



Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David

Marketing Management

Assessment - 1

Name : Mohammed Taqi Uddin

Student ID : 2210126

Module : Marketing Management

Module Code : LCMB7001

Lecturer : Tushara Balendran

Date : 29/08/23

Table of Contents

1. Introduction.....	6
1.1 Background and Overview of Amazon.....	6
1.2 Purpose of the Report.....	6
1.3 Scope and Limitations.....	6
2. Literature Review.....	7
2.1 Understanding the Changing Business Environment and Globalisation.....	7
2.2 The Impact of Digitalisation on Marketing and Customer Experience.....	7
2.3 Importance of Brand Awareness and Competitiveness in a Crowded Marketplace.....	7
2.4 Reputation Management and Its Role in Customer Perception.....	8
2.5 Information Management for Enhanced Customer Insights.....	8
2.6 Meeting Rising Customer Expectations.....	8
3. The Customer Journey in Marketing.....	9
3.1 Definition and Key Elements of the Customer Journey.....	9
3.2 The Shift from Touchpoints to the End-to-End Customer Journey.....	11
3.3 Importance of Mapping and Analysing the Customer Journey.....	11
4. Amazon's Beauty Product Overview.....	12
4.1 Description and Purpose of the Product.....	12
4.2 Importance of Effective Marketing for the Chosen Product.....	13
4.3 Total Engagement Model Explained and Related to the Company.....	13
5. Innovative Marketing Strategies for Brand Awareness.....	15
5.1 Branding and Brand Equity.....	15
5.2 Keller's Brand Equity Model.....	15
5.3 Promotional Strategies.....	15
5.4 Leveraging Amazon's Ecosystem for Cross-Promotion.....	16

5.5 Utilising Influencer Marketing to Reach Target Audiences.....	16
5.6 Personalisation and Customisation of Marketing Messages.....	16
5.7 Social Media Engagement and Content Marketing.....	17
6. Managing the Customer Journey across Communication Channels.....	18
6.1 Definition of communication.....	18
6.2 Communication model.....	19
6.3 Integrated Marketing Communications.....	20
6.4 Seamless Online and Offline Integration.....	20
6.5 Enhancing Customer Support and Interaction.....	20
6.6 Leveraging Artificial Intelligence and Machine Learning for Personalised Experiences...	20
6.7 Creating Consistent Brand Messaging Across Channels.....	21
7. Evaluating Customer Journey Effectiveness.....	22
7.1 Key Performance Indicators (KPIs) for Customer Journey Evaluation.....	22
7.2 Collecting and Analysing Customer Feedback.....	22
7.3 Using Data Analytics to Optimise the Customer Journey.....	22
8. Case Study: Successful Implementation of Innovative Marketing Strategies and Customer Journey Management.....	23
8.1 Case Study Overview.....	23
8.2 Lessons Learned and Best Practices.....	23
9. Challenges and Risks.....	25
9.1 Potential Obstacles and Risks Faced by Amazon.....	25
9.2 Mitigation Strategies.....	25
10. Conclusion.....	26
10.1 Recap of Findings and Contributions.....	26
10.2 Recommendations for Future Marketing and Customer Journey Enhancement.....	26

10.3 Recommendations for New Touchpoints.....	26
References.....	28

Table of figures

Figure 1: The Journey of the Consumer	8
Figure 2: Amazon's Beauty Product	11
Figure 3: Customer journey map of Amazon	17
Figure 4: Communication Model	18

1. Introduction

1.1 Background and Overview of Amazon

The international technology and e-commerce giant Amazon, founded in July 1994 by Jeff Bezos, is based in Seattle, Washington, in the United States. Amazon started out as a website for selling books online, but it has since grown to be one of the biggest and most diverse corporations in the world, operating in a variety of industries including e-commerce, cloud computing, artificial intelligence, and entertainment. The company's objective is to be "Earth's most customer-centric company," with an emphasis on providing a wide range of goods and services to improve customer convenience and satisfaction. Amazon has changed how consumers shop, consume information, and use digital services on a worldwide scale through constant innovation and expansion (Amazon, 2023).

1.2 Purpose of the Report

This investigation looks at how Amazon may efficiently manage the customer experience for a specific cosmetic product while utilising cutting-edge marketing strategies to raise brand awareness. In contrast to conventional marketing strategies, which only focus on touchpoints, the customer journey spans a variety of communication channels and touchpoints. All of a customer's interactions with the business are included. The product we chose from Amazon's wide selection is a representative illustration of the company's position in the beauty sector. We can create marketing tactics that appeal to consumers and complement Amazon's overall brand identity by thoroughly understanding the product's distinctive features, target market, and market positioning.

1.3 Scope and Limitations

Throughout this paper, we will examine how digitalisation, rising brand competition, and changing consumer expectations affect the beauty industry. We will emphasise the importance of brand awareness and reputation management to foster trust in the beauty sector. We will also explore customer journey mapping to pinpoint crucial touchpoints and events that affect consumer decisions (Amazon, 2023).

2. Literature Review

2.1 Understanding the Changing Business Environment and Globalisation

Like many others, the commercial environment in which the beauty sector operates is dynamic and constantly changing. Because of increased rivalry and the spread of beauty companies internationally, globalisation has had a significant impact on the beauty sector (Kröger, 2022). It can be difficult for businesses to modify their marketing tactics to fit different cultural conventions, preferences, and legal requirements as they attempt to increase their global presence. The development of e-commerce sites like Amazon has been made possible by globalisation, allowing beauty firms to connect with more people worldwide (Kröger, 2022).

