

## A CASE ANALYSIS OF WALMARTS DIGITAL MARKETING STRATEGY

**Tanu Marwah**

Assistant Professor, Hindustan College of Science and Technology, Mathura



The aim of this presentation is to evaluate Walmart’s current digital and social media strategy and to assess the ways through which it could improve. SOSTAC tools (Smith,1998) are used to develop the presentation. The situational analysis will discuss the demographic who purchases from Walmart. The ESWOT analysis will evaluate the brand image in order to improve its digital and social media strategy. A PESO analysis is a framework used to evaluate and analyse various components of a marketing strategy. PESO stands for Paid, Earned, Shared, and Owned media. With the help of PESO analysis, the businesses can align their strategies with the external environment, seize opportunities and mitigate risk to maximize the effectiveness of their digital marketing campaigns.



## **INTRODUCTION:**

In today's era, digital and social media have become the backbone of a successful marketing strategy. Walmart, one of the world's largest retailers, has also recognized the importance of digital and social media in reaching its target audience. This project aims to examine the digital and social media strategy of Walmart, analysing its website, social media channels, and digital advertising campaigns.

## **BACKGROUND:**

Walmart was founded in 1962 and has since become the world's largest retailer, with more than 11,000 stores worldwide. Walmart's mission is to help people save money and live better. (web,2023) To achieve its mission, Walmart has been investing in its digital and social media strategy to engage its customers and reach new audiences.

## **WEBSITE:**

Walmart's website, walmart.com, is an essential part of its digital strategy. The website is designed to provide a seamless shopping experience for its customers. The website has a user-friendly interface, making it easy for customers to navigate and find products.(web,2023) The website also features a search bar, which allows customers to search for products by category, brand, or price range. Walmart's website also features a mobile-responsive design, making it easy for customers to shop on their mobile devices.(web,2023)

## **SOCIAL MEDIA CHANNELS:**

Walmart has a strong presence on social media, with active accounts on Facebook, Twitter, Instagram, and YouTube. Walmart uses its social media channels to engage with its customers, share content, and promote its products. Walmart's Facebook page has over 35 million followers, and the company regularly posts content to keep its followers engaged. [facebook.com/walmart](https://facebook.com/walmart) Walmart's Twitter account has over 2 million followers, and the company uses it to respond to customer inquiries and share updates about its products and services. [@Walmart](https://twitter.com/Walmart) Walmart's Instagram account has over 1.5 million followers, and the company uses it to share images of its products and showcase its commitment to sustainability. [@walmart](https://www.instagram.com/walmart) Walmart's YouTube channel has over 480,000 subscribers, and the company uses it to share videos about its products and services. [youtube.com/user/Walmart](https://youtube.com/user/Walmart)

## **DIGITAL ADVERTISING CAMPAIGNS:**

Walmart's digital advertising campaigns are an essential part of its digital strategy. Walmart uses digital advertising to reach new audiences, promote its products, and drive sales. Walmart's digital advertising campaigns are designed to be engaging, relevant, and personalized to its target audience(Jane ostler,2021) Walmart's digital advertising campaigns include display ads, search ads, and social media ads. Walmart also uses retargeting ads to reach customers who have previously interacted with its website or social media channels.

A graphic titled 'BUYER'S PERSONNA' for Sarah Thompson. It includes a photo of Sarah, a woman with glasses wearing a light blue shirt, and a list of her personal and professional details. The details are: Name: Sarah Thompson, Age: 34, Occupation: Marketing Executive, Location: Suburban area, Income: \$75,000 per year, Family Status: Married with two children (ages 6 and 9), Interests and Hobbies: Outdoor activities, cooking, bargain hunting, reading, health and wellness, and Shopping Preferences: Convenience, affordability, quality, variety.

