

LCMB7010

Digital Marketing

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Introduction

Social media platforms are serving their effective influence within the purchasing decisions of the customers at the time of buying multiple products from different brands. In that case, it is noticed that the business companies are promoting their products as well as services within the digital marketing platforms such as Facebook, Instagram, Twitter, and YouTube. With that process, the marketing department of Dunelm Group PLC is attracting more customers towards their products. It clearly stated that the social media sites not only help the marketing team of Dunelm Group PLC to maintain their developed sales by managing positive purchasing behavior among customers but also help them to maintain their trust level within the minds of the customers. Throughout the analysis, an explanatory evaluation has been made to the different types of digital marketing strategy used by the Dunelm Group PLC in order to get associated with the wide ranges of customer based.

Chosen Organizational Context

The chosen business organization for this report is Dunelm Group PLC; a UK multichannel based home ware and the furniture retailer that has operated in total 170 stores in the UK and Ireland. Dunelm Group PLC is the value-led retailer and its respective brand strategy is mainly based on the complementing their string price credential with the excellent customer services and at the same time maximized the brand awareness towards the products. Dunelm Group PLC is the UK number 1 home wares based retailer that has a growing presence in the global furniture market. With the 50000+ products and 12 million online transactions per year, Dunelm Group PLC has offered different types of made-to-measure blind, shutter and curtain to the wide ranges of customer segmentation in UK (Corporate.Dunelm, 2022).



Figure 1: Company Overview of Dunelm Group PLC

(Source: Corporate.Dunelm, 2022)

The management of Dunelm Group PLC has strived to be the innovative renowned for their brand quality, style, ease of shopping and moral values. In terms of Dunelm Group PLC's growth sales between the timeframe of 2011 to 2021 (Depicted in the Below Figure), it has been stated that in the financial year 2021, Dunelm Group PLC saw the very strong sale as compared to the previous year. While in the financial year 2020, the overall sale has minimized nearly about the 4 % and in the next financial year, the sales growth of Dunelm Group PLC has set at 26 % (Statista, 2022).

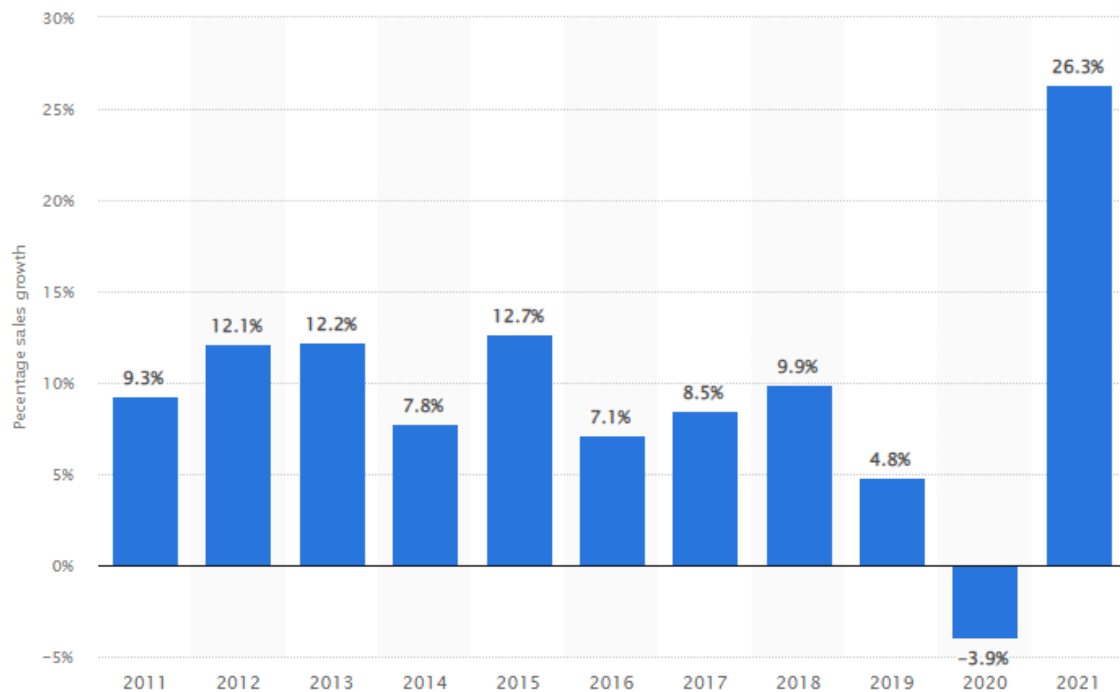


Figure 2: Dunelm Group PLC Sales Growth (2011-2021)

(Source: Statista, 2022)

Contemporary Digital and E-Business Issues

In the current context people in the international world can easily perform multiple works by using social media platforms based on the internet services. Thus, usage of the internet has completely changed the way of life of the community and this process is highly noticeable with the excessive usage of social media (Lim *et al.*, 2017). It clearly stated that based on the rapid use of those platforms the behavior of international people has completely changed. Those changes are observed within the shopping culture, education and communication mode of people in the society. Moreover, social media platforms are altering the behavior of people towards each other (Zhu *et al.*, 2017). Not only are that, but the pattern of relationships of people in the society also changed due to the excessive use of social media in everyday life activities. Behavior, beliefs as well as basic health of community in the global world are also changed as social media highly affect the structure of society.