2.2 The Impact of Digitalisation on Marketing and Customer Experience

The marketing environment in the beauty sector has undergone a radical change since the arrival of digitalisation. Nowadays, a large portion of the research, recommendation, and decision-making for beauty goods is done by customers on digital platforms (Lad et al., 2019). E-commerce behemoths like Amazon have improved the consumer experience by utilising digital resources like data analytics and artificial intelligence. Additionally, social media platforms have emerged as influential venues for promoting beauty products, with influencers in the industry influencing consumer trends and preferences (Lad et al., 2019).

2.3 Importance of Brand Awareness and Competitiveness in a Crowded Marketplace

Brand awareness is crucial for success in the highly crowded beauty business. To stand out from the competition and encourage consumer brand loyalty, it is essential to establish a distinctive brand identity (Sun and Kim, 2023). Beauty firms have a unique opportunity to use Amazon's enormous consumer base and raise their brand recognition thanks to its prominence as an e-commerce platform. Amazon can considerably increase brand awareness of the chosen beauty product by prominently displaying products on the marketplace and providing a frictionless buying experience (Sun and Kim, 2023).

2.4 Reputation Management and Its Role in Customer Perception

Since consumer opinion significantly impacts buying decisions, maintaining a good reputation is crucial for beauty brands. A brand's reputation can be severely damaged by unfavourable reviews or controversies, diminishing consumer confidence. With its customer review system, Amazon offers a forum for real input, which affects potential customers' buying decisions. Because of this, it's crucial that the finalised beauty product continuously fulfils its commitments and respond to any client complaints as soon as they arise (Choi and Leon, 2023).

2.5 Information Management for Enhanced Customer Insights

Understanding consumer preferences, behaviours, and expectations requires effective information management. Thanks to Amazon's powerful data analytics capabilities, beauty brands can learn important information about consumer trends and tastes. Businesses can personalise their marketing messages and recommendations by analysing consumer data, increasing customer happiness and encouraging them to make repeat purchases. By using Amazon's data-driven insights, the selected beauty company may better personalise its marketing initiatives to meet the demands and tastes of its target audience (Liu et al., 2020).

2.6 Meeting Rising Customer Expectations

Customers anticipate quick and easy transactions when buying in today's fast-paced society. Customers expect Amazon to deliver their orders quickly and reliably, and this reputation has raised the bar. The chosen beauty brand must prioritise logistics and fulfilment to ensure prompt and satisfactory product delivery to meet these escalating expectations. Additionally, delivering first-rate customer service and after-sales care is essential for promoting repeat business and good word-of-mouth (Stabile et al., 2020).

3. The Customer Journey in Marketing



Figure 1: The Journey of the Consumer

(Source: Terho et al., 2022)

3.1 Definition and Key Elements of the Customer Journey

A customer's stages to interact with a brand, sound, or service can be categorised as part of the customer journey. The touchpoints, emotions, experiences, and customer expectations are essential to the customer journey (Terho et al., 2022). Touchpoints are unique interactions when customers interact with a brand, such as website visits, social media participation, or customer service conversations. In moulding customer impressions and decision-making, emotions and experiences are important factors. Customer loyalty is increased through positive interactions, whereas poor interactions may discourage repeat business. Conversely, meeting consumer expectations and matching marketing initiatives to their preferences are critical to fulfilling customers' demands (Terho et al., 2022).

Stages in the Customer Journey

Awareness Stage – Initially, prospective clients are in the awareness stage when they become aware of a need or problem. In an effort to find knowledge and solutions, they start their research. Touchpoints are essential in this stage for grabbing their attention (Tueanrat et al., 2021).

Consideration Stage – When clients have found viable solutions, they advance to the consideration stage, where they weigh their options. Consumers compare features, advantages, and costs as consumers examine the goods and services in greater detail during this phase (Tueanrat et al., 2021).

Purchase Stage – The change from the consideration stage to the buying stage is the choice to buy. The chosen product or service has attracted customers who are prepared to commit. In order to facilitate a smooth and convenient buying experience, the touchpoints at this stage are crucial (Tueanrat et al., 2021).

Post-Purchase Stage – The post-purchase phase is when buyers evaluate their experience and decide if the brand lived up to their expectations. Future engagement and brand loyalty are significantly influenced by this stage. Emails that confirm orders, information on the status of shipments, and tailored follow-up surveys are important touchpoints (Tueanrat et al., 2021).

Customer Profile

Young, tech-savvy professionals between the ages of 25 and 35 who are looking for high-quality, innovative products make up our usual consumer base. They are influenced by internet reviews and suggestions from friends and place a high priority on sustainability, efficiency, and ease of use (Tueanrat et al., 2021).

Strengths and Weaknesses of the Customer Journey Map

The customer journey map reveals both advantages and disadvantages that have an effect on the general efficacy of the brand's engagement strategy. One distinguishing asset is its full online presence during the pre-purchase phase, which makes use of social media marketing and online reviews to draw interest and establish a foundation of trust. Through order confirmation emails, surveys, and reward programmes, the map also shines at post-purchase involvement, promoting enduring client loyalty. But there are drawbacks, such as limited in-store experiences for customers who prefer traditional retail, and perhaps a lack of personalisation based on prior interactions. Even if it works in some situations, the map might use more sophisticated personalised touchpoints and better offline involvement (Tueanrat et al., 2021).