**BUYER'S PERSONNA**

Name: Sarah Thompson  
Age: 34  
Occupation: Marketing Executive  
Location: Suburban area  
Income: \$75,000 per year  
Family Status: Married with two children (ages 6 and 9)  
Interests and Hobbies: Outdoor activities, cooking, bargain hunting, reading, health and wellness  
Shopping Preferences: Convenience, affordability, quality, variety

**Background:** Sarah is a busy working professional who values her time and wants to find the best deals without sacrificing quality. She lives in a suburban area and has a family of four. With her demanding job and two young children, Sarah's schedule is always packed. She relies on Walmart as her go-to retailer for a wide range of products due to its convenient location, competitive prices, and extensive selection.

#### **SHOPPING BEHAVIOR:**

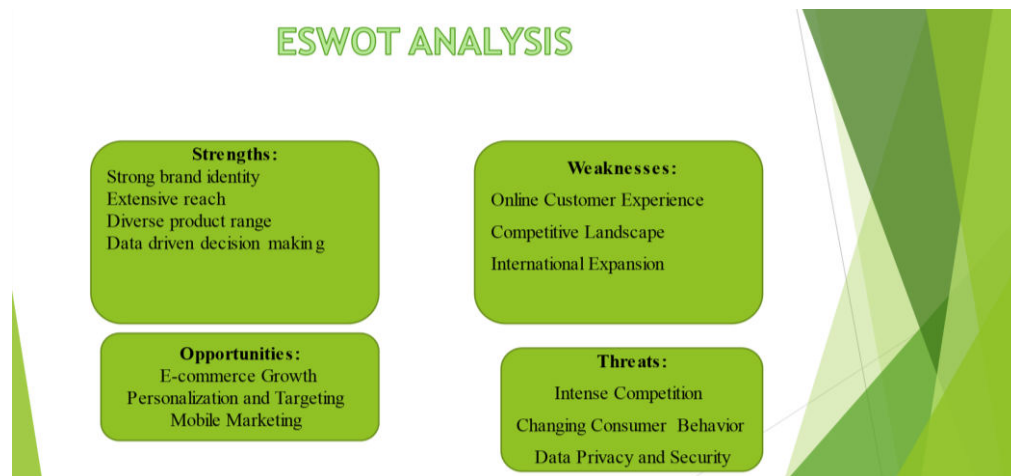
1. **Convenience is Key:** Sarah values convenience and prefers to shop at Walmart due to its proximity to her home. She appreciates the one-stop shopping experience and the ability to find everything she needs in a single trip.
2. **Budget-conscious:** As a marketing executive, Sarah is budget-conscious and looks for affordable options. She keeps an eye out for discounts, clearance sales, and promotional offers to maximize her savings.
3. **Quality Assurance:** Although Sarah is mindful of her budget, she doesn't compromise on quality. She expects the products she purchases from Walmart to be reliable and long-lasting. She appreciates Walmart's commitment to offering both well-known brands and private-label products.
4. **Family-oriented:** As a mother, Sarah's shopping decisions are often driven by the needs and preferences of her family. She looks for a variety of products, ranging from groceries to household items, clothing, and toys, all in one place.
5. **Health and Wellness:** Sarah and her family prioritize health and wellness. She appreciates Walmart's selection of organic and natural products, as well as the availability of fitness equipment and health-related services like pharmacy and vision centers.

6. **Online Shopping:** Sarah occasionally takes advantage of Walmart's online shopping platform for added convenience. She appreciates the ability to order products online and either pick them up at the store or have them delivered to her doorstep.

**Marketing Approach: To effectively target Sarah as a Walmart shopper, consider the following strategies:**

1. **Promote convenience:** Highlight Walmart's convenient locations, extended store hours, and the ability to find a wide range of products in one place. Emphasize the time-saving aspect of shopping at Walmart.
2. **Competitive pricing:** Showcase Walmart's everyday low prices, price-match guarantee, and savings opportunities like discounts, clearance sales, and loyalty programs.
3. **Emphasize quality:** Highlight the wide selection of trusted brands available at Walmart and the quality assurance associated with their products. Showcase positive customer reviews and testimonials.
4. **Family-friendly offerings:** Feature promotions, discounts, and special deals on family-oriented products like groceries, children's clothing, toys, and household essentials.
5. **Health and wellness focus:** Promote Walmart's organic and natural product selection, health services like the pharmacy and vision centers, and any fitness-related offerings.
6. **Online shopping convenience:** Emphasize Walmart's online shopping platform, highlighting features like free pickup in-store or home delivery, easy returns, and user-friendly .

