

DIGITAL PRACTICES FOR CUSTOMER ENGAGEMENT

by (Name)

The Name of the Class (Course)

Professor (Tutor)

The Name of the School (University)

The City and State where it is located

The Date

Digital Practices for Customer Engagement

Introduction

A strong consumer engagement influences corporate marketing affairs and competition. It creates a basis for extensive market research to determine consumer demands, needs, and preferences. As such, an organisation should develop well-managed marketing and consumer relationship departments. The productivity of these departments spearheads corporate growth and development. Current marketing sphere focuses on digitalisation, globalisation, and personalisation activities. Therefore, the department establishes promising digital marketing campaigns to improve consumer knowledge and products accessibility. For instance, Carrefour utilises a multichannel mechanism to enhance consumer connectivity, lead generation, and conversion rate. Thus, engaging in such digital practices impacts corporate economic growth visualised in increased market share and enhanced competitive advantage.

Digital Marketing Campaign

The selection of a marketing approach determines the success of a firm's affairs in improving consumer engagement, satisfaction, and loyalty. A positive marketing mechanism facilitates the distribution, transfer, and exchange of products and services with ease. In line with self-determination theory, a promising marketing campaign improves consumer knowledge, connection, and autonomy (Gilal et al., 2018). These traits enable consumers to believe in a company's product or services; thus, improve conversion rate. Therefore, marketers use mechanisms that improve customers' knowledge of the essence of a commodity. Digital marketing provides an excellent mechanism for enhancing consumer engagement since they can access the products or services at their convenience.

Digital marketing not only benefits consumers but also the involved organisation. At a managerial level, digital marketing improves market penetration, creates an enabling market space, and enhances corporate hyper-personalisation (Chaffey and Smith, 2017). Following the Ansoff Matrix, a firm's market penetration improves consumer base and overcomes the dire effects of competitors. This penetration creates a promising market space for understanding consumer demands. It also links to the hyper-personalisation of an organisation's products and services. This personalisation spearheads market segmentation, target market change, and product quality management. As such, the digital marketing sphere necessitates needs for novel campaigning mechanism to improve corporate affairs in the new platform.

These campaigns drive corporate engagements, traffics, conversions, and profits. In most cases, they operate in unison to facilitate corporate digital transformation. Fast-growing organisations exhibit positive results of the application of digital marketing campaigns. Due to increased competitions, some of these campaigns such as search engine optimisation (SEO) and pay-per-click (PPC) advertisement create an enabling environment for product marketing. In the development of positive and promising online marketing frameworks, organisations define corporate goals, budget, target audience, and period for achieving success. As such, firms use digital marketing campaigns to plan, develop, and manage digital transformation while maintaining a traditional marketing approach.

An excellent digital marketing campaign relies on the functionality and impact of products or services to the consumers. As such, it is imperative to note that evaluating a firm's branding and digital marketing tool provides leeway for understanding the impact of its products to the consumers and the organisation's profitability (Chaffey and Smith, 2017). This factor necessitates the assessment of target audience, product description, brand awareness,

communication strategy, and marketing channels. Interlinking the corporate ideologies provide leeway for establishing promising digital practices for customer engagement. On that note, the application of a multichannel marketing mechanism facilitates interrelationship of the established corporate marketing ideologies.

Carrefour Multichannel Marketing

Carrefour utilises a multichannel marketing approach to enhance corporate affairs in the digital sphere. This strategy facilitates the multinational retailer's coordination of offline and online marketing practices. The firm offers hypermarket, warehouse club, supermarket, cash and carry, as well as superstore products and services (Carrefour, 2020). It initiated an automation process to regulate scale up and down activities in line with consumer demand. This automation creates an enabling environment for promoting corporate multichannel affairs. The new mechanism facilitates digital transformation while maintaining traditional marketing measures. The digital platform provides leeway for easier market penetration and consumer accessibility of the products and services.