3.2 The Shift from Touchpoints to the End-to-End Customer Journey

Marketers have traditionally focused on improving individual touchpoints to improve customer experiences. But as marketing tactics have developed, there has been a shift towards accepting the customer journey as a whole process (Li, 2021). This all-encompassing strategy acknowledges that consumers connect with brands through various touchpoints and that each touchpoint adds to the entire customer experience. Marketers may more fully understand the complete client journey, pinpoint pain points, and find chances for improvement by adopting this comprehensive perspective. This change enables brands to provide smooth and uniform experiences across all touchpoints, eventually increasing consumer happiness and loyalty (Li, 2021).

3.3 Importance of Mapping and Analysing the Customer Journey

For marketers to learn important lessons about consumer behaviour and preferences at each stage, it is essential to map and analyse the customer journey. Customer journey mapping provides a visual representation of the entire customer experience, including interactions, emotions, and motives, making it possible to spot chances to improve the customer experience (Micheaux and Bosio, 2019). Marketers can target customers based on their preferences, find areas for improvement in the customer experience, and personalise their marketing campaigns by examining the customer journey. This data-driven strategy allows brands to effectively target pain spots and optimise touchpoints, enhancing customer loyalty and retention (Micheaux and Bosio, 2019).

[illegible]

(Source: Razak et al., 2022)

The cosmetic item from Amazon's selection is a high-end skincare serum with anti-ageing properties that fight wrinkles, fine lines, and other ageing indications. The serum, which was created with the help of cutting-edge technology and botanical solid ingredients, seeks to revitalise and renew the skin, giving it a youthful and radiant appearance. All skin types can use it because of its non-greasy, lightweight texture, which makes application a pleasure (Razak et al., 2022).

This skincare serum was created to satisfy the growing need for efficient anti-ageing products in the beauty industry. This serum promises to provide noticeable benefits and give users the confidence to embrace their inherent beauty in the face of rising consumer demand for high-quality anti-ageing and skin-health products (Razak et al., 2022).

4.2 Importance of Effective Marketing for the Chosen Product

Effective promotion is essential for the selected anti-ageing skincare serum on Amazon to be successful. Effective marketing initiatives are vital to set the product apart from the competition and build a solid market presence in the fiercely competitive beauty sector.

Differentiation – Anti-aging products dominate the beauty market, making it necessary to differentiate them. To present the serum as a premium product, effective marketing will draw attention to its distinct composition, robust components, and efficacy (Madhura and Niyaz Panakaje, 2022).

Brand Awareness – Building brand awareness is essential for a new product in a cutthroat industry. The selected serum can establish notoriety among beauty lovers through focused digital advertising, social media promotions, and partnerships with influencers (Madhura and Niyaz Panakaje, 2022).

Educating Consumers – Consumers will learn about the advantages of the serum, the research behind it, and real-world user reviews via effective marketing, which will build consumer confidence and influence purchase decisions (Madhura and Niyaz Panakaje, 2022).

Personalisation – According to consumer preferences, marketing messaging can be modified to offer a more individualised experience that speaks to each customer's needs and increases engagement and conversion rates (Madhura and Niyaz Panakaje, 2022).

4.3 Total Engagement Model Explained and Related to the Company

A strategy framework called the Total Engagement Model emphasises a comprehensive approach that extends beyond individual touchpoints in order to maximise consumer interactions throughout their customer journey. It emphasises how crucial it is to engage people in a meaningful way across a range of phases, interactions, and platforms. Companies may build enduring relationships, increase brand loyalty, and promote commercial success by concentrating on the overall customer experience. Our company's objective of providing a smooth, customer-centric experience is ideally aligned with the Total Engagement Model. By using this model, we can make sure that every step of our clients' journeys is marked by consistent messaging, individualised interactions, and seamless transitions. This strategy generates stronger

relationships with the brand, greater engagement, and higher levels of consumer happiness (de Oliveira Santini et al., 2020).

5. Innovative Marketing Strategies for Brand Awareness

Innovative marketing techniques are essential for building brand awareness and creating a competitive edge in the beauty sector. The exposure and appeal of the chosen anti-ageing skincare serum can be markedly increased by leveraging Amazon's ecosystem, using influencer marketing, personalising marketing messages, and engaging customers through social media and content marketing (Ansari et al., 2019).

5.1 Branding and Brand Equity

The process of building a distinctive identity for a good, service, or business in the minds of customers is known as branding. It entails developing a distinctive name, logo, and messaging that distinguish the brand and arouse particular associations and feelings. On the other side, brand equity describes the value a brand has that is not directly related to its physical characteristics. It includes customer views, brand loyalty, and the monetary value the brand brings to the business (Cruz-Milán, 2023).

5.2 Keller's Brand Equity Model

Brand salience, brand performance, brand imagery, brand judgements, and brand feelings are the key components of Keller's Brand Equity Model, which focuses on creating a strong brand. This model can be used by our organisation if we develop a distinctive and recognisable brand, regularly fulfil our commitments to clients, build pleasant associations, and elicit favourable emotional reactions from them. This model's benefits stem from its all-encompassing strategy, which aids businesses in forging strong and enduring relationships with customers. To accomplish that, though, might take a lot of effort and time (Cruz-Milán, 2023).