**SUITATIONAL ANALYSIS**



Source: <https://businessmodelanalyst.com/walmart-swot-analysis/>

## **ESWOT Analysis of Digital Marketing for Walmart:**

### **1. Strengths:**

- a. **Strong Brand Identity:** Walmart is a globally recognized brand known for its affordable prices and wide product selection. Its strong brand presence helps in attracting and retaining customers in the digital space.
- b. **Extensive Reach:** Walmart has a vast physical presence with numerous stores across the United States and beyond. This provides an advantage in terms of click-and-collect services and localized digital marketing efforts.
- c. **Diverse Product Range:** Walmart offers a wide range of products, from groceries to electronics and household goods. This variety allows for targeted digital marketing campaigns across multiple product categories, catering to diverse consumer needs.
- d. **Data-driven Decision Making:** Walmart has access to a vast amount of customer data, enabling them to make informed decisions and personalize digital marketing campaigns based on customer preferences and behavior.

### **2. Weaknesses:**

- a. **Online Customer Experience:** Walmart's website and mobile app have sometimes faced criticism for their user experience and navigation issues. Improvements in these areas can enhance customer satisfaction and increase online conversions.
- b. **Competitive Landscape:** The digital marketing space is highly competitive, with numerous online retailers vying for customer attention. Walmart needs to continuously innovate and differentiate itself to stay ahead of the competition.
- c. **International Expansion:** While Walmart has a strong presence in the United States, its digital marketing efforts in international markets may require further development and customization to cater to local consumer preferences and behaviors.

### **3. Opportunities:**

- a. **E-commerce Growth:** The e-commerce sector continues to grow rapidly, providing Walmart with opportunities to expand its online presence and capture a larger market share. Investments in technology and digital marketing can help capitalize on this trend.
- b. **Personalization and Targeting:** Leveraging customer data and advanced analytics, Walmart can create personalized marketing campaigns to target specific customer segments, offering tailored recommendations and promotions.
- c. **Mobile Marketing:** With the increasing use of smartphones, Walmart can invest in mobile marketing strategies such as mobile apps, push notifications, and location-based targeting to engage customers and drive conversions.

**4. Threats:**

a. Intense Competition: Competitors like Amazon, Target, and other online retailers pose a significant threat to Walmart's digital marketing efforts. These competitors often have strong online platforms and advanced marketing strategies.

b. Changing Consumer Behavior: Consumer preferences and behaviors are continually evolving, with a shift towards online shopping and mobile usage. Walmart must adapt to these changes and invest in digital marketing strategies that align with shifting consumer trends.

c. Data Privacy and Security: With the increasing emphasis on data privacy regulations and security concerns, Walmart needs to ensure that customer data is protected and used responsibly to maintain trust and compliance.

**Competitor Analysis: Walmart Digital Marketing Strategy**



**1. Amazon:**

- Strengths: Amazon is a dominant player in e-commerce, known for its vast product selection, fast shipping, and personalized shopping experience.
- Digital Marketing Strategy: Amazon focuses on personalized recommendations, targeted email marketing, sponsored product ads, and customer reviews to drive engagement and conversions.(infotechlead,2023)

**2. Target:**

- Strengths: Target offers a blend of affordable and trendy products, with a focus on curated collections and exclusive partnerships.