Carrefour performs excellently in novel markets, exhibits high customer satisfaction, and has a strong dealer community. It uses these strengths to overrule key weaknesses and promote corporate growth and development. The firm offers high-quality products and services to enhance consumer satisfaction. It also addresses consumer demands, feedback issues, and product problems to improve conversion rate. It is imperative to note that the multichannel approach provides an excellent framework for digital transformation while addressing consumer needs. Consumer satisfaction is the basis for corporate growth and development. As such, improving consumer engagement increases consumer loyalty, generates leads, and enhances corporate brand identity.

Multichannel marketing is an excellent digital practice for consumer engagement. According to Chen (2015), an increase in online practices facilitates digital marketing. These practices provide leeway for excellent consumer relationship management. In the business world, the Internet changed from a mere connectivity innovation to a standard marketing practice for enhancing consumer engagement. Chen (2015) opines that online-based marketing practices increase corporate revenues, brand visibility, and consumer awareness. Carrefour's brand identity communicates the quality of the firm's products and services. The online platform offers an excellent mechanism for communicating to the consumers the importance and qualities of the commodities.

Carrefour's brand image highlights the functional and social attributes of the firm's products and services. Its functional attributes include store accessibility and atmosphere, price and promotion, as well as cross and within-category assortment (Bujac, Kuada, and Lawson, 2014). Its online platforms offer a simplified consumer-based approach for enhancing customer experience. According to Bujac, Kuada, and Lawson (2014), Carrefour utilises e-commerce, mobile apps, and Carrefour *drive* program to optimise consumer experience in the digital space. The firm's social attributes include regular seasonal and festive events as well as improved 'human experience' to shoppers. These attributes signify the essence of the digital platform in enhancing the firm's brand image.

The interconnectivity of the company's psychographic and demographic variables enables the firm to portray a promising market experience. As such, the firm lacks a definitive target market in which the frequency of sales relies on loyalty status, consumer attitude, and purchase occasions (Bourke, 2015). It employs hypermarkets, supermarket, 'Carrefour drive,' and 'Carrefour city' to increase market share. It targets all end-users in that it always exhibits a

significant number of consumers in its online and offline platforms. The fundamental target audience in Carrefour's category include families, single households, busy individuals, and employees. The firm uses these frameworks to improve consumer base in its domestic market and later copy them to regional outlets.

The business uses demographic, psychological, and behavioural segmentation to enhance performance in the target market. These market segmentations play a pivotal role in spearheading corporate growth and development visualised in increased market share and enhanced competitive advantage (Bourke, 2015). Geographic segmentation occurs when an organisation divides the target market based on location to facilitate the delivery of tailor-made products and services. This mechanism enables an organisation to address consumer issues in various locations. Unlike this model, psychological and behavioural segmentations operate hand-in-hand. In Carrefour, product personalisation and consumer interests characterise these segmentations. The firm focuses on these segmentations to improve the consumer experience, engagement, and satisfaction in the online platforms.

Corporate brand personality characterises its competence, sincerity, sophistication, excitement, and toughness. Fast-growing organisations use marketing strategies to enhance brand personality and awareness to the consumers. They employ green marketing orientation framework to reconceptualise brand awareness in the minds of the consumers (Papadas, Avlonitis, and Carrigan, 2017). As a rule of thumb, firms engaging in environmental management exhibit a high economic growth rate compared to those that fail to support greening activities. For instance, Carrefour promised to remove disposable plastic materials in their sales list to facilitate environmental management (Sequeira and Reis, 2019). Although the lightness

and ease of use of the materials increased sales, the company encouraged their removal in the food-packaging department.

These practices play a fundamental role in overcoming the harmful effects of environmental degradation and uncontrolled pollution activities. As such, the company spearheaded a campaign for greener marketing activities. To increase corporate affairs due to the effects of the new engagements, Carrefour focuses on digital marketing. It uses digital marketing tools such as email marketing, social media posting, and programmatic advertising. These tools improve brand awareness among loyal consumers as well as provide leeway for market penetration. As such, digital practices offer a basis for corporate engagements, stakeholder relationship, and market growth. Corporate market share and competitive advantage visualise the effects of these customer engagements.