Adoption of social media has changed the way of communication of people in the international culture. Through this process, one culture adopts others and that helps in the creation of unity among diverse cultural groups (Abbas *et al.*, 2019). The process clearly stated that exchange of culture and cultural beliefs are easily performed through the social media platforms. Within those platforms people can easily make their connection with others in different countries around the world. It helps to foster the relationship of people with other communities. Moreover, research shows that people in the global world are connected with various social groups based on their social media accounts (Wijekoon, 2017). It allows them to make new friends from the global world and help them to gather clear understanding about their culture and structure of society. Adoption of clear knowledge regarding the culture of other groups of people in the society can easily gain their potential to make effective as well as healthy communication with diverse people (Hilte *et al.*, 2018).

Way of education is also changed in the international world due to the excessive use of social media. In that case it is noticed that in the present age people can learn anything from social media platforms. Within those platforms experts of different subjects are presenting their belongings or articles and help readers to collect relevant information from those materials (Kitchens *et al.*, 2020). Through this process the readers can meet their learning needs and it also helps in the changing culture of education. The process clearly defined that the excessive use of social media serves its effective impact on the day to day life cycle of people and their culture in the international world.

Digital Marketing Approach of Dunelm Group PLC

The digital marketing component of the Dunelm Group PLC is mainly depended and contributed to the overall growth that the management has experience. The recent acquisition of the WS Group have played the most important role for their overall sales growth strategy that not only improve the online digital marketing based strategy but at the same time maximized the product ranges and respective market share

The management of Dunelm Group PLC utilized the multichannel based marketing strategy for facilitating with the more multichannel based consumer behavior for the wide ranges of retailer. Dunelm Group PLC has offered the consistent price segmentation across their respective

multichannel based platform both in the form of online as well as stores presence (Wagner et al., 2020). This is the most important consideration because this consistency has eradicated the confusion to the mind of consumer segmentation. The multi channel approach of Dunelm Group PLC is very important because it has the capability for developing different types of convenience for the customer in which the management of Dunelm Group PLC has identified as the most important marketing strategy based on the forecasting of growing trends that their respective customer based is busy and they are always on to go. Dunelm Group PLC has encouraged its respective customer based for ordering their product with the help of online platform but also at the same time they need to facilitated with the direct contact to those customer that are like to feel their product physically as they are always believed that the retail store is the best suitable option for them because Dunelm Group PLC sells furniture products and bedding (Koskinen, 2016). With regards to the physically availability to the wide ranges of product brands, the website of Dunelm Group PLC is mainly focused on delivering the best customer experience throughout the product diversification (Zhu and Gao, 2019). The websites of Dunelm Group PLC always prioritize their home page as it is the most important aspects for any customer when they are looking for a particular furniture product. In the home page, Dunelm Group PLC has place all of the promotion and respective price discount to their website home page for facilitating with the greater sales because home page of any business website is the main customer touch point in which the customer has a option whether they would buy the product now, selecting the product then add it to the shopping cart or not buy this products (Hanlon, 2021). The management of Dunelm Group PLC has also taken the rise of the mobile phone usage as part of the effective digital marketing strategy as the usage of the mobile phone has accounted to overall 20 percent of the overall network traffic. Most of the customer segmentation that are used their mobile phone for browsing the particular information and by utilized that the usage of the mobile phone by any customer age group has maximized in the 21st century with the purchase via mobile phone has maximized to the 31 billion during the end of financial year 2016.

Usage of Social Media Marketing for Dunelm Group PLC

Dunelm Group PLC has used the social media marketing, as part of the effective digital marketing strategy to get associated with the wide ranges of existing as well as new customer

segmentation (Dolega et al., 2021). Dunelm Group PLC has actively used the different types of social media platform like Instagram, YouTube and Twitter to promote their products (The link for all social media platform has found into Dunelm Group PLC websites). In terms of efficiency, Dunelm Group PLC's Instagram has the largest numbers of followers over the all social media platform. Management of Dunelm Group PLC has use this platform for engaging with the wide ranges of customer based while they are showcasing new addition of innovative products for their home-ware based services (Devereux et al., 2020). Management of Dunelm Group PLC also engaged with their selected customer segmentation by posting the specific material that is relevant for their cultural celebration with the help of photos, GIFs and videos. For example, Dunelm Group PLC has advertised their one of the elegant crockery sets on the eve of valentine day. So it is very common for the wide ranges of potential customer based for tagging a friends or respective family members that they think to be very interested in that item for that particular post for maximizing the engagement.

Marketing Mix of Dunelm Group PLC (4P's)

Product

In terms products, Dunelm Group PLC has total 50000 plus exclusive product which offers style, great values and maintain quality across the wide ranges of price tiers so Dunelm Group PLC brand has associated with different customer segmentation both in the online as well as offline presence. The manufacturer as well as production of Dunelm Group PLC has associated with the stock specialist based brand and at the same time label the product for maintaining the Intellectual Property Rights and Patent. In addition, Dunelm Group PLC has their own UK factory that is only made for the "Made to Measure Curtain" and wide varieties of roman blinds. The management of Dunelm Group PLC always strives to develop the innovative new products with the circular design technique to helping the wide ranges of customer to live more sustainable way and strengthened the initiative of "The Edited Life Ranges" (Corporate.Dunelm, 2022).