- Digital Marketing Strategy: Target leverages social media platforms like Instagram, YouTube, and Pinterest for influencer collaborations (Bentoville,Ark2022), engaging content, and interactive campaigns to attract and retain customers.(business insider,2015)
- 3. Best Buy:**
- Strengths: Best Buy specializes in electronics and appliances, with a strong reputation for knowledgeable staff and in-store experiences.
  - Digital Marketing Strategy: Best Buy combines online and offline channels, utilizing search engine optimization (SEO), paid search ads, and localized digital marketing campaigns to drive online and in-store sales.(infotech lead,2023)
- 4. Costco:**
- Strengths: Costco offers a membership-based model with bulk discounts, emphasizing value for money and a loyal customer base.
  - Digital Marketing Strategy: Costco utilizes email marketing, targeted promotions, and member-exclusive deals to engage and retain its customer base. They focus on showcasing the value and benefits of their membership program.(cnbc,2019)
- 5. Kroger:**
- Strengths: Kroger is a leading grocery retailer with a strong focus on customer loyalty and personalized offers.
  - Digital Marketing Strategy: Kroger leverages customer data and digital platforms to provide personalized offers, digital coupons, and targeted ads based on individual shopping preferences. They also invest in mobile app technology for a seamless shopping experience.(progressive grocer, 2022)

### **SOSTAC Analysis of Walmart Digital Marketing Strategy:**

#### **1. Situation Analysis (statista,2022)**

- Walmart is a global retail giant with a strong physical presence and a growing online platform.
- Strengths: Strong brand recognition, extensive product range, and a large customer base.
- Weaknesses: Website user experience and navigation issues, intense competition, and the need for customization in international markets.
- Opportunities: E-commerce growth, personalization and targeting, and mobile marketing.
- Threats: Intense competition from online retailers, changing consumer behavior, and data privacy and security concerns.

**2. Objectives:**

- Increase online market share and e-commerce sales by a specific percentage.
- Enhance website and mobile app user experience, aiming for reduced bounce rates and increased conversion rates.
- Improve customer engagement and loyalty metrics, such as increased repeat purchases and higher customer satisfaction scores.(Peero,Swalena&Samy,2015)
- Increase mobile marketing efforts to reach and engage a larger mobile-savvy customer segment.

**3. Strategy:**

- Implement an omnichannel approach to provide a seamless shopping experience across online and offline channels.
- Leverage customer data and analytics to personalize marketing campaigns and offers.
- Improve website and mobile app functionality to enhance user experience and navigation.
- Utilize social media platforms and influencers to reach and engage with customers. (werner geyser,2023)
- Implement mobile marketing strategies such as mobile apps, push notifications, and location-based targeting.

**4. Tactics:**

- Allocate resources for website and mobile app improvements, aiming for specific improvements in load times and ease of navigation.
- Develop personalized marketing campaigns based on customer data, aiming for increased click-through rates and conversion rates.
- Collaborate with influencers and social media partners for promotional activities, aiming for increased brand visibility and engagement metrics .(Bentonville,Ark ,2022)
- Implement mobile app development, optimizing it for a seamless mobile shopping experience, aiming for increased app downloads and usage.

**5. Action:**

- Implement website and mobile app improvements according to a specific timeline and budget.
- Develop personalized marketing campaigns based on customer segmentation and preferences.



- Collaborate with influencers and social media partners for specific promotional campaigns and content creation. ( Bentonville,Ark ,2022)
  - Launch and promote the mobile app, focusing on app store optimization and user acquisition strategies.
- 6. Control:**
- Monitor key performance indicators (KPIs) such as website traffic, conversion rates, customer engagement metrics, and mobile app usage.
  - Conduct A/B testing to optimize marketing campaigns, website performance, and mobile app functionality.
  - Utilize analytics tools to gain insights into customer behavior, preferences, and specific performance metrics.
  - Continuously evaluate and adjust digital marketing strategies based on performance results to meet the predetermined objectives.