5.3 Promotional Strategies

Influencer Partnerships – Collaborating with relevant influencers who align with our brand values can increase brand exposure and credibility among their followers.

Social Media Campaigns – Engaging content on platforms like Instagram, TikTok, and Twitter can reach a wider audience and encourage user-generated content (Cruz-Milán, 2023).

Interactive Experiences – Developing interactive online experiences or mobile apps that allow users to engage with the brand in a unique and memorable way can generate buzz.

Storytelling Content – Sharing brand stories through blog posts, videos, or podcasts can create an emotional connection and humanize the brand.

Localized Events – Hosting local events or pop-up shops can engage the community and offer a tangible experience of the brand (Cruz-Milán, 2023).

5.4 Leveraging Amazon's Ecosystem for Cross-Promotion

The enormous ecosystem of Amazon offers an excellent chance for cross-promotion. The chosen serum can be exposed to a broader audience, improving its visibility and possible sales by strategically positioning the product in pertinent cosmetic categories and utilising Amazon's recommendation algorithms (Fong et al., 2019). Packaging the serum with complimentary cosmetics, such as an eye cream or moisturising moisturiser, can increase cross-selling opportunities, introduce clients to a whole anti-ageing programme, and boost sales.

5.5 Utilising Influencer Marketing to Reach Target Audiences

Influencer marketing is a potent strategy for reaching target audiences in the beauty sector. Genuine product endorsements and recommendations can be obtained by collaborating with beauty influencers who share the brand identity of the serum and have a sizable fan base. Through before-and-after photos, customer testimonials, and skincare regimens, influencers can share their personal experiences using the serum, boosting the product's legitimacy and appeal to potential buyers. It is possible to increase brand recognition and spark interest among beauty fans by utilising these reliable people's influence (Campbell and Farrell, 2020).

5.6 Personalisation and Customisation of Marketing Messages

In the world of marketing today, customisation is critical. Marketers can tailor their messages based on customer preferences, demographics, and previous interactions using data analytics and customer insights from Amazon's platform. Customers feel appreciated and engaged when content and incentives are tailored to meet particular skincare issues or age groups, increasing

conversion rates and fostering brand loyalty (Saralaya et al., 2023). Personalisation helps clients, and the brand connects more deeply, which allows the product to stand out in a crowded market.

5.7 Social Media Engagement and Content Marketing

Social media heavily influence beauty trends and shopping patterns. By attracting customers with interesting material like skincare advice, instructional videos, and user-generated content, brands can build a community of devoted brand evangelists (Challa and Anute, 2021). Customers can provide genuine user-generated content that appeals to new customers by participating in challenges and using hashtags to promote sharing experiences with the serum. A further way to increase engagement and brand credibility on social media platforms is to collaborate with skincare specialists, beauty aficionados, and other pros for live demonstrations, Q&A sessions, and virtual events (Challa and Anute, 2021).

6. Managing the Customer Journey across Communication Channels

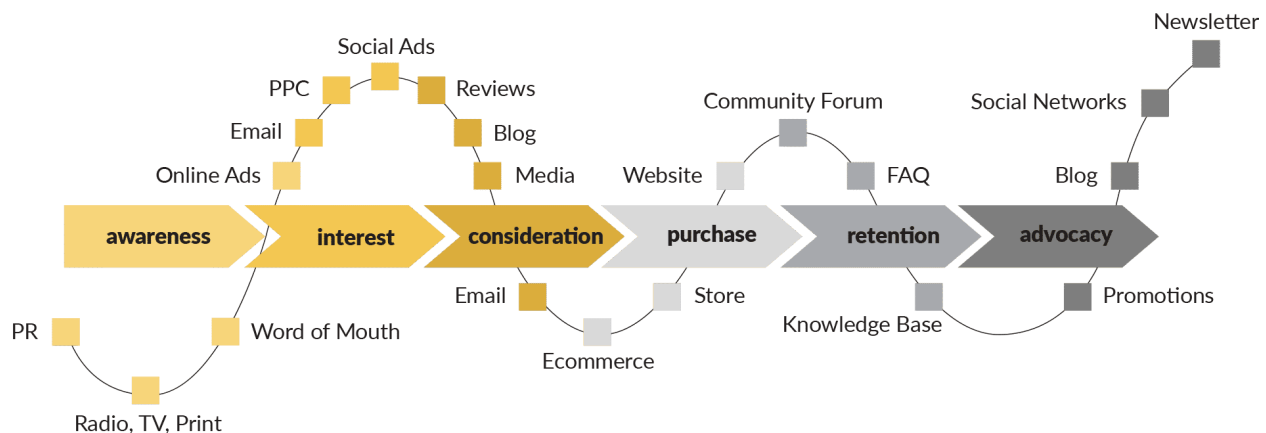


Figure 3: Customer journey map of Amazon

(Source: Jongen, 2020)

6.1 Definition of communication

The complex process of expressing information, thoughts, or feelings between people or things through a variety of cues, such as written messages, written messages, or visual aids, is known as communication. It entails the sending of a message that has been encoded by the sender and sent to the recipient for decoding and interpretation. Clarity, comprehension, and active participation are necessary for effective communication because they encourage the interchange of meaning

and promote mutual understanding. It is an essential instrument for knowledge sharing, swaying ideas, and forming connections in a variety of circumstances, and it plays a crucial part in interpersonal relationships, commercial interactions, and societal dynamics (Hancock et al., 2020).