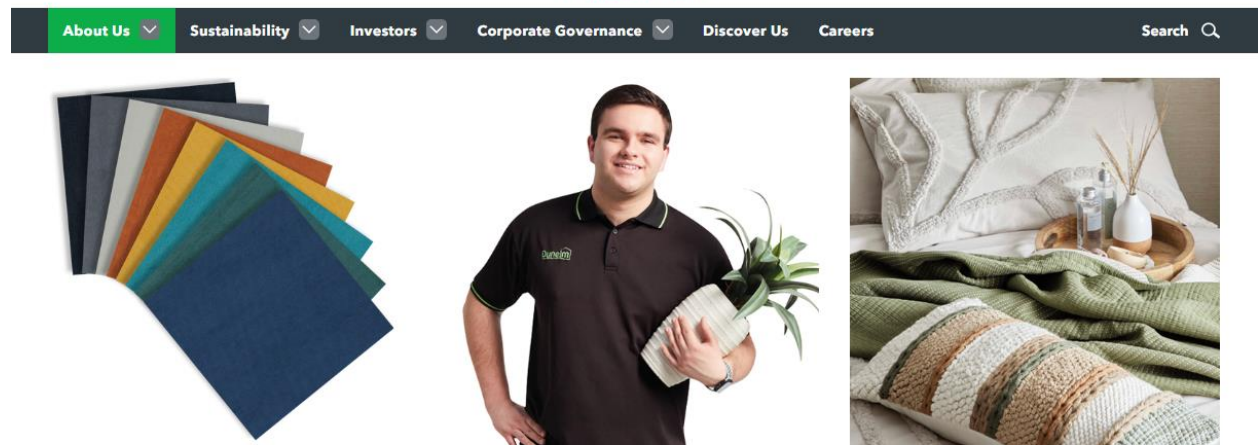


Figure 3: Product Segmentation of Dunelm Group PLC

(Source: Corporate.Dunelm, 2022)

Price

This specific element has required a particular evaluation for the value of the products to the targeted customer segmentation. The pricing strategy of Dunelm Group PLC is based on the discount and list price analysis techniques. The management of Dunelm Group PLC has used the Penetration Pricing Strategy that it has set the price lower than the others competitors. So based on that, Dunelm Group PLC is able to win the largest market share based on their discounted pricing strategy (Feng et al., 2019)

Promotion

As social media provides options for connecting people of various backgrounds, it helps the people in finding commonalities and it also helps them in sharing experiences. In the case of social media platforms, it is a simple sharing of a video or content that influences the thinking of the people or a simple hashtag that evokes an array of thoughts in today's world. In the context of the Dunelm Group PLC, they are always using the Hashtag technique in the Twitter so that the numbers of new as well as older customer is able to get associated with their business (Alsini et al., 2021). Social media promotes diversity and integrity when it comes to culture and cultural practices. If used correctly, social media provides an idea about all sorts of diverse cultures around the globe and it also helps in bringing the people together (Social Media as a means of

Diversity, 2021) In most cases, it has been identified that social media plays a significant role in promoting interdependence as well as interconnectedness in today's diverse world. It of course provides proper platforms for connecting people all over the world and is often considered as one of the essential tools that gave birth to the concepts of the international culture in today's world (Instagram, 2022).

