



Digital Marketing Leadership Plan

Driving Innovation Through Customer-Centricity

Tesco UK

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Executive Summary & Purpose

Tesco holds 27.6% of the UK grocery market (Tesco PLC, 2024). That lead is real, but it is under pressure. [Tesco Business Model](#) (Appendix A)

Aldi and Lidl have reframed the competitive battlefield around price. Tesco cannot win on price alone. The next competitive advantage sits in digital experience — specifically, in moving customers from passive browsing to active engagement.

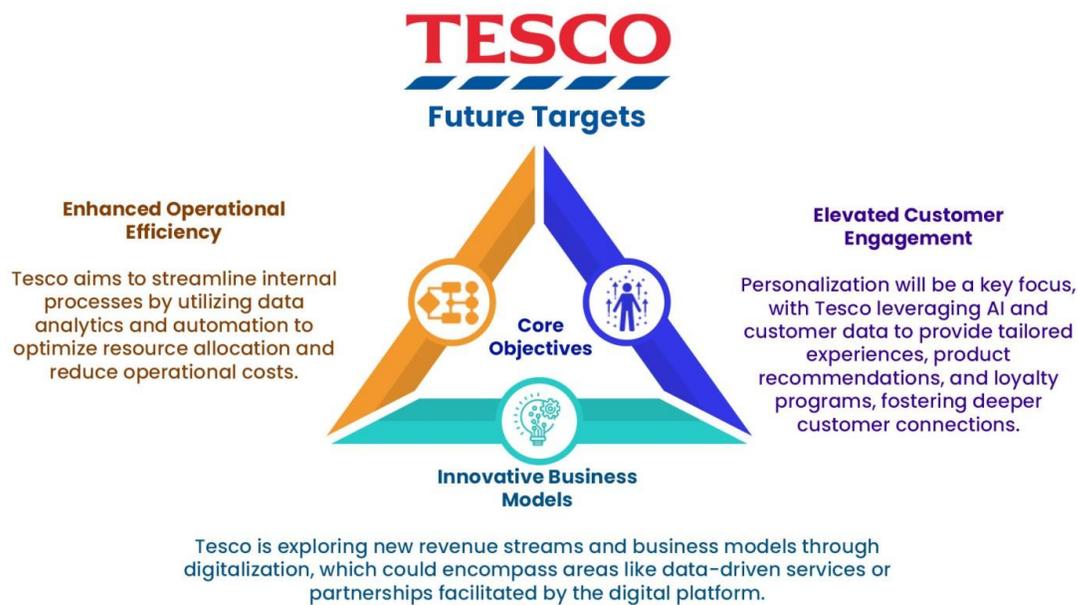
This plan introduces the **Interactive Content Hub**: a platform that delivers personalized tools (meal planners, nutritional quizzes, sustainability calculators) directly within Tesco's digital ecosystem. It drives engagement, generates zero-party data, and deepens loyalty — without relying on third-party cookies.

The business case in three numbers:

- 20% increase in average time spent on content pages
- 10% improvement in conversion rates
- 30% more qualified leads through interactive content

Total investment: £130,983 over 12 months.

The plan is structured across four execution phases, supported by a cross-functional Agile team and a clear measurement framework. It is ready for immediate approval.



1. Strategic Context: Why This, Why Now

The Competitive Pressure

The "Big Four" rivalry is no longer Tesco's primary threat. Aldi and Lidl now collectively hold over 18% of the UK market, and their growth comes directly from value-conscious customers Tesco cannot afford to lose. ([PESTEL, SWOT analysis](#))

Tesco's "Price Match" strategy has held the line. But price parity is a floor, not a strategy. To retain and grow its customer base, Tesco must compete on experience.

The Digital Opportunity

Three shifts make this the right moment:

- **Zero-party data is now essential.** Third-party cookies are gone. Brands that build direct data relationships with customers hold a structural advantage. Interactive content is one of the most effective mechanisms to collect this data voluntarily.
- **The Clubcard ecosystem is underutilised.** Tesco already has one of the richest loyalty datasets in UK retail (Davey, 2024). The Interactive Content Hub creates new touchpoints to enrich it.
- **Customer expectations have shifted.** Shoppers expect digital experiences that feel tailored, not transactional. Static content pages no longer hold attention.

Internal Challenges We Must Address

Three internal factors could slow execution if not actively managed:

- a. **Matrix structure complexity:** Dual reporting lines risk delaying decisions. We address this with a dedicated Agile squad with clear RACI accountability.
- b. **Resistance to new tooling:** Adoption risk is real. We address this with a structured change programme and a low-stakes pilot before full rollout.
- c. **High operational cost base:** Every digital investment must justify its ROI. This plan includes a 12-month measurement framework with positive ROI as a gate condition for Phase 3 scaling.