6.2 Communication model

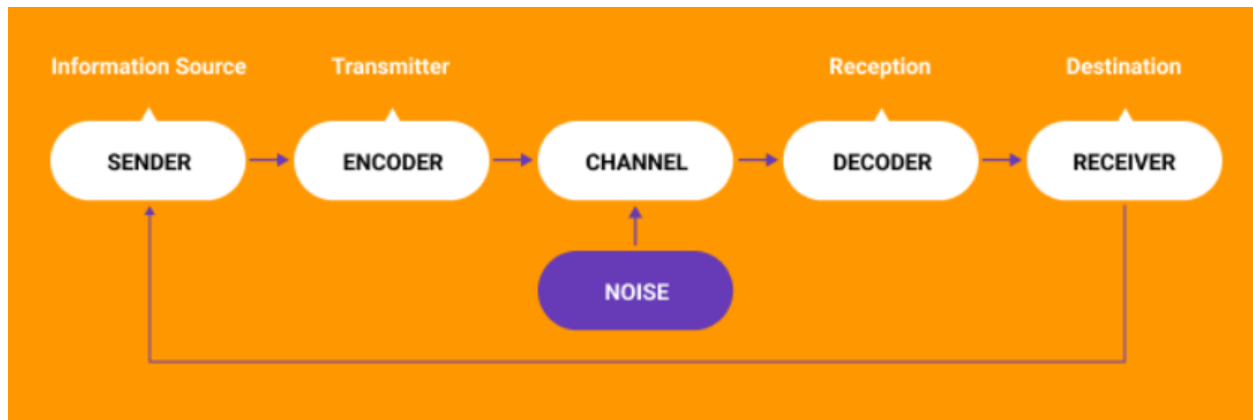


Figure 4: Communication Model

(Source: Pumble Learn, 2022)

The communication model is a conceptual framework that shows how data is sent from one party to another and received by another. It aids in our comprehension of the intricate, multi-step process of communication. The Shannon-Weaver model is one of the fundamental ones. The sender, who initiates the message, the message itself, which contains the information to be transmitted, the process of encoding, which transforms the message into a format that can be transmitted, the channel, or medium, through which the message is transmitted (such as speech, text, or visual cues), the recipient's process of decoding, which involves the recipient interpreting the message, and finally the receiver, who takes in the information (AMARI, 2020). Physical distractions, linguistic difficulties, and discrepancies in interpretation are examples of external elements, or "noise," that can obstruct successful communication. Feedback, which is the recipient's reaction to the communication, ensures that the message's intended meaning and what is really communicated. The models of modern communication have changed to take into account new factors, such as context, cultural influences, and the use of technology. Interactive communication models stress that communication is a dynamic exchange in which both sides

participate actively rather than being a one-way street. Understanding these models helps to enhance messaging effectiveness, reduce misunderstandings, and improve communication tactics (AMARI, 2020).

6.3 Integrated Marketing Communications

IMC, or integrated marketing communications, is a tactical technique that makes sure a brand's message is consistently and effectively communicated across a variety of communication channels. IMC seeks to develop a cohesive and powerful brand image by coordinating advertising, public relations, promotions, and other marketing components. The target audience benefits from a seamless experience thanks to this strategy, which maximises the effectiveness of communication efforts and improves customer understanding. IMC emphasises the significance of communicating a consistent message to achieve marketing objectives and fortify brand identification. It recognises the interconnection of contemporary marketing strategies (Muhammedrisaevna et al., 2020).

6.4 Seamless Online and Offline Integration

For a cohesive consumer experience, creating a seamless interaction between online and offline channels is crucial. Before making an offline purchase or vice versa, customers frequently conduct online product research (Neslin, 2022). It builds trust and improves the customer journey when information, promotions, and branding are consistent across both channels. Customers may, for example, peruse the serum they've chosen on Amazon's website before purchasing in person. A seamless transition and increased brand trust are ensured by matching the online product information and pricing with what is offered in-store (Neslin, 2022).

6.5 Enhancing Customer Support and Interaction

To manage the client journey, excellent customer care is essential. A commitment to customer satisfaction can be seen in promptly resolving client questions, issues, and complaints via various contact channels like chat, email, and social media. Adopting a proactive customer service strategy, where customers are engaged with pertinent product recommendations and tailored help, improves the overall customer experience and promotes brand loyalty (Aversa et al., 2021).

6.6 Leveraging Artificial Intelligence and Machine Learning for Personalised Experiences

By enabling personalised customer experiences, artificial intelligence (AI) and machine learning technologies have transformed marketing. By analysing client data and behaviour, brands can modify marketing messaging, product suggestions and promotional offers to correspond to specific preferences and needs (Rowe and Lester, 2020). Using AI-driven chatbots, the selected business may quickly respond to customer inquiries, make product recommendations based on past purchases, and create a more exciting and dynamic shopping experience. Personalisation increases customer pleasure, encourages repeat business, and fortifies the relationship between the client and the brand (Rowe and Lester, 2020).