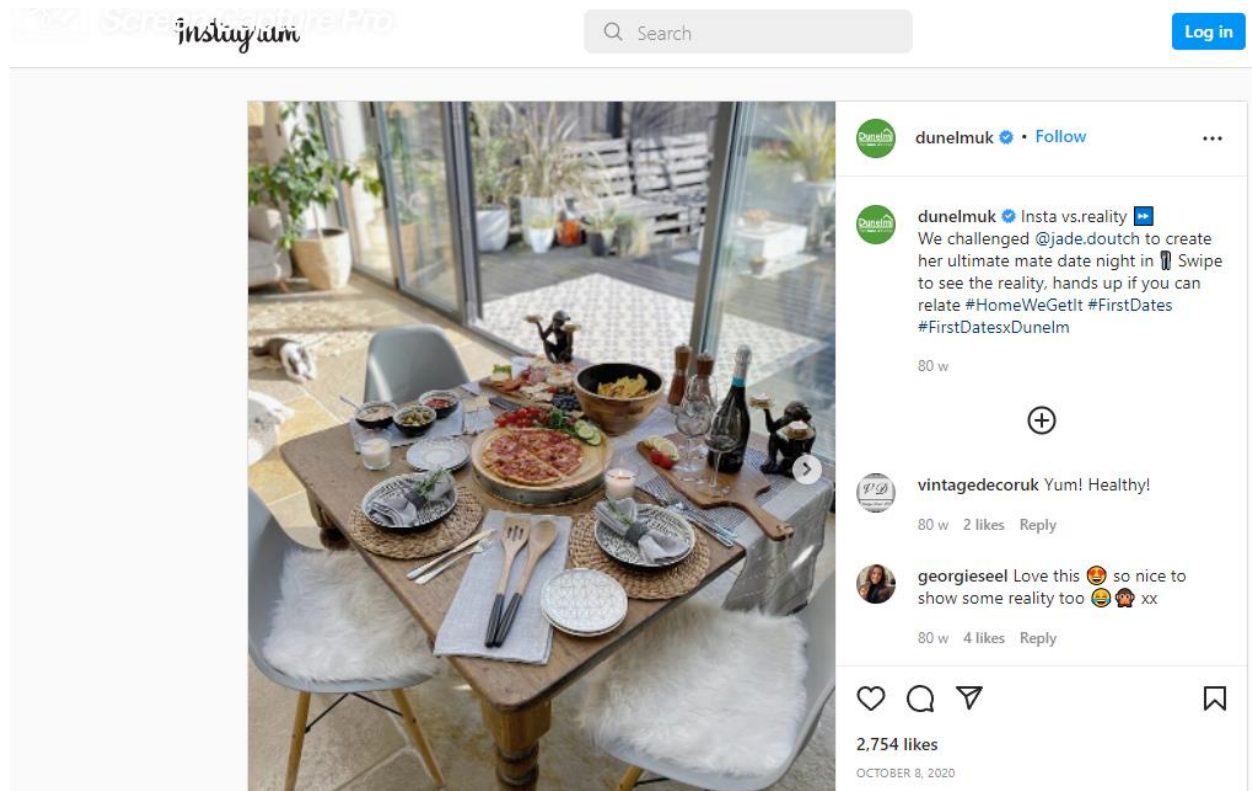


Figure 4: Promotional Strategy of Dunelm Group PLC Using Instagram

(Source: Instagram, 2022)

Place

In terms of product distribution, the management of Dunelm Group PLC first considers the distribution of the products to analyze if the given product is perishable or not. Then they tried to evaluate the market dynamics and preferences of the customers. If the customer placed the higher importance for the different types of personalized products and at the same time they are from the traditional way of shopping rather than the online shopping, then the distribution strategy is completely depends upon the warehouse distributors.

THE MARKETING MIX



Figure 5: Marketing Mix of Dunelm Group PLC (4P's of Marketing)

(Source: Išoraitė , 2016)

Information Architecture and Effective Strategy

As discussed by Tang and Chan (2018), the concepts of advanced technologies and communications have indeed brought positive as well as negative impacts on international business process. There have been immense instances that the influences and the impacts that are brought forward by the different social media platforms have a great role in impacting human behavior all over the globe. It is due to this concept of borderless that social media have been able to cross international boundaries. Facebook can be considered as the most popular social media platform that plays a significant role in connecting individuals all over the globe. The platform indeed enables the individuals who have massive cultural differences to come and communicate together in one single platform-thus paving the way for the concepts of international culture.

As mentioned by Shrivastav et al. (2020), the concepts of diversity, as well as inclusion, clearly support the fact that people are beautiful when they are different. The concepts and the usage of social media reinforce this. In the era of globalization, social media marketing has indeed gained immense popularity in daily life and is expected to gain more popularity in the years to come. The type of appropriate content that is uploaded by the management of Dunelm Group PLC on Facebook often helps in ensuring the cultural invasions. Most of the international cultural values that are invaded by social media involve human behaviors, fashion, and various cultural practices as well. Additionally, there are many social media platforms (tik tok, Instagram) that have their set of influencers. As put forward by Zaw (2018), social media influencers as the name suggests are the individuals who try to impress and influence their followers with their own set of ideologies and beliefs. Thus it can be noted that though social media marketing is an essential tool that has paved the path for the international culture in today's world, certain disadvantages are associated with it. Hence the users need to be careful while using the platform and also before commenting or agreeing with any of the content shared. The effects of these can be seen clearly in the ways the culture is perceived in today's rapidly changing world.

10C's Model of Digital Marketing

The 10C's model of digital marketing use by the business organization to review the business organization website such as how they are manageable or it is used as an external tool for audit different competitor's activity (Ramachandran, 2019).

Customer

Customer is the main pillar of any business organization; Dunelm Group PLC is able to provide 24*7 furniture products service both in the form of online as well as offline medium to the wide ranges of customer based in UK.

Corporate Culture

The corporate culture of Dunelm Group PLC includes everything from company's effective management style, for our definitive approach for developing client's relationship to become a winner in UK retail industry.

Convenience

Dunelm Group PLC engages with the single overarching objectives for delivering the bigger as well as better return for the clients.

Competition

The major competitors of Dunelm Group PLC are John Lewis, Wayfair and Argos, but Dunelm Group PLC always intended to provide best service at an affordable 24*7 assistance

Communication

Dunelm Group PLC provides the two ways based communication with the client, if clients face any of the issues management will able to solve it on an urgent basic or at take same time take feedback from the customer

Consistency

Management of Dunelm Group PLC prefers to be dynamic for matching the need and preference of the customer.

Creative Content

Dunelm Group PLC provides total two types of assistance and unique service in the UK region.

Customization

Dunelm Group PLC customizes the service according to the need and requirement of the customer.

