Keller's brand equity model provides a comprehensive framework that helps Samsung to identify the key components that contribute to the creation of brand equity (Tsordia, 2018).

Customer-oriented approach: The model puts a strong emphasis on the customer's perception of the brand, which is critical for Samsung to build and maintain a strong brand image (Tsordia, 2018).

Considers both functional and emotional aspects: The model recognizes that customers associate brands with both functional and emotional attributes and helps Samsung to create a brand identity that resonates with customers on both levels (Tsordia, 2018).

Provides clear guidelines: The model provides clear guidelines for Samsung to develop a brand identity that is consistent across all marketing efforts, which helps to build brand recognition and customer loyalty (Tsordia, 2018).

2.4. Disadvantages of Keller's Brand Equity Model for Samsung

Limited focus: The model focuses mainly on the brand image and customer perception, which may not provide a complete picture of Samsung's overall marketing efforts and performance (Tsordia, 2018).

Lack of flexibility: The model may be too rigid for Samsung to adapt to changing market conditions or consumer preferences, which may limit its effectiveness over time (Tsordia, 2018).

Complexity: The model can be complex and difficult to implement, especially for smaller businesses with limited resources (Tsordia, 2018).

Over-reliance on marketing: The model places a heavy emphasis on marketing efforts, which may not be sufficient to create a strong brand if other factors, such as product quality and customer service, are not up to par (Tsordia, 2018).

3. Customer Journey Mapping

A customer journey map is a visual representation of the customer's experience with a company from start to finish. It is a process of understanding the customer's perspective by identifying and analysing their various touchpoints with the company, such as website visits, social media interactions, in-store experiences, and customer service interactions (Batra, 2017).

A customer journey map for Samsung would typically include the following stages:

Awareness: At this stage, customers become aware of Samsung's products and services through various marketing channels, such as advertising, social media, or word-of-mouth (Batra, 2017).

Consideration: Once customers become aware of Samsung, they start considering its products and services. They may research online, compare Samsung's offerings with competitors, read reviews, or visit Samsung stores (Batra, 2017).

Purchase: At this stage, customers make a purchase decision and buy Samsung's products or services. They may make a purchase online, in-store, or through a third-party retailer (Batra, 2017).

Post-purchase: After purchasing Samsung's products or services, customers evaluate their experience and provide feedback. This stage is crucial for Samsung to retain its customers and build loyalty (Batra, 2017).

Loyalty: This stage represents the long-term relationship between Samsung and its customers. If customers are satisfied with Samsung's products and services, they are more likely to become loyal and repeat customers.

Samsung has various touchpoints that customers can interact with to access the brand and its products. The Samsung website is an important touchpoint for customers to learn about products and services, while social media provides a platform for the brand to connect with customers and provide customer support. Samsung's retail stores and partnerships with other retailers also provide opportunities for customers to experience the brand's products and receive support from trained staff. In addition, Samsung's mobile apps and customer service channels allow customers to engage with the brand and access support throughout their purchase journey. By ensuring that these touchpoints are well-designed, user-friendly, and aligned with the brand's goals, Samsung can create a seamless and positive customer experience that drives customer loyalty and sales.