## OBJECTIVES

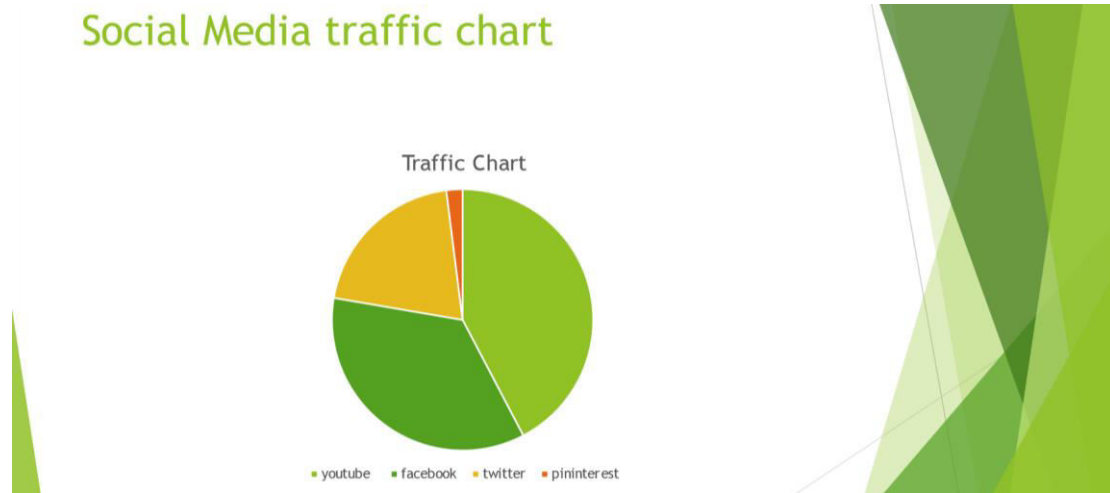
### PESO Analysis -Walmart

A PESO analysis is a framework used to evaluate and analyze various components of a marketing strategy. PESO stands for Paid, Earned, Shared, and Owned media. Let's examine each component in relation to Walmart's digital marketing strategy:

1. **Paid Media:** Walmart utilizes paid media to promote its products and services online. They invest in digital advertising channels such as search engine marketing (SEM), display ads, social media advertising, and sponsored content. By leveraging paid media, Walmart can reach a wide audience and target specific demographics with tailored messages.
2. **Earned Media:** Earned media refers to the organic exposure and publicity a brand receives through word-of-mouth, press coverage, social media shares, and user-generated content. Walmart has a strong online presence and engages with its customers through social media platforms like Facebook, Twitter, and Instagram. They encourage customers to share their experiences, reviews, and recommendations, which generates positive earned media for the brand.
3. **Shared Media:** Shared media involves content that is shared and amplified through social media channels, online communities, and influencers. Walmart actively collaborates with influencers and bloggers to create engaging content that resonates with their target audience. (werner geysler,2023) They also leverage partnerships with other brands, organizations, and social influencers to extend their reach and enhance brand visibility.

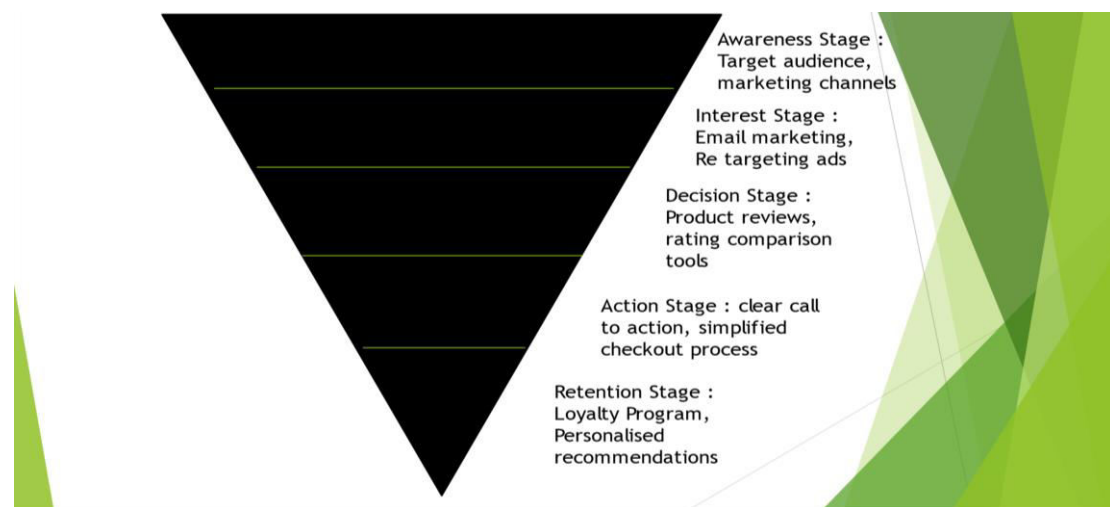
4. **Owned Media:** Owned media encompasses the digital assets that Walmart has complete control over, such as its website, mobile app, blog, and social media profiles. Walmart's website serves as a central hub for product information, promotions, and online shopping. They maintain an active blog that covers a wide range of topics, including product reviews, industry trends, and community initiatives. Additionally, Walmart has developed its mobile app, which offers personalized shopping experiences and exclusive deals to its customers.