Coordination

Dunelm Group PLC coordinate with the customer with every steps of customer journey, if customer count not satisfy with our service then we are able to modify it as per client requirement

Control

Controlling associated with the monitoring techniques where each of the activity of furniture innovation monitors before the final end to end delivery to the customer.



Figure 6: 10C's of Digital Marketing

(Source: Self- Created)

Digital Marketing Strategy for Dunelm Group PLC

Business organization online marketing tool has helped wide ranges of customer based becomes aware of something new that they need usually known as the problem awareness. On the other hand, Dunelm Group PLC needs to state that the company provides particular solution to the problem known as solution awareness. So the main objectives of target audience in the context of Dunelm Group PLC is to help wide ranges of clients that business is willing to take from the

Before state in which they has a problem, to the ultimate desire After Sale state in which they find a proper solution to the problem (Zhu, 2019). Marketing operations are playing the most significant role within business activities as those operations help Dunelm Group PLC to present or sell their products to the customers. Without the performances of effective digital marketing plan, the management team of companies cannot develop their business, as it must result in the decreasing sales graph of the company. In the recent day context, it is noticed that the involvement of social media platforms within the marketing operations of Dunelm Group PLC has completely changed the scenario of marketing in business (Thiaw and Ly, 2019). Within this respect, the marketing team of Dunelm Group PLC is focusing on the application of developed technologies within their marketing activities to attract more customers towards their sales. For this, different social media platforms such as Instagram, Twitter, YouTube, and Facebook are adopted by the management team of Dunelm Group PLC as their marketing platforms to promote their new as well as existing products or services towards their customers (Alalwan *et al.*, 2017). The use of those platforms delivers scope in front of the marketing team of organisations to create developed content for their products.

For example By realizing the growth change in the UK retailing market, the management of Dunelm Group PLC have encourage their customer segmentation to maximized the usage of the mobile phone because in the 21st century, any age group of has the tendency for purchasing through the help of online marketplace. By considering the digitization innovation, Dunelm Group PLC has used the “point of sale posters” and specific shelf ticket labels which has explained the benefits of online shopping with the help of mobile phone (Dreamstime, 2022). Not only the usage of the mobile phone has benefited Dunelm Group PLC by promote their products with the help of innovative advisement technique but at the same time it has developed the particular sense of interaction between the customer as well as Dunelm Group PLC when the customer is shopping then it is able to developing the pathway of relationship between the two entities for promoting the brand loyalty.



Figure 7: Dunelm Group PLC “point of sale posters”

(Source: Dreamstime, 2022)

Digital Marketing Consideration for Dunelm Group PLC (Online and Offline)

The creation of effective as well as proper content concerning the products of Dunelm Group PLC helps them to manage the presentation of their new product such as innovation in furniture to the in front of customers (Phiri, 2020). Moreover, Dunelm Group PLC in the global business market can perform their developed business activities by involving keywords within those contents that they will present to their customers. Engagement of keywords helps the customers to search the specific products of Dunelm Group PLC by searching those words based on search engine optimization (Greenwood *et al.*, 2016). Through this process, the customers of different countries are not facing hurdles at the time of selecting their required products and it helps to create a positive attitude among customers to purchase their customers from those companies. Moreover, social media sites of Dunelm Group PLC help the marketing team of Dunelm Group PLC to identify the requirements of their customers in specific areas of furniture bedding, curtain

or special buy. Through the identification of the required services of customers, the managers of Dunelm Group PLC are analyzing the needs of their consumers and also try to engage developed products within their marketing activities to satisfy the needs of targeted customers. Thus management of Dunelm Group PLC has associated with the wide ranges of customer segmentation by giving them good discount, membership card, coupon code and special offer on select both in the form of online as well as offline medium (Dunelm, 2022).