Social media avenues provide excellent platforms for advertising products and services. In these platforms, Carrefour focuses on celebrity endorsements to increase conversion rate and profitability. As such, the platforms provide leeway for increasing performance and profitability visualised in increased market share and enhanced competitive advantage. According to Sabdillah et al. (2017), celebrity endorsements improve brand personality and awareness among satisfied and loyal consumers. It is of the essence to note that these endorsements also create a promising communication mechanism for informing consumers the characteristics, quality, and importance of purchasing the products and services. As such, it favours the company's ability to enhance consumer engagements in the digital space.

Communication is the cornerstone of productive consumer engagement in promising and fast-growing organisations. As such, establishing specific communication strategies for promoting consumer experience in the digital sphere improves conversion rate. According to

Schuster (2019), some vital communication mechanisms for a branded offering include self-service portals, integrated online and offline customer experience, and content campaigns. Carrefour uses these mechanisms to enhance brand awareness among loyal and satisfied consumers on online platforms. It creates an integrated marketing model that interlinks fundamental channels such as direct marketing, sales promotions, social media, and public relations platforms. These platforms not only necessitate corporate profitability but also transparency, integrity, and accountability.

Carrefour uses its global and regional websites, social media channels such as Facebook and Twitter to improve consumer engagements. These engagements define the firm's touchpoints and moments of truth in its marketing strategy. The company's key touchpoints include online marketing, social media posts, as well as consumer ratings and reviews. These touchpoints display the essence of the website and its other online platforms in increasing consumer base. After a consumer purchases a commodity, the touchpoints create moments of truth. Carrefour facilitates product personalisation to improve consumer engagement, satisfaction, and relationship. The moments of truth drive consumers through attraction, conversion, closure, and delight phases.

The development of promising marketing channels is the bases for corporate growth and development in the digital sphere. Regardless of the effects of social media marketing, a company should also formulate strategies to improve email marketing, referrals, and direct online sales. For instance, Carrefour uses its regional websites to facilitate direct sales to consumer point of product collection. This process is pivotal to encouraging other individuals to purchase comparable products from the firm. As such, direct sales and social media posts provide leeway for enhanced referral marketing strategy. Strong marketing referrals create a

basis for email marketing in which consumers subscribe to regular updates on novel or improved products and services.

Target market avails promising and likely consumers of a firm's product or service. Unlike mass marketing, target marketing provides definitive measures for addressing a specific category of consumers. As such, it is clear that this target-marketing model lowers corporate marketing expenses in mass marketing since this strategy lacks the specific target. Carrefour's target market favours its growth potential, builds interest, enhances corporate competitiveness, and establishes a brand loyalty mechanism. The target market affects corporate undertakings in line with consumer expectation. It also facilitates the provision of customised and personalised products and services at a consumer's convenience. Therefore, the timely provision of quality and consumer-oriented products promote corporate effectiveness in maintaining loyal and satisfied consumers.

New Digital Marketing Approach

Digital marketing offers better growth opportunities, higher conversion rate, and improved return on investment. As such, it is a foundation framework for increased corporate performance, productivity, and profitability visualised in improved market share and enhanced competitive advantage. Anumolu et al. (2015) postulate that fundamental digital marketing strategies include content marketing, social media marketing, and e-mail marketing. Content marketing employs SEO, commercial PPC, and display advertisement. These mechanisms formulate leeway for consumer engagement using definitive multichannel platforms. Social media marketing involves the use of advanced technology for automated posting on social media platforms. Unlike social media and content marketing, e-mail marketing requires potential

consumers to subscribe to specific and regular e-mail alerts on the arrival of new products, upgrades, or quality changes.