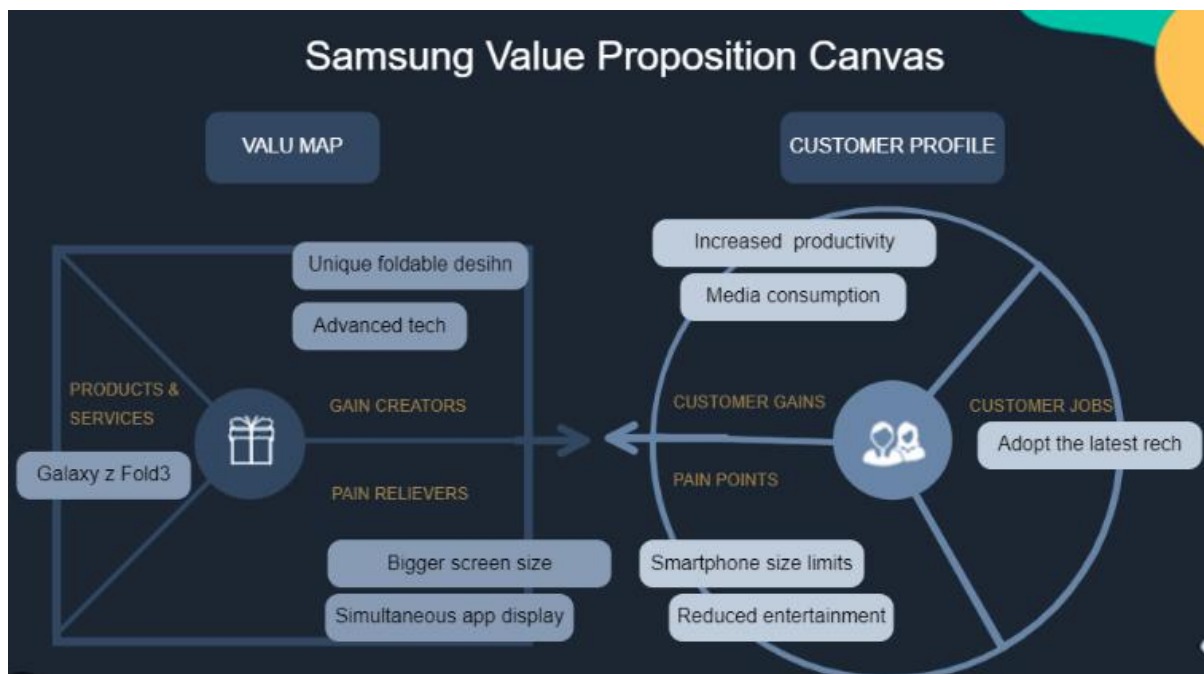


Figure 4: Customer Profile (Batra, 2017)

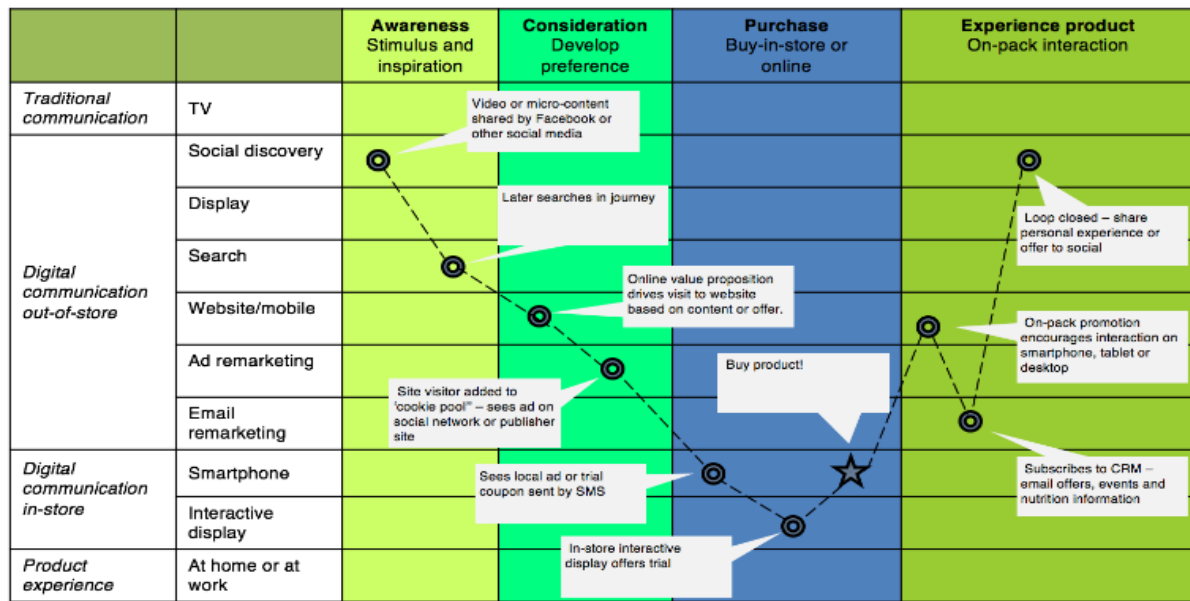


Figure 5: Customer Journey Mapping stages (Batra, 2017)