Overall, Walmart's digital marketing strategy demonstrates a strong presence across all four PESO components. They leverage paid media to reach a broader audience, actively generate positive earned media through social engagement, collaborate with influencers (werner geysler,2023) and partners to amplify shared media, and maintain a comprehensive owned media ecosystem to engage and serve their customers.



Source <https://www.statista.com/statistics/1269431/social-media-traffic-referrers-to-walmart/>

### Website Marketing Funnel



### **Awareness Stage:**

**Target Audience:** The target audience for Walmart could be a wide range of demographics, including families, bargain shoppers, and individuals looking for a one-stop shopping experience.

### **Marketing Channels:**

**Social Media Advertising:** Run targeted ads on platforms like Facebook, Instagram, and Twitter to raise brand awareness among potential customers.(stunonline,2020)

**Content Marketing:** Create engaging blog posts, articles, and videos on topics related to Walmart's offerings and share them on the website and social media platforms. (Ansari S ,2020)

### **Interest Stage:**

#### **Strategies:**

**Email Marketing:** Offer a newsletter subscription or exclusive discounts to collect email addresses and send targeted promotions, new product announcements, and personalized recommendations. (Habr,2023)

**Retargeting Ads:** Implement tracking pixels on the website to show relevant ads to users who have previously visited the site or shown interest in specific products. (Gopalkrishnan A, 2021)

### **Decision Stage:**

#### **Strategies:**

**Product Reviews and Ratings:** Display customer reviews and ratings for products on the website to help users make informed decisions.

**Comparison Tools:** Develop interactive features that allow users to compare products based on features, price, and customer reviews.

### **Action Stage:**

#### **Strategies:**

**Clear Call-to-Action (CTA):** Place prominent and easy-to-find CTAs on product pages, encouraging users to add items to their cart or make a purchase. (Plimmer S,2023)

**Simplified Checkout Process:** Optimize the checkout process for a seamless and user-friendly experience, reducing friction and cart abandonment rates.

**Retention Stage:**

Strategies:

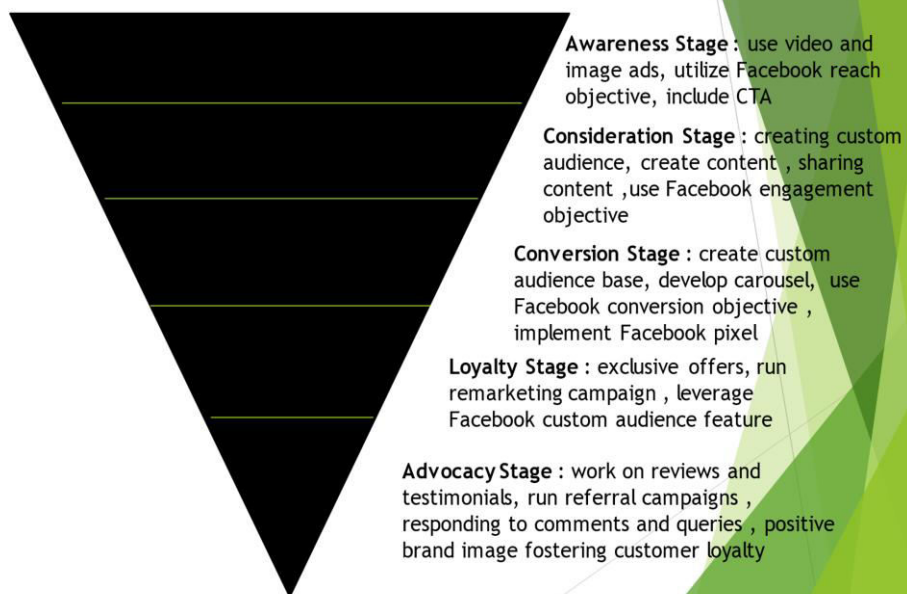
**Loyalty Programs:** Implement a customer loyalty program to reward repeat purchases, provide exclusive benefits, and encourage brand loyalty. ( Magate F.S ,2015)