2. The Solution: Interactive Content Hub

Why Interactive Content — Not AI Personalisation, AR, or Gamification

We evaluated four technology directions before selecting the Interactive Content Hub.

Technology	Description	Pros for Tesco	Cons for Tesco
AI Personalization	Real-time product recommendations based on browsing.	Highly scalable; leverages existing Clubcard data.	Requires massive backend integration and data science resources.
AR/VR Shopping	Virtual "try-on" or store walkthroughs.	High "wow" factor; useful for non-food items (F&F clothing).	High barrier to entry for average grocery shoppers; high dev costs.
Gamification	Interactive games with rewards/points.	Extremely high engagement; drives repeat visits.	Can feel gimmicky if not aligned with core shopping needs.
Interactive Content Hub	Quizzes, calculators, and personalized surveys.	Balanced approach; provides immediate value and deep data.	Requires consistent content creation and platform management.

The Hub wins on three criteria that matter most to Tesco right now: **scalability, data value, and alignment with the core customer mission** ("serving customers better every day").

What the Hub Delivers

The Hub is built on the **Outgrow platform**, selected over alternatives (Ion Interactive, Ceros) for its rapid deployment capability, native HubSpot and Google Analytics integration, and cost-effective entry point for a pilot. <https://outgrow.co/>

"Outgrow performs better for us than blogs and ebooks because of the personalization it offers. It's not just about reading or watching content anymore, each prospect gets personalized and relevant information in real time whether it be through a calculator, quiz, recommendation, or chatbot."

Leonard Kim,
Top Marketing Influencer, **Forbes**



Core features at launch:

- **Meal Planner Calculator** — builds basket suggestions based on dietary preferences
- **Sustainability Quiz** — guides customers toward Tesco's own-brand sustainable products
- **Nutritional Tool** — personalised health guidance linked to product pages
- **Budget Basket Builder** — directly addresses price sensitivity without discounting

Each tool captures zero-party data — preferences, household size, dietary needs — that feeds directly into Tesco's CRM and informs future campaign targeting.

Strategic Alignment

The Hub is not a standalone marketing experiment. It connects to three of Tesco's core business priorities:

- **Customer loyalty** — deeper engagement increases CLV and Clubcard utilisation
- **Data capability** — zero-party data reduces dependence on third-party sources
- **Sustainability goals** — the Hub actively surfaces Tesco's sustainable product range

3. Leadership and Execution

Leadership Styles: A Comparative Approach

In a digital marketing environment as dynamic as Tesco's, a one-size-fits-all leadership style is insufficient. My approach will be a blend of three distinct approaches, calibrated to context.

<i>Phase</i>	<i>Leadership Style</i>	<i>Application at Tesco</i>
<i>Setup & Pilot (Sep–Nov 2024)</i>	Transformational <i>Inspiring vision, intellectual stimulation, and individual consideration</i>	To drive the vision for the Interactive Content Hub and inspire the team to innovate beyond traditional grocery marketing.
<i>Full Launch (Dec 2024–Mar 2025)</i>	Situational <i>Adapting leadership style (directing, coaching, supporting, delegating) based on the task and team maturity</i>	To provide more direction during the initial pilot phase and more delegation as the team gains proficiency in the Outgrow platform.
<i>Scale & Optimise (Apr–Aug 2025)</i>	Servant <i>Prioritizing the needs of the team, fostering growth, and building community.</i>	To empower the Content Creators and CRM Specialists by removing technical and bureaucratic roadblocks.

The shift from directing to delegating is deliberate. As the team builds proficiency on the Outgrow platform and with the data, control transfers to them. The leader's role evolves from architect to enabler.

Team Structure

The Hub runs on a cross-functional Agile squad. Two roles are newly recruited; the rest are drawn from existing departments.

Role	Source	Focus
Content Strategist	New hire	Content architecture and brand alignment
Content Creators (x2)	New hire	Interactive asset production on Outgrow
UX/UI Designer	Existing	User experience and interface quality
CRM Specialist	New hire	Data capture, segmentation, personalisation
Data Analyst	Existing	Performance monitoring and insight generation
Web App Developer	Existing	Platform integration and technical stability
Email Marketing Specialist	Existing	CRM-triggered campaign activation

The squad operates within a **RACI framework** — Responsible, Accountable, Consulted, Informed — defined per sprint. This eliminates the role ambiguity that matrix structures typically create.