3.1. Different types of customer journey used by Samsung

Current-State Journey Map: This type of map visualizes the current customer journey of Samsung's customers, including all the touchpoints and interactions that customers have with Samsung before, during, and after a purchase. The map helps identify areas where customers are experiencing pain points, as well as opportunities for improvement (Mele, 2021).

Future-State Journey Map: This type of map envisions a future customer journey for Samsung, considering changes in customer behaviour and preferences, new technologies, and other factors. The map can help Samsung anticipate customer needs and develop strategies to meet those needs (Mele, 2021).

Day-In-The-Life Journey Map: This type of map focuses on a typical day in the life of a Samsung customer, including all the touchpoints and interactions that customers have with Samsung throughout the day. The map helps Samsung understand how its products and services fit into customers' daily routines and identify opportunities to enhance the customer experience (Mele, 2021).

Service Blueprint: This type of map looks at the internal processes and systems that support the customer journey. It includes all the steps that Samsung employees take to deliver products and services to customers, as well as the technologies, tools, and resources they use. The map

can help Samsung identify areas where it can streamline processes, reduce costs, and improve efficiency (Mele, 2021).

Persona-Based Journey Map: This type of map is based on customer personas, or fictional representations of different types of customers. The map shows how each persona interacts with Samsung's products and services, and helps Samsung tailor its marketing, messaging, and customer experience to different customer segments (Mele, 2021).

The strengths of Samsung's touchpoints include a comprehensive website, effective social media presence, opportunities for in-person experiences through stores and partnerships, convenient mobile apps, and responsive customer service. However, weaknesses include overwhelming website information and slow loading times, negative social media feedback, limited availability of retail stores, potential lack of support from retail partners, low awareness of mobile apps, and long wait times for customer service resolution.

3.2. Advantages of Customer Journey Mapping (Reason, 2015)

- **Better Understanding of Customer Needs:** By mapping out the entire customer journey, Samsung can gain a better understanding of the customers' needs and desires at each stage. This knowledge can be used to improve the product, service, and customer experience.
- **Identify Pain Points:** Journey mapping helps identify the pain points and challenges that customers face during their experience with Samsung's products and services. This helps Samsung to improve those areas and provide better solutions to customers.#
- **Alignment of Goals:** Journey mapping helps in aligning the business goals with the customer's goals. This alignment helps Samsung to create a customer-focused business strategy.
- **Increase Customer Retention:** By providing a better customer experience, Samsung can increase customer retention, loyalty, and advocacy.

3.3. Disadvantages of Customer Journey Mapping (Reason, 2015)

- **Time-Consuming:** Journey mapping can be a time-consuming process, especially if Samsung has a complex customer journey. This can result in delays and additional costs.

- **Costly:** Customer journey mapping requires resources such as time, money, and personnel. Samsung may need to hire external consultants or invest in technology to make the mapping process effective.
- **Inaccurate Data:** Journey mapping relies on accurate data and insights. If the data is inaccurate or incomplete, the mapping exercise may not provide the desired results.
- **Limited Scope:** Journey mapping is limited to the experiences of existing customers. It may not consider the needs and preferences of potential customers who have not yet engaged with Samsung's products or services.

3.4. Customer Touchpoints



Figure 6: Customer Touchpoints (D'Esopo, 2009)

Pre-purchase touchpoints refer to the interactions that a customer has with a company or brand before making a purchase. For Samsung, some of the pre-purchase touchpoints include:

- **Advertising:** Samsung uses various advertising channels, such as TV commercials, online ads, and billboards, to promote its products and reach potential customers (Roggeveen, 2020).