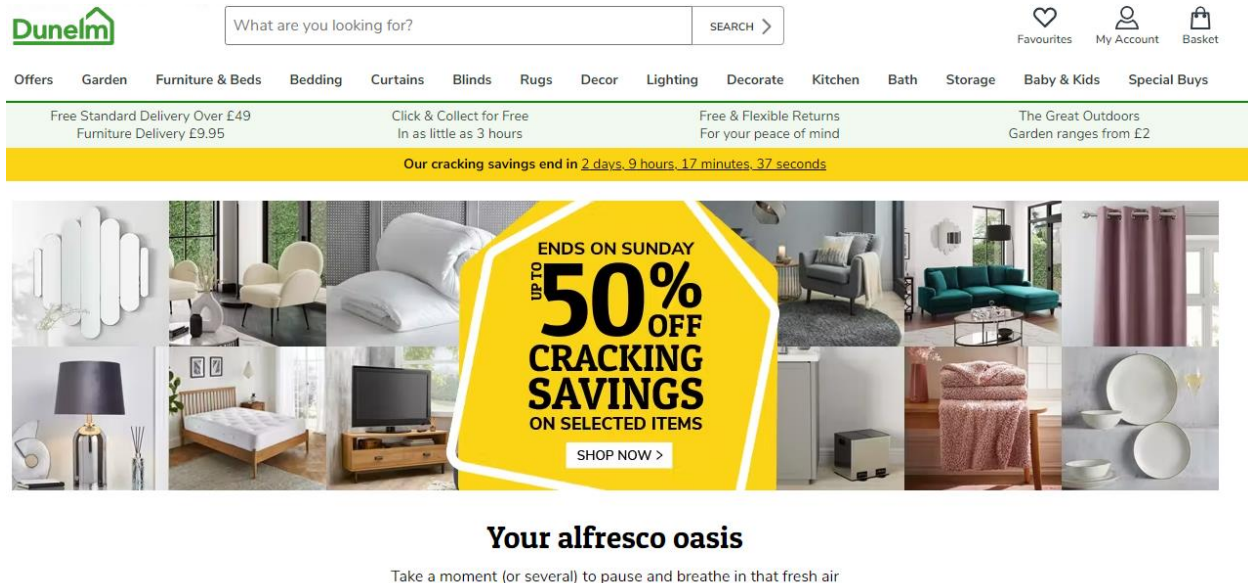


Figure 8: Discounting Price Offer of Dunelm Group PLC

(Source: Dunelm, 2022)

The process helps the marketing team of Dunelm Group PLC to create their healthy relationship with customers by offering proper Answers regarding those questions that have been imposed by the customers within the websites as well as within different social media platforms that are used by Dunelm Group PLC. On the other hand, on the website of Dunelm Group PLC or within various social media platforms the customers are sharing their concerns about different products of Dunelm Group PLC (Tang and Chan, 2018). It resulted in the positive aspect of Dunelm Group PLC as within those platforms the management team of the organizations is easily showcasing their products or services related to bedding, furniture and curtain for drawing the attention of customers. It delivers active support to the marketing operations of Dunelm Group PLC to catch its growth by reaching the doorstep of more consumers in the global world. Thus, online marketing operations are the primary concern of every company in modern-day contexts.

The usage of social media platforms helps companies to maintain their business plan effectively and efficiently within e-marketing activities.

Purchasing decisions of the customers are playing a pivotal role in managing to develop sales within the business. For this, the management team of Dunelm Group PLC is focusing on setting positive behavior among customers regarding their purchasing operations from the stores of companies. The process clearly stated that the purchasing attitude of customers is stressing its effective impact on the growth of companies based on its revenues (Kizgin *et al.*, 2018). With that regard, the management team of Dunelm Group PLC is focusing on the engagement of social media platforms within their business operations for attracting the attention of customers in the international business market (Twitter, 2022).

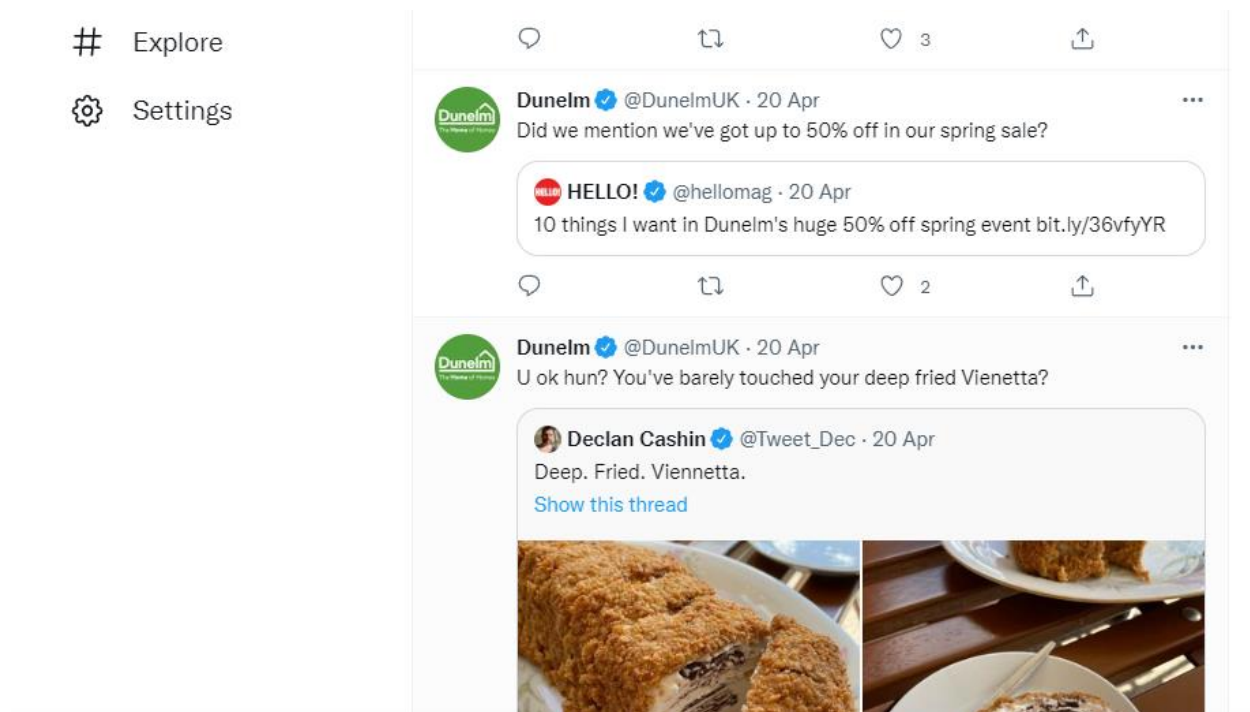


Figure 9: Twitter Handle of Dunelm Group PLC

(Source: Twitter, 2022)