6.7 Creating Consistent Brand Messaging Across Channels

Developing a solid brand identity and recognition depends on consistency in brand messaging. The selected serum's brand message, values, and distinguishing qualities should be consistent across all marketing channels. Customers may more easily recognise and interact with the brand across various media due to the consistency that increases brand recognition and confidence. A cohesive and cogent experience for customers throughout their journey is made possible by consistent messaging, which also helps improve the brand's reputation (Rodríguez-Molina et al., 2019).

7. Evaluating Customer Journey Effectiveness

7.1 Key Performance Indicators (KPIs) for Customer Journey Evaluation

Conversion Rate – The efficiency of the conversion process for leads into consumers can be determined by monitoring the percentage of website visitors who make a purchase (Terra and Casais, 2021).

Customer Retention Rate – Assessing the proportion of customers who make additional purchases over time reveals whether the customer journey effectively promotes brand loyalty (Terra and Casais, 2021).

Customer Satisfaction Score (CSAT) – The trip's effectiveness can be evaluated by gathering client feedback on how satisfied they are with the service and the entire experience (Terra and Casais, 2021).

7.2 Collecting and Analysing Customer Feedback

Knowing the problems and potential areas for change in the customer journey may be learned a lot from customer feedback. Brands can pinpoint specific issues and take preventative measures by gathering feedback through surveys, reviews, interactions on social media, and customer service exchanges (Park et al., 2020). Positive feedback can draw attention to elements already working well and can be strengthened, whilst negative feedback can lead to chances for improvement and correction. Customers' wants and opinions are heard, demonstrating a customer-centric approach and fostering loyalty (Park et al., 2020).

7.3 Using Data Analytics to Optimise the Customer Journey

Understanding consumer behaviour and preferences at each point of the customer journey is crucial, and data analytics plays a vital part. Marketers can spot trends, preferences, and places where customers are losing interest by examining data from numerous touchpoints (Holmlund et al., 2020). Brands may tailor marketing messages to specific client journeys by personalising product recommendations, enhancing touchpoints, and utilising AI and machine learning algorithms. Client happiness and loyalty are eventually increased through data-driven insights that allow for continual improvement and adaptation to changing client needs (Holmlund et al., 2020).

8. Case Study: Successful Implementation of Innovative Marketing Strategies and Customer Journey Management

8.1 Case Study Overview

This case study examines the practical application of cutting-edge marketing tactics and customer journey management to introduce a high-end anti-ageing skincare serum on Amazon. The chosen product, the result of thorough study and innovative composition, was created to stand out in the crowded beauty industry and satisfy the needs of clients looking for efficient anti-ageing remedies. The marketing team put several cutting-edge methods into practice to

increase brand awareness, engage target groups, and improve the customer journey (Keiningham et al., 2020).

The serum was effectively positioned on Amazon's platform through seamless online and physical integration and cross-promotion with complimentary cosmetic goods. Influencer marketing played a crucial role, as beauty influencers shared their experiences with the serum and helped build trust among their followers. Personalisation was made possible through data-driven insights, allowing for personalised product recommendations and marketing communications based on customer preferences. To further reinforce its identity and principles, the company kept its messaging consistent across all communication platforms (Keiningham et al., 2020).

8.2 Lessons Learned and Best Practices

Embrace Innovation – Adopting cutting-edge marketing techniques is crucial to differentiating the product in a dynamic and competitive market and grabbing consumers' attention. Personalised experiences that appeal to target audiences can be created by utilising new technology, channels, and customer data (Vakulenko et al., 2019).

Customer-Centric Approach – The customer should be the focal point of all marketing initiatives to encourage loyalty and trust. Brands may foster better relationships and develop brand champions by paying attention to consumer input, addressing their problems, and providing individualised experiences (Vakulenko et al., 2019).

Consistent Brand Messaging – Consistency in brand messaging across all platforms improves brand recognition and makes it easier for customers to recognise and interact with the brand. A consistent voice enhances the brand's trustworthiness and perception (Vakulenko et al., 2019).

9. Challenges and Risks

9.1 Potential Obstacles and Risks Faced by Amazon

Intense Competition – The beauty industry is fiercely competitive, with many well-known and up-and-coming firms competing for consumers' attention. Price wars and margin pressure may result from seasoned players and fresh competitors (Garnelo et al., 2020).

Shifting Consumer Trends – Consumer tastes in the beauty sector are constantly evolving. The effective positioning of the anti-ageing serum is a challenge for Amazon in keeping up with changing trends and satisfying shifting customer expectations (Garnelo et al., 2020).

Supply Chain Disruptions – Maintaining a consistent supply of the serum and effectively managing inventory is essential. Disruptions to the supply chain, such as transportation or sourcing problems, may affect product availability and consumer satisfaction (Garnelo et al., 2020).

9.2 Mitigation Strategies

Differentiation and Branding – The anti-ageing serum can stand out from rivals by highlighting its unique selling qualities and developing a solid brand identity, which can lessen the impact of price-based competition (Nunes et al., 2020).

Market Research and Customer Insights – Amazon will be able to recognise changing consumer trends and preferences and adjust marketing strategies as a result of conducting in-depth market research and acquiring customer insights (Nunes et al., 2020).

Responsive Customer Support – By establishing a rapid and effective customer care system, Amazon can address negative feedback quickly and proactively handle consumer issues, improving brand trust and reputation (Nunes et al., 2020).