**Personalized Recommendations:** Leverage customer data to offer personalized product recommendations and tailor promotions to individual preferences.

The Website’s SMART Goal

- ▶ **Specific:** Increase organic search traffic by 20% within the next 12 months.
- ▶ **Measurable:** Track website analytics to monitor the increase in organic search traffic and measure the progress towards the goal.
- ▶ **Achievable:** Implement search engine optimization (SEO) strategies, such as keyword optimization, meta tags, and quality content, to improve the website's visibility and organic search rankings.
- ▶ **Time-bound:** Achieve a 20% increase in organic search traffic within the next 12 months.

**Facebook Marketing funnel**



**Awareness Stage:**

Create engaging and visually appealing video or image ads showcasing the wide range of products available at Wal-Mart.

Target a broad audience based on demographics, interests, and behaviour's relevant to Wal-Mart's target market.

Utilize Facebook's Reach objective to maximize the number of people exposed to the ads.

Include a clear call-to-action (CTA) encouraging users to learn more or visit Wal-Mart's website.

**Consideration Stage:**

Retarget users who engaged with the ads in the awareness stage by creating custom audiences.

Create informative and helpful content such as blog posts, product guides, or how-to videos related to popular product categories available at Wal-Mart.

Share this content organically on Wal-Mart's Facebook page and promote it through Facebook ads using the Traffic objective.

Use Facebook's Engagement objective to encourage users to like, comment, and share the content, increasing its reach and visibility.

**Conversion Stage:**

Create custom audiences based on website visitors who have shown interest in specific product categories or added items to their shopping carts but haven't completed the purchase.

Develop carousel or collection ads showcasing the products that users have shown interest in or abandoned in their carts.

Use Facebook's Conversion objective to optimize the ads for conversions and retarget users who are most likely to complete a purchase.

Implement Facebook Pixel to track conversions and measure the effectiveness of the ad campaign.

**Loyalty Stage:**

Target existing customers with exclusive offers, discounts, or personalized recommendations based on their previous purchases.

Run remarketing campaigns to promote new products, seasonal sales, or limited-time offers to keep customers engaged and encourage repeat purchases.

Leverage Facebook's Custom Audience feature to create lookalike audiences based on existing customers, expanding the reach to potential new customers who have similar characteristics.

**Advocacy Stage:**

Encourage satisfied customers to leave reviews, ratings, and testimonials on Wal-Mart's Facebook page.

Run referral campaigns to incentivize customers to refer their friends and family to shop at Wal-Mart.

Engage with customers by responding to their comments, messages, and inquiries promptly, building a positive brand image and fostering customer loyalty.

**The Facebook SMART Goal**

- ▶ **Specific:** Increase Walmart's Facebook engagement by 25% within six months.
- ▶ **Measurable:** Track the number of likes, comments, and shares on Walmart's Facebook posts.
- ▶ **Achievable:** Implement a comprehensive Facebook marketing strategy, including regular posting, engaging content, and targeted advertising.
- ▶ **Relevant:** Facebook is a widely used social media platform, and increasing engagement will help Walmart reach a larger audience and strengthen its online presence.
- ▶ **Time-bound:** Achieve the 25% increase in Facebook engagement within six months from the start of the campaign.