In many cases, it is observed that most of Dunelm Group PLC cannot reach their destined success graph due to the lack of engagement of customers and this process is evident in the case of ineffective marketing policies of Dunelm Group PLC. Through the adoption of different social media platforms, the marketing team of multiple organizations is getting a scope for displaying their products for promoting their approaches towards the wide range of customers within the

global business market (Duggan *et al.*, 2015). The process allows Dunelm Group PLC to create their healthy relationship with customers based on the presentation of a detailed overview of their products and services. Reports show that effective presentation regarding the product as well as services creates reliability among customers in the international business market of the purchasing process of the products as their chosen one. It helps the managers of Dunelm Group PLC to gain growing sales in business by making existing positions within the minds of the customers and that delivers opportunities to manage growth within a business based on huge profits. Moreover, in the social media platforms of Dunelm Group PLC, customers are presenting their reviews regarding the usage of products of different companies. The process helps the marketing team of Dunelm Group PLC to manage their sustainable position within the minds of the existing as well as new customers (Page *et al.*, 2019).

Trend Analysis Using Predictive AI Technique

Management of Dunelm Group PLC need to use different types of hash tag technique that are developed with the help of predictive AI technique, so that they can found by the other segmentation of people that does not follow their page and they are making a habit for asking their audience a question for elicitation the response in which a reference list to the bio has encourage a link which has directed the customer to browse it to their websites. The designated link is a "feedshop.it" link which has been directed a customer for a separate page with the same sets of picture that are appear on the Instagram feed (Giri, 2021). The respective customer then has the ability for clicking any of the pictures that has been directed to the particular ranges of items which has been advertised to that picture. Thus the overall activity has been stored in the app engagement based AI technique and it provides analyses reports to the technical department of Dunelm Group PLC. Thus with usage of Predictive based AI technique, management of Dunelm Group PLC gets to know about the customer preference about the particular product so when the customer visited the Dunelm Group PLC's website, then AI only generalize the product based on the customer behavioral pattern or search index pattern (Sivaram *et al.*, 2021)