- Website and social media: Samsung's website and social media channels provide information about its products, including specifications, reviews, and pricing, which helps customers make informed purchase decisions (Roggeveen, 2020).
- Retail stores: Samsung has a network of retail stores where customers can experience the products in person, receive assistance from staff, and make purchases (Roggeveen, 2020).
- Customer service: Samsung offers various customer service channels, including phone, email, live chat, and social media, to assist customers with their queries and concerns.

Post-purchase touchpoints refer to the interactions that a customer has with a company or brand after making a purchase (Roggeveen, 2020). For Samsung, some of the post-purchase touchpoints include:

- After-sales service: Samsung provides after-sales services such as repairs, warranty claims, and replacement of defective products, ensuring customer satisfaction and loyalty.
- Customer feedback: Samsung solicits feedback from customers about their products and services, which helps the company improve its offerings and customer experience.
- Social media: Samsung uses social media to engage with customers, answer questions, and address concerns. Purchase touchpoints refer to the actual transaction or purchase process. For Samsung, some of the purchase touchpoints include:
- Online stores: Samsung has online stores where customers can purchase products directly from the company.
- Retail stores: Samsung has a network of retail stores where customers can purchase products in person.
- Payment options: Samsung provides various payment options, including credit cards, debit cards, and mobile payments, to make the purchase process convenient for customers.

4. Total Engagement Model

Samsung's Total Engagement Model is a framework used by the company to engage with its customers at every stage of their journey. It aims to engage its customers and create loyal relationships with them (Jayasingh, 2015). The Total Engagement Model focuses on different components that contribute to this objective:

Customer value proposition: Samsung's unique value proposition is its innovation and quality. The company is known for introducing cutting-edge technologies and providing high-quality products that meet customers' needs and preferences. This unique value proposition differentiates Samsung from its competitors and helps the company create a loyal customer base. **Branding:** Samsung's branding is focused on creating an emotional connection with customers. The company's branding message conveys its commitment to innovation, excellence, and customer satisfaction. Samsung's branding elements, such as the logo and name, also play a crucial role in creating brand recognition and awareness (Iblasi, 2016).

Internal culture elements: Samsung's culture focuses on providing a positive and collaborative work environment that values human resources. This culture is reflected in the company's employee policies, training, and development programs. A positive and engaged workforce can lead to better customer service and experiences. **Customer experience:** Samsung is committed to providing excellent customer experiences. This involves meeting or exceeding customer expectations, delivering products and services on time, and addressing any issues or concerns customers may have in a timely and effective manner. Samsung's customer experience strategy is designed to build trust and loyalty among its customers. By focusing on these components, Samsung can create a Total Engagement Model that helps the company engage with customers at every touchpoint, build loyalty, and ultimately increase long-term profits. The key to achieving this synergy is to work together as a team and continuously improve the customer experience through innovation and quality (Iblasi, 2016).

5. Recommendations and Conclusion

To summarize, to create innovative marketing strategies and effectively manage the customer journey, companies should consider the following recommendations: Focus on the customer journey, rather than just individual touchpoints, to ensure that customer expectations are met throughout their entire experience with the brand. Utilize a Total Engagement Model that emphasizes the importance of customer engagement and satisfaction, as well as the key factors

of customer value proposition, branding, internal culture elements, and customer experience. Incorporate Keller's Brand Equity Model into the Total Engagement Model to create a comprehensive framework for building brand equity, creating positive brand experiences, and fostering brand loyalty. Use a data-driven approach to monitor and measure brand equity and customer satisfaction metrics, and make strategic decisions based on these insights. Some recommendations for new touchpoints for Samsung:

- Chatbots: Samsung can integrate chatbots on their website and mobile app to provide instant support and reduce response time.
- Interactive product demos: Samsung can create virtual demos to engage customers and allow them to experience products in a more immersive way.
- Augmented reality: Samsung can leverage augmented reality technology to allow customers to visualize products in their homes or offices before purchasing.
- Voice assistants: Samsung can integrate voice assistants like Amazon Alexa or Google Assistant to provide customers with an easier and more intuitive way to control their products.

