

UWTSD

TESCO ENGAGEMENT WITH DIGITAL AND SOCIAL MEDIA

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DIGITAL MARKETING

Digital marketing is the use of websites, apps, mobile devices, social media, and search engines to sell and promote products and services. (Investopedia Team, Jan. 2024)

Customer relationship management (CRM) is a set of integrated technologies that document, track, and manage an organisation's relationships and interactions with existing and potential customers. (IBM.com- april 2024)



infotech.com

DIGITAL MARKETING

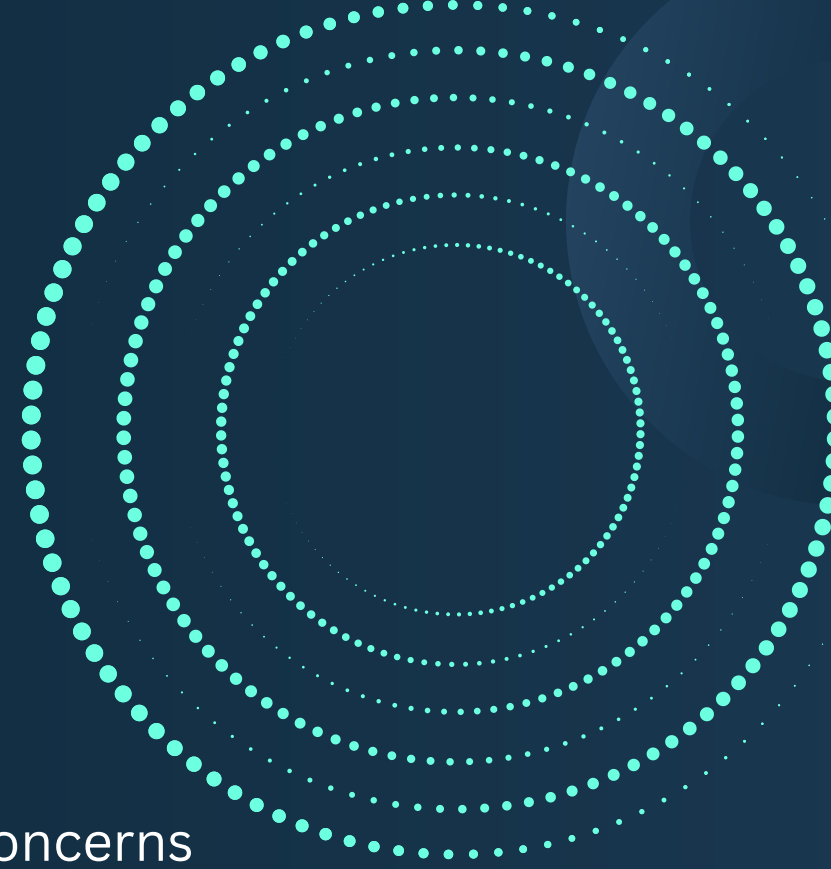
Advantages

- wider audience
- Cost-effective
- Brand Awareness
- Effective Targeting
- Multiple Strategies
- Multiple Content Types
- Increased Engagement with potential customers
- Analytics and Optimization
- Promotes Engagement
- you can change your offers anytime

Disadvantages

- security and privacy concerns
- rapid changes
- not everyone is online (especially older people)
- required skills
- not being able to control the negative feedback
- can be very competitive market
- the influencers can be expensive
- lack of personal touch (having the online boot)
- system interruption and internet access issues
- time consuming.

Tesco outperformed on: impressions by 214% and engagement by 121%, not just meeting but exceeding our targets, and fostering audience participation and emotional connections through an impressive 9.9% engagement rate. (goatagency.com)



new.com.au



hivisasa.com

CRM-positive aspects:



NEGATIVE

I have just tried to contact Tesco...

I have just tried to contact Tesco Customer Service about an overcharged pay-at-the-pump visa payment. It appears to be utterly impossible to make any sort of contact whatsoever, either by email or by phone. There is seems to be no means to reach a real person through the 0800 505555 number.

Date of experience: 03 December 2024

Absolute Transoarency Tesco has use ...

It is a disgrace that Tesco has use it's customers, us, human beings as "lab rats". In effect since July 24 all Tesco product containing dairy have been "modified by the Arla" milk".

Total shame. Boycott Tesco

Date of experience: 03 December 2024

I recently visited Tesco at The...

I recently visited Tesco at The Cheetham Hill Shopping Centre during snowfall and forgot to bring my Tesco Clubcard. I requested assistance from a staff member named Sami Ullah to key in my Clubcard details using a picture, but he refused. Instead, he suggested I complete my shopping, return the next day with my physical Clubcard, and claim the discount then.

When I mentioned that I'd prefer not to shop at Tesco under these circumstances, he simply responded, "That's fine if you don't shop here." This is incredibly poor customer service. I felt undervalued and disrespected.

I have decided not to visit Tesco anymore. There are plenty of other options like Lidl, Asda, and Aldi, where they genuinely care about their customers and treat them with respect.

Date of experience: 23 November 2024

*Aldi **Price Match** items are usually of poorer quality than the Aldi items they claim to match. The fruit from Tesco Price Match is clearly inferior in quality, and the non-fresh items also contain inferior ingredients.*
(MoneySavingExpert Forum, Apr. 27, 2023)



Tesco claim that their pickers choose the best quality produce, with the longest dates. The actuality is very different – what arrives is frequently damaged and short-dated, often actually on its Best Before date. The staff doing the picking just aren't given the time to do a quality job, so customers end up with the stuff that store customers have rejected.(MoneySavingExpert Forum, Apr. 27, 2023)

DIGITAL MARKETING STRATEGIES

SEARCH ENGINE OPTIMIZATION (SEO)

INFLUENCER MARKETING

CONTENT MARKETING

AFFILIATE MARKETING

SOCIAL MEDIA MARKETING

VIDEO MARKETING

PAY-PER-CLICK ADVERTISING (PPC)

EMAIL MARKETING

TESCO PERFORMANCE THROUGH DIGITAL MARKETING

The Clubcard rewards program tracks purchases, visits, product preferences, and expenditure.

Online purchasing habits: tracks browsing history, abandoned carts, purchases, and searches.

Tesco uses digital analytics to track click-through rates and navigational patterns on its website and mobile app. The app also collects location data, shopping lists, and app interactions. Surveys provide qualitative insights into quantitative data from other sources.

The Clubcard provides Tesco with extensive customer data, including:

Purchase histories: seasonal and popular products.

- Demographics: Linking location, family size, and age to purchases.
- conducting a promotion and discount effectiveness evaluation.



CONCLUSION

Tesco is great at using data to make the customer experience more personalised, using segmentation to meet a wide range of needs, and supporting sustainability through acts of kindness and environmentally friendly business practices. These actions help build strong ties with customers, make them more loyal, and show that you share their values. But Tesco needs to address worries about data privacy, being open about its ethical sourcing, and its carbon footprint. By strengthening these areas, Tesco can keep customers' trust, meet their needs, and stay at the top of the retail business.

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THANK YOU



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