PREDICTIVE ANALYSIS

Evolution of Predictive Analytics

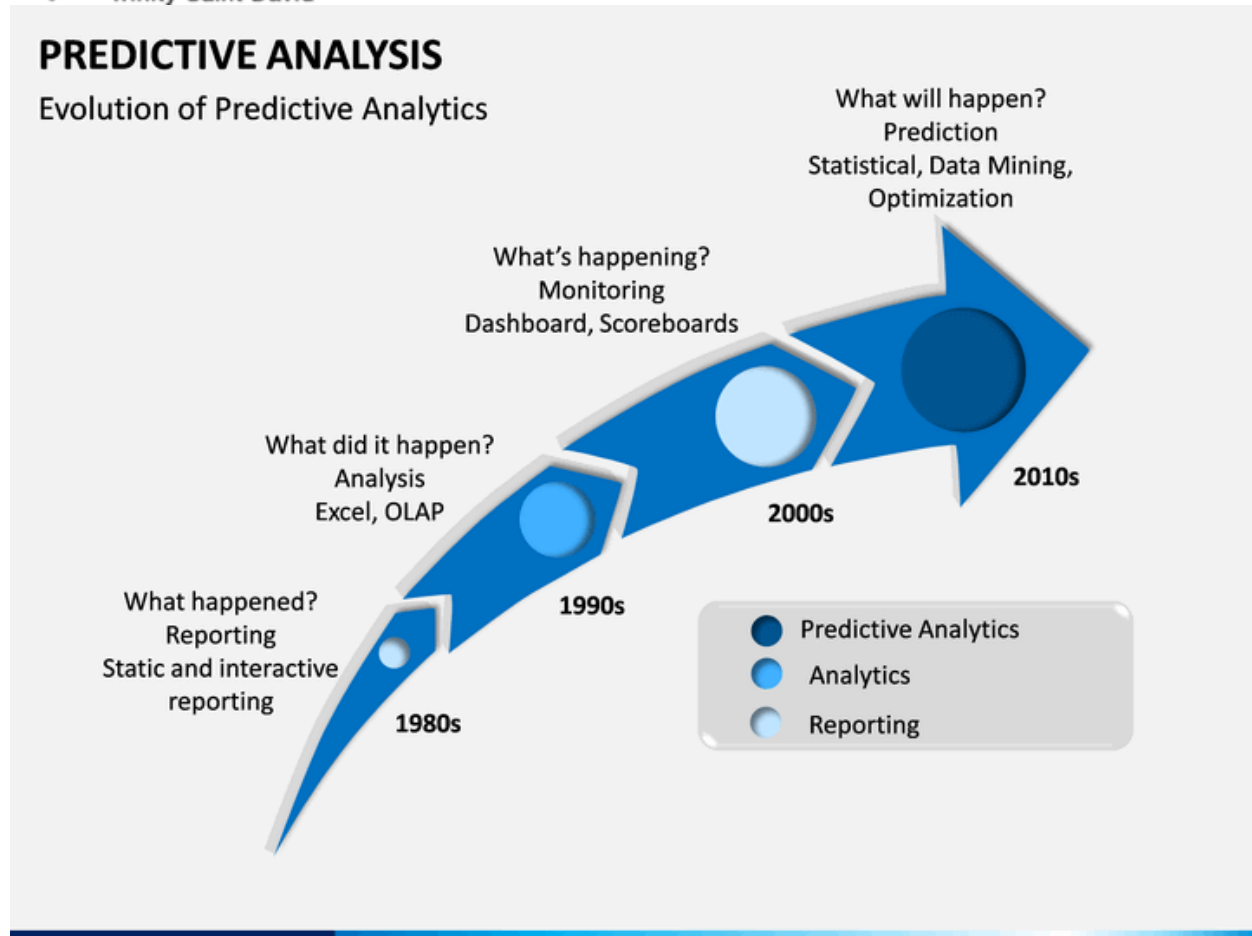


Figure 10: Predictive AI technique

(Source: Sivaram et al., 2021)

Stock item and inventory tracking is a complicated cycle and requests a great deal of choice. Artificial Intelligence innovation offers Dunelm Group PLC the capacity to viably deal with their items at the miniature level while keeping up with large scale level accountability. For instance, Dunelm Group PLC should combine Artificial Intelligence with the Internet of Things (IoT) and portable based innovation to upgrade their checking and constant following for a small amount of the expense contrasted with digitizing their customary frameworks (Lismont et al., 2018). With the combination of existing innovations like Bluetooth, WI-Fi, GPS, and RFID, Dunelm Group PLC can make a more responsive framework that can follow resources anytime, since it moves all through the store network.



Figure 11: Real Time Tracking with AI

(Source: McGovern et al., 2017)

As the remote work capability is more common among the individuals, so the end point protection is become most important to Dunelm Group PLC for protecting the organization assets from the distance. This end point protection has in-build geo location tracking and program identification behavioral pattern classification for detecting different types of malicious suspicious activity which are helpful for Dunelm Group PLC for mitigating the attack the attack of cyber crime by utilizing the updated Artificial Intelligence mechanism .The Management of Dunelm Group PLC has used the forecasted analytic technique called as the Predictive AI in which the buying behavior pattern of the consumer has determined. So when the customer has visited the webpage of Dunelm Group PLC, then based on the customer choice and preferences, some of the recommendation has popped up. This recommendation is implemented with the help of Predictive AI technique and the promotion of the decision making process is implemented with the help of digital marketing technique on Dunelm Group PLC websites.

The future trends of Predictive AI Technology will focus on the various ways that can help to share dynamic content with multiple groups (Cohen et al., 2022). Based on the overview of the recent trends of predictive AI technique among the shoppers, it is noticed that they share various knowledge with different groups but by ensuring their active engagement within the social

networking sites they can share dynamic contents with larger groups of people. It clearly stated that dynamic content is one of the attractive features that do not require that the user of that content have to spend a lot of time reading. Presence of social networking platforms within the dynamic content can help its users to share relevant updates as well as content with their close ones. The process also must help in the spreading of a large volume of contents or information based in very short order. Moreover, in the present context the sharing process of information with multiple groups is performed in a simple way but in the future aspects the use process of those platforms should be performed by putting restrictions. Involvement of restrictions within the usage of digital marketing platforms can help to maintain security as well as help to maintain privacy of the users (Akhare et al., 2019). The process will foster the development of international culture by reducing those security issues. Based on considering the vast amount of content that has been generated through the digital marketing platform it is evident that the users of those sites are willing to share various information with their family, friends, and strangers (LEE *et al.*, 2018). The introduction of a developed security system within the sharing process of Predictive AI must deliver an opportunity in front of the users of various social networking sites to share their important information with their reliable person without facing any theft process or hacking. It can help to manage healthy connections with different people in the global world and that results in the development of culture and society (LUNGU, 2018).

The improvement of globalization and digitalization across the world has initiated the chances of Predictive AI within digital marketing platform. The emergence of AI in digital marketing will be the biggest change within social media by 2021. The influence of predictive in digital marketing in the context of Dunelm Group PLC would leave an impact on international culture. The culture among the people will be changed dramatically because the connection between the people will be divided with the invisible walls of AI (Keenan, 2015). Thus with the help of Predictive AI technology, management of Dunelm Group PLC is able to understand the customer behavioral pattern so that they incorporated different types of suggestion to the website in which the customer segmentation of Dunelm Group PLC can shop from them.

Conclusion

Based on the above analysis, it can be stated that different digital marketing technique has created a positive impact throughout the business process of Dunelm Group PLC. Presentation of clear analysis about furniture products helps the management team of Dunelm Group PLC to create a clear image about their offered services and products within the minds of the customers. In that case, the customers in the global world can have a detailed understanding regarding those products that have already been presented in front of them through the engagement of social media channels. In various cases, it is noticed that the marketing team of Dunelm Group PLC is showing demonstrations regarding the use process of their products in front of customers within the international business market through digital marketing channel. In addition, it has been also started that with the usage of predictive AI technique, Dunelm Group PLC is able to get associated with the wide ranges of customer segmentation after forecasting their choice and preference.

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