In conclusion, by taking a holistic approach to the customer journey, prioritizing customer engagement and satisfaction, and using models such as the Total Engagement Model and Keller's Brand Equity Model, companies can create innovative marketing strategies and effectively manage the customer journey to meet the expectations of both current and future stakeholders.

6. References

- Batra, M., 2017. Customer experience-an emerging frontier in customer service excellence. In Competition Forum. *American Society for Competitiveness.*, 15(1), pp. 198-207.
- D'Esopo, M., 2009. Mapping the Customer's Experience Through Brand Design. *Design Management Review*, 20(4), pp. 38-47.
- Diputra, I., 2021. The influence of product quality, brand image, brand trust on customer satisfaction and loyalty.. *American International Journal of Business Management (AIJBM)*, 4(1), pp. 25-34.
- Gelder, V., 2005. The new imperatives for global branding: Strategy, creativity and leadership. *Journal of Brand Management*, 12(5), pp. 395-404.
- Gnewuch, U., 2017. *Towards Designing Cooperative and Social Conversational Agents for Customer Service*, s.l.: In ICIS.
- Harwood, T., 2015. *An investigation into gamification as a customer engagement experience environment.*, s.l.: Journal of Services Marketing.
- Iblasi, W., 2016. The impact of social media as a marketing tool on purchasing decisions (Case study on SAMSUNG for electrical home appliances).. *International Journal of Managerial Studies and Research*, 4(1), pp. 14-28.
- Jayasingh, S., 2015. Customer engagement factors in facebook brand pages.. *Asian Social Science*, 11(26), p. 19.
- Jing, Z., 2014. The relationship of brand equity dimensions: A case study of Samsung brand in Thailand.. *European Journal of Business and Management*, 6(16), pp. 182-189.
- Juska, J., 2021. *Integrated marketing communication: advertising and promotion in a digital world.* s.l.:Routledge.
- Mele, C., 2021. The millennial customer journey: a Phygital mapping of emotional, behavioural, and social experiences. *Journal of Consumer Marketing.*
- Ramiz, M., 2014. The comparative analysis of the factors effecting brand loyalty towards Samsung products.. *Journal of Sociological Research*, 5(1), pp. 327-349.

Reason, B., 2015. *Service design for business: A practical guide to optimizing the customer experience.*, s.l.: John Wiley & Sons.

Roggeveen, A., 2020. Customer-interfacing retail technologies in 2020 & beyond: An integrative framework and research directions.. *Journal of Retailing*, 96(3), pp. 299-309.

Samsung Group, 2017. *Samsung - Company Report*, s.l.: Business Research Methodology.

Samsung, 2023. *Our Mission & Values*. [Online]

Available at: <https://www.samsung.com/levant/about-us/company-info/>

[Accessed 10 April 2023].

Samsung, 2023. *Taking the lead in tech innovation*. [Online]

Available at: <https://www.samsung.com/us/aboutsamsung/>

[Accessed 10 April 2023].

Tsai, S.-p., 2005. Integrated marketing as management of holistic consumer experience..

Business Horizons, 48(5), pp. 431-441.

Tsordia, c., 2018. The influence of sport sponsorship on brand equity and purchase behavior..

Journal of Strategic Marketing, 26(1), pp. 85-105.

Wikipedia, 2023. *Samsung*. [Online]

Available at: <https://en.wikipedia.org/wiki/Samsung>

[Accessed 10 April 2023].

Yoo, B., 2001. Developing and validating a multidimensional consumer-based brand equity scale. *Journal of business research*, 52(1), pp. 1-14.