10. Conclusion

10.1 Recap of Findings and Contributions

For the successful introduction of a high-end anti-ageing skincare serum on Amazon, we looked at creative marketing tactics and efficient customer journey management in this study. The chosen product was made to stand out in the cutthroat beauty market and satisfy the growing need for efficient anti-ageing remedies. The serum increased brand awareness and consumer engagement through effective online and offline integration, influencer marketing, personalisation of marketing communications, and consistent brand messaging.

10.2 Recommendations for Future Marketing and Customer Journey Enhancement

Continued Innovation – The Company will maintain its competitive edge in the ever-evolving beauty market by continuously innovating its marketing tactics and product offerings, allowing it to stay up with shifting consumer tastes (Han et al., 2022).

Long-term Customer Engagement – Personalised follow-ups, loyalty programmes, and exclusive offers can help businesses create long-lasting relationships with their clients and encourage repeat business (Han et al., 2022).

Social and Environmental Responsibility – Consumers concerned about the environment may be attracted if the serum is highlighted for its ethical and sustainable practices, which align with current trends and beliefs (Han et al., 2022).

10.3 Recommendations for New Touchpoints

Virtual Showroom Experience – Create a virtual showroom that enables users to browse and interact with products in a virtual setting. By providing a more immersive and captivating approach to consider things before making a purchase, this touchpoint fills the gap between online and offline interactions (De Keyser et al., 2020).

Augmented Reality Try-On – Bring in augmented reality technology to allow clients to virtually test on merchandise like accessories or cosmetics. This touchpoint improves the

deliberation phase by providing a distinctive and engaging experience that may increase confidence in purchasing choices (De Keyser et al., 2020).

Personalised Content Hub – Develop a customised content hub for our website that compiles pertinent articles, videos, and resources based on user choices and previous interactions. The awareness and consideration phases are improved by this touchpoint, which provides useful information, educates clients, and fosters trust (De Keyser et al., 2020).

References

- AMARI, Y., (2020) Comprehending Security through Shannon's Communication Model. *International Journal of Affective Engineering*, 19(3), pp.177-187.
- Amazon Ads (2023). *Beauty Industry Marketing - Build an Advertising Strategy* | Amazon Ads. [online] Amazon Ads. Available at: <https://advertising.amazon.com/solutions/industries/beauty> [Accessed 27 Jul. 2023].
- Ansari, S., Ansari, G., Ghori, M.U. and Kazi, A.G., (2019) Impact of brand awareness and social media content marketing on consumer purchase decision. *Journal of Public Value and Administrative Insight*, 2(2), pp.5-10.
- Aversa, P., Haeffliger, S., Hueller, F. and Reza, D.G., (2021) Customer complementarity in the digital space: Exploring Amazon's business model diversification. *Long Range Planning*, 54(5), p.101985.
- Campbell, C. and Farrell, J.R., (2020) More than meets the eye: The functional components underlying influencer marketing. *Business horizons*, 63(4), pp.469-479.
- Challa, A. and Anute, N., (2021) The Effectiveness of Instagram Content Marketing on Brand Building of a Company. *Journal of Sales, Service and Marketing Research*, 2(2), pp.1-7.
- Choi, H.S. and Leon, S., (2023) When trust cues help helpfulness: investigating the effect of trust cues on online review helpfulness using big data survey based on the amazon platform. *Electronic Commerce Research*, pp.1-28.
- Cruz-Milán, O., (2023) Assessing the role of venturesomeness in a destination consumer-based brand equity model. *Journal of Hospitality and Tourism Insights*, 6(1), pp.324-343.
- De Keyser, A., Verleye, K., Lemon, K.N., Keiningham, T.L. and Klaus, P., (2020) Moving the customer experience field forward: introducing the touchpoints, context, qualities (TCQ) nomenclature. *Journal of Service Research*, 23(4), pp.433-455.

de Oliveira Santini, F., Ladeira, W.J., Pinto, D.C., Herter, M.M., Sampaio, C.H. and Babin, B.J., (2020) Customer engagement in social media: a framework and meta-analysis. *Journal of the Academy of Marketing Science*, 48, pp.1211-1228.

Fong, C., Huang, J., Robinson, K. and Ungerman, K., 2019. Prime Day and the broad reach of Amazon's ecosystem. McKinsey & Company. Retrieved February, 27, p.2021.

Garnelo, L., Parente, R.C.P., Puchiarelli, M.L.R., Correia, P.C., Torres, M.V. and Herkrath, F.J., (2020) Barriers to access and organization of primary health care services for rural riverside populations in the Amazon. *International Journal for Equity in Health*, 19, pp.1-14.

Han, D.I.D., Bergs, Y. and Moorhouse, N., (2022) Virtual reality consumer experience escapes: preparing for the metaverse. *Virtual Reality*, 26(4), pp.1443-1458.

Hancock, J.T., Naaman, M. and Levy, K., (2020) AI-mediated communication: Definition, research agenda, and ethical considerations. *Journal of Computer-Mediated Communication*, 25(1), pp.89-100.

Holmlund, M., Van Vaerenbergh, Y., Ciuchita, R., Ravald, A., Sarantopoulos, P., Ordenes, F.V. and Zaki, M., (2020) Customer experience management in the age of big data analytics: A strategic framework. *Journal of Business Research*, 116, pp.356-365.