Carrefour internal environment defines its strengths, weaknesses, opportunities, and threats for customer engagement in the digital sphere. The firm uses a multichannel strategy for enhanced customer experience in the online platform (Teufel and Zimmermann, 2015).

However, it exhibits poor performance in novel markets compared to key competitors such as Tesco and Wal-Mart. As such, the firm should focus on technological advancements to increase market share in the highly competitive sector. Big data technologies avail avenue for optimising digital practices for consumer engagement. Growth in novel markets provides leeway for overcoming international market fluctuations.

The successful growth process in the novel markets requires the formulation of promising digital marketing objectives. These objectives display a corporate commitment to offering high quality and consumer satisfactory products and services. Carrefour's objective highlights the specificity, measurability, achievability, reliability, and timeliness of the new marketing approach. The novel digital marketing strategy incorporates the firm's vision, mission, and goals in achieving corporate growth for short and long terms. The strategy's objective is 'to become a leading retailer in the digital sphere after implementing the strategy.' Since the company has a working framework, the management should steer forward a change process in the marketing department to instil the novel online marketing strategy.

Creating a strong buyer persona is the basis for defining excellent market segmentation. The buyer personal indicates the target audience, their needs, and mechanism for offering quality products and services. Carrefour's novel strategy targets the middle class and price-sensitive working groups with a presence on digital platforms. This population focuses on acquiring high-

quality products and services at affordable prices. As such, offering quality products at consumer expected prices would improve the firm's engagement in the online platform. Unlike the multichannel approach, this strategy targets online users. The individuals visit the company's website, subscribe to its products and services for e-mail marketing, and offer feedback based on social media posts.

Carrefour's optimistic advertising campaign provides leeway for promoting digital practices for improved customer experience. Its 'positive is back' stance facilitates the success of its engagements due to a strong stakeholder relationship. Camilleri (2017) opines that market positioning is a fundamental factor for corporate growth, market expansion, and competition. As such, Carrefour utilises this strategy to promote stakeholder relationship in the digital space. The novel approach exhibits comparable traits to the firm's value proposition in offering the best value for money. It will involve social media, website, and email marketing mechanisms since most consumers use these channels. This positioning will attract novel consumers and maintaining existing ones in the aim of improving corporate growth affairs.

E-mails, social media, and websites offer the best digital mechanism for creating, distributing, and managing corporate activities. Global and regional Carrefour's websites facilitate product distribution to the consumers, offer a description of the products, as well as provide a mechanism for consumer feedback management. While navigating through the websites, some prompts require potential consumers to subscribe to marketing e-mails. The new strategy also facilitates regular and automated posting on social media platforms such as Twitter and Facebook. The company also optimises keyword searching to facilitate easier accessibility. Some of the crucial keywords include specific product names, the firm, and associated words.

Digital marketing practices improve consumer loyalty, attraction rate, and conversion rate. Current Carrefour's practices focus on the provision of quality product to the consumers using a multichannel approach. This approach facilitates company affairs in the online and offline platforms. However, establishing a strong digital marketing approach paves the way for improving corporate affairs and customer engagements (Mandal and Joshi, 2015). As such, Carrefour's novel strategy focuses on social media posting and e-mail marketing campaigns. Social media platforms provide a large target market for the company's 'value for money' products and services. For instance, automating Facebook and Twitter posts will facilitate an increase in consumer traffic and regular visits.

In comparison to social media posting, e-mail marketing offers an excellent mechanism of facilitating wider advertisement of corporate products and services. According to Anumolu et al. (2015), e-mail marketing favours content personalisation, stronger consumer relationship, and better brand recognition. It offers tailor-made content based on an individual's subscription on the company's website. The website prompts visitors to subscribe to specific emails for new products, upgrades, and customised services. Also, digital transformation and technological advancements increase the use of e-mails. As such, a large population has access to e-mails, which relatively offers a direct mechanism for informing consumers about corporate affairs.