**5S model framework analysis-Walmart Inc.**

**5S Model Framework**

- ▶ SELL → SEO, SOCIAL MEDIA ADVERTISING, EMAIL MARKETING
- ▶ SERVE → USER FRIENDLY WEBSITE, CUSTOMER SUPPORT
- ▶ SPEAK → SOCIAL MEDIA PROFILES, EMAIL MARKETING CAMPAIGN
- ▶ SAVE → SAVING DEALS, VALUE PROPOSITION
- ▶ SIZZLE → OFFERING UNIQUE AND COMPELLING CONTENT  
INFLUENCER MARKETIN G

1. **Sell:** Walmart focuses on driving online sales through its digital marketing efforts. They employ various tactics such as search engine optimization (SEO), paid search advertising, social media advertising, and email marketing to promote their products and encourage customers to make purchases on their website or through their mobile app. (ecommerce initiatives web ,2023) The "Sell" aspect of Walmart's digital marketing strategy aims to drive conversions and increase online revenue.(online shopping, web 2023)
2. **Serve:** Walmart places a strong emphasis on serving its customers through digital channels. They provide a user-friendly website and mobile app that offer seamless shopping experiences. Customers can easily browse products, access detailed information, read reviews, and make purchases. (web,2023) Walmart also provides customer support through online chat, email, and social media channels, ensuring that customers receive assistance whenever they need it. (social media engagement, web ,2023)
3. **Speak:** Walmart utilizes various digital platforms to communicate and engage with its customers. They maintain active social media profiles where they share product updates, promotions, and engaging content. They also run email marketing campaigns to deliver personalized offers and updates to their subscribers. ( everyday low price, web 2023) Walmart leverages these channels to speak directly to its customers, build brand loyalty, and foster relationships.
4. **Save:** Walmart's digital marketing strategy emphasizes the concept of saving, which aligns with their value proposition as a discount retailer. They highlight cost-saving deals, discounts, and special offers through their digital channels. Their website and mobile app provide features such as price comparisons, savings calculators, and exclusive online promotions to help customers save money (web,2023). The "Save" aspect of Walmart's strategy appeals to price-conscious consumers and reinforces their brand positioning.
5. **Sizzle:** "Sizzle" refers to the element of excitement and engagement in a digital marketing strategy. Walmart strives to create sizzle by offering unique and compelling content to engage their audience. They leverage social media platforms, blog posts, videos, and interactive campaigns to create buzz around their products, initiatives, and events. (influencer marketing, web 2023) Walmart also collaborates with influencers, celebrities, and partners to generate excitement and create a sense of exclusivity (influencer marketing ,web2023).

## **CONCLUSION**

Walmart's social media strategy has played a significant role in establishing the retail giant as a dominant force in the digital landscape. With a comprehensive and well-executed approach, Walmart has effectively utilized social media platforms to engage with customers, build brand awareness, and drive business growth.

Throughout its social media strategy, Walmart has focused on several key elements that have contributed to its success. Firstly, the company has recognized the importance of being present on multiple platforms, including Facebook, Twitter, Instagram, and YouTube, among others. This approach allows Walmart to reach a diverse audience and tailor its content to the preferences and behaviors of different user segments.

Another notable aspect of Walmart's strategy is its commitment to providing valuable and engaging content. The company leverages social media to share product updates, promotions, and relevant information that resonates with its target audience. By incorporating compelling visuals, interactive elements, and customer stories, Walmart has created a captivating online presence that encourages user interaction and promotes brand loyalty.

Furthermore, Walmart understands the significance of social listening and responding to customer feedback promptly. The company actively monitors conversations on social media platforms, addressing inquiries, concerns, and complaints in a timely manner. This commitment to customer service has helped Walmart build a positive reputation and foster a sense of trust and reliability among its online community.

Additionally, Walmart has successfully implemented influencer partnerships and user-generated content campaigns to amplify its reach and engagement. By collaborating with popular influencers and encouraging user-generated content, Walmart has effectively tapped into the power of social influence and leveraged the enthusiasm of its customers to promote its brand.

In conclusion, Walmart's social media strategy demonstrates a strong understanding of its target audience, an emphasis on valuable content, active community engagement, and leveraging the power of influencers and user-generated content. By effectively harnessing the potential of social media platforms, Walmart has created a dynamic and engaging online presence that drives brand awareness, fosters customer loyalty, and supports its overall business objectives.

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