Jongen, R. (2020) *How Amazon, Google, and Belsimpel perfected the customer journey (and how to apply these lessons)* - REVELX: Blog, RevelX. Available at: <https://www.revelx.co/blog/customer-journey-optimization/> (Accessed: 29 July 2023).

Keiningham, T., Aksoy, L., Bruce, H.L., Cadet, F., Clennell, N., Hodgkinson, I.R. and Kearney, T., (2020) Customer experience driven business model innovation. *Journal of Business Research*, 116, pp.431-440.

Kröger, M., (2022) *Extractivisms, existences and extinctions: Monoculture plantations and Amazon deforestation* (p. 176). Taylor & Francis.

Lad, A., Butala, S. and Bide, P., (2019) November. A comparative analysis of over-the-top platforms: Amazon Prime Video and Netflix. In *International Conference on Communication and Intelligent Systems* (pp. 283-299). Singapore: Springer Singapore.

Li, S., (2021) How Does Digital Transformation Improve Customer Experience?. The Palgrave Handbook of FinTech and Blockchain, pp.473-502.

Liu, Y., Soroka, A., Han, L., Jian, J. and Tang, M., (2020) Cloud-based big data analytics for customer insight-driven design innovation in SMEs. *International Journal of Information Management*, 51, p.102034.

Madhura, K. and Niyaz Panakaje, D., (2022) Development of Fashionable Products through Online Retailing: A Case Study on Amazon and Flipkart. *International Journal of Case Studies in Business, IT, and Education (IJCSBE)*, ISSN, pp.2581-6942.

Micheaux, A. and Bosio, B., (2019) Customer journey mapping as a new way to teach data-driven marketing as a service. *Journal of Marketing Education*, 41(2), pp.127-140.

Muhammedrisaevna, T.M.S., Bayazovna, G.N. and Kakhramonovna, D.A., (2020) Goal and objectives of integrated marketing communications. *Economics*, (2 (45)), pp.5-7.

Neslin, S.A., (2022) The omnichannel continuum: Integrating online and offline channels along the customer journey. *Journal of Retailing*, 98(1), pp.111-132.

Nunes, S., Gastauer, M., Cavalcante, R.B., Ramos, S.J., Caldeira Jr, C.F., Silva, D., Rodrigues, R.R., Salomão, R., Oliveira, M., Souza-Filho, P.W. and Siqueira, J.O., (2020) Challenges and opportunities for large-scale reforestation in the Eastern Amazon using native species. *Forest Ecology and management*, 466, p.118120.

Park, E., Kang, J., Choi, D. and Han, J., (2020) Understanding customers' hotel revisiting behaviour: a sentiment analysis of online feedback reviews. *Current Issues in Tourism*, 23(5), pp.605-611.

Pumble Learn. (2022). 8 *Communication models explained*. [online] Available at: <https://pumble.com/learn/communication/communication-models/> [Accessed 21 Aug. 2023].

Razak, N.H.A., Mustapha, M.F., rah Marzuki, N.A. and Tajul, N.S.S.A., (2022) Amazon Product Sentiment Analysis using RapidMiner.

Rodríguez-Molina, M.A., Frías-Jamilena, D.M., Del Barrio-García, S. and Castañeda-García, J.A., (2019) Destination brand equity-formation: Positioning by tourism type and message consistency. *Journal of Destination Marketing & Management*, 12, pp.114-124.

Rowe, J.P. and Lester, J.C., (2020) Artificial intelligence for personalized preventive adolescent healthcare. *Journal of Adolescent Health*, 67(2), pp.S52-S58.

Saralaya, S., Hehar, J., Pereira, A.S., Saldanha, A. and Fernandes, M., (2023) April. RetroMailer-An Email Marketing Campaign using Amazon SES. In *2023 2nd International Conference on Smart Technologies and Systems for Next Generation Computing (ICSTSN)* (pp. 1-6). IEEE.

Stabile, M.C., Guimarães, A.L., Silva, D.S., Ribeiro, V., Macedo, M.N., Coe, M.T., Pinto, E., Moutinho, P. and Alencar, A., (2020) Solving Brazil's land use puzzle: Increasing production and slowing Amazon deforestation. *Land use policy*, 91, p.104362.

Sun, M. and Kim, J., (2023) Sustainability and Brand Equity: The Moderating Role of Brand Color and Brand Gender. *Sustainability*, 15(11), p.8908.

Terho, H., Mero, J., Siutla, L. and Jaakkola, E., (2022) Digital content marketing in business markets: Activities, consequences, and contingencies along the customer journey. *Industrial Marketing Management*, 105, pp.294-310.

Terra, L. and Casais, B., (2021) May. Moments of truth in social commerce customer journey: A literature review. In *Digital Marketing & eCommerce Conference* (pp. 236-242). Cham: Springer International Publishing.

Tueanrat, Y., Papagiannidis, S. and Alamanos, E., (2021) Going on a journey: A review of the customer journey literature. *Journal of Business Research*, 125, pp.336-353.

Vakulenko, Y., Shams, P., Hellström, D. and Hjort, K., (2019) Service innovation in e-commerce last mile delivery: Mapping the e-customer journey. *Journal of Business Research*, 101, pp.461-468.