Digital transformation is the foundation for improving the multichannel marketing approach with an emphasis on the online platform. The success of the new Carrefour's strategy requires a measuring mechanism to acknowledge its impact and success factor in the digital space. The fundamental metrics for measuring the input of the novel strategy to the firm include web traffic sources, leads, online conversion rate, visitors, and brand awareness. These metrics define corporate performance in the digital space (Giovannoni, 2020). For instance, an

organisation improves brand awareness through social media and email marketing campaigns. Improved awareness influences consumers to visit the firm's product and service provision platforms. The number of visits affects conversion rate, which influences the corporate economic growth rate.

Conclusion

Market share and competitive advantage shape a company's marketing strategies. In contemporary society, digital practices rule the marketing world. These practices improve consumer engagements, satisfaction, loyalty, and conversion rate. However, some firms such as Carrefour focus on multichannel marketing to improve corporate affairs in the online and offline platforms. However, the digital space overrules traditional offline marketing practices. Thus, Carrefour should optimise its operations in the digital sphere, especially on e-mail and social media platforms. These platforms encourage the personalisation of products and services based on consumer needs, taste, and preference. Indulgence on the use of e-mail and social media marketing requires regular assessment to acknowledge their effects on the firm's performance. In Carrefour's case, visitors, web traffic sources, leads, and conversion rate highlight the success factor of digital practices.

Reference List

- Anumolu, K., et al., 2015. Digital Marketing: A Strategic Outreaching Process. *International Journal of Management in Education*, 5(7), pp. 254-260.
- Bourke, S., 2015. *International Market Selection of Carrefour*. Available at:<<https://bit.ly/35CVrTE>> [Accessed on May 7, 2020].
- Bujac, A. I., Kuada, J., and Lawson, L. G., 2014. Relationships between Brand Perception, Ideology and Consumer Ethnocentrism in Post-Communist Romania. *Journal of Euromarketing*, 23(1-2), pp. 85-110.
- Camilleri, M. A., 2017. Market Segmentation, Targeting and Positioning. In: *Travel Marketing, Tourism Economics and the Airline Product*. Cham, Switzerland: Springer.
- Carrefour, 2020. *Carrefour's Activities: Products and Services for Everyone*. Available at:<<https://bit.ly/3coJOTb>> [Accessed on May 7, 2020].
- Chaffey, D., and Smith, P. R., 2017. *Digital Marketing Excellence: Planning, Optimizing and Integrating Online Marketing* (5th ed.). New York, NY: Rutledge.
- Chen, S., 2015. *Multichannel Marketing: A Generalized Framework, and the Antecedents and Consequences of its Implementation*. Available at:<<https://bit.ly/3fuMWP2>> [Accessed on May 7, 2020].
- Gilal, F. G., Jian, Z., Paul, J., and Gilal, N. G., 2018. The role of self-determination theory in marketing science: An integrative review and agenda for marketing research. *European Management Journal*, 37(1), pp. 1-45.
- Giovannoni, E., 2020. *Digital Marketing Planning*. Queensland, Australia: Chasefive.com
- Mandal, P., and Joshi, N., 2015. Understanding Digital Marketing Strategy. *International Journal of Scientific Research and Management*, 5(06), pp. 5428-5438.

- Papadas, K.-K., Avlonitis, G. J., and Carrigan, M., 2017. Green marketing orientation: Conceptualization, scale development and validation. *Journal of Business Research*, 80, pp. 236–246.
- Schuster, O., 2019. *Entrepreneurs' Acceptance of Digital Marketing-Communication Technologies: A European Study*. Kassel, Germany: Kassel University Press.
- Sequeira, T., and Reis, L., 2019. *Climate Change and Global Development: Market, Global Players and Empirical Evidence*. Cham, Switzerland: Springer.
- Teufel, P., and Zimmermann, R., 2015. *Holistic retail design: reshaping shopping for the digital era*. Amsterdam, the Netherlands: Amsterdam Frame Publishers.