Communication Cadence

Channel	Frequency	Audience	Purpose
<i>Stand-ups</i>	Daily (15 min)	Squad	Blockers and daily priorities
<i>Sprint Reviews</i>	Bi-weekly	Squad + Manager	Progress against OKRs
<i>Performance Dashboard</i>	Weekly (live)	Manager + Stakeholders	KPI monitoring via Tableau
<i>Strategic Update</i>	Quarterly	CMO and Senior Leadership	Business impact and next-phase planning

Communication must be transparent, multi-directional, and tailored to the audience.

Change Management

The introduction of the Interactive Content Hub represents a significant shift for Tesco. To manage this change, I will apply the Prosci ADKAR Model — the only change model applied in this plan.

Stage	Action
Awareness	Present the business case for zero-party data to all stakeholders. Show what becomes possible with this data.
Desire	Demonstrate how the Hub simplifies personalisation work the team currently does manually.
Knowledge	Structured training on Outgrow, Tableau, and HubSpot integration over four weeks.
Ability	Run a 3-week pilot program with a controlled 10% traffic sample. Low stakes, high learning.

Reinforcement	Celebrate first milestones publicly. Tie recognition to Hub performance metrics.
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Resistance is most likely in weeks two and three of the pilot, when the data is incomplete and the team is drawing conclusions too early. We pre-empt this with a clear "minimum viable insight" threshold — we do not pivot on less than three weeks of data.

Motivation and Recognition

Motivating a high-performance digital team requires a balance of intrinsic and extrinsic rewards.

Intrinsic (AMP Model):

- **Autonomy:** Team members own their sprint deliverables without micromanagement
- **Mastery:** Structured upskilling in interactive content design and predictive analytics
- **Purpose:** Direct line of sight between their work and customer impact metrics

Extrinsic:

- Implementing a **Digital Innovator of the Month** award with tangible rewards like extra leave days or professional development grants
- Spot bonuses for high-impact ideas that reach production
- Company-wide recognition through the Tesco UK marketing newsletter

4. Execution Plan

"Vision without execution is just hallucination." – Henry Ford

Four Phases, Twelve Months

Phase 1 — Team Assembly and Preparation (September–October 2024)

- Recruit Content Strategist and CRM Specialist
- Define RACI matrix and sprint structure in Jira
- Complete Outgrow platform training for all relevant team members
- Build control/test group methodology for the pilot

Phase 2 — Pilot Launch and Testing (November 2024)

- Week 1: Soft launch to 10% of total site traffic
- Week 2: Collect interaction data and user feedback
- Week 3: Analyse results; confirm or adjust before full rollout

Success gate: the pilot must show measurable positive movement on at least two of five KPIs before Phase 3 proceeds.

Phase 3 — Full Launch and Scaling (December 2024–May 2025)

- December: Full site-wide launch across web and mobile app
- January: First monthly performance review against baseline
- March: Quarterly strategic review with CMO and senior stakeholders
- May: Mid-period optimisation sprint based on accumulated data

Phase 4 — Optimisation and Future Planning (June–August 2025)

- June: Mid-year assessment; scale features that outperform
- August: Final 12-month evaluation; present 2026–2027 digital strategy recommendation

5. Measurement Framework

KPIs by Objective

<i>Objective</i>	<i>KPI</i>	<i>Target</i>
<i>Customer Engagement</i>	Average time on content pages	+20% vs. baseline
<i>Conversion</i>	Conversion rate	+10% vs. baseline
<i>Lead Generation</i>	Qualified leads from Hub	+30% vs. baseline
<i>Customer Satisfaction</i>	NPS and CSAT scores	+15% vs. baseline
<i>ROI</i>	Revenue attributable to Hub	Positive by Month 12

Feedback Loops

- **Real-time:** Tableau dashboard — live monitoring of interactions and conversion
- **Weekly:** Stand-up and sprint review — tactical adjustments
- **Monthly:** Deep-dive KPI review — strategic alignment check
- **Quarterly:** Stakeholder presentation — business impact and budget review

We do not optimise on instinct. Every change to the Hub follows a data trigger.

6. Budget

12-Month Investment: £130,983

Category	Item	Annual Cost	Rationale
Software	Outgrow Platform	£881	<i>This platform is at the heart of our interactive content hub, enabling us to create dynamic quizzes, calculators, and personalized experiences that will engage customers and increase time spent on the website/ App.</i>
	Jira	£116	<i>Jira will be used to manage the project efficiently, keeping all team members aligned and ensuring that we meet our deadlines.</i>
	Tableau	£1,066	<i>Tableau will provide the necessary analytics to track the performance of our content hub, offering deep insights into customer interactions and enabling data-driven decision-making.</i>
	Canva	£920	<i>Canva will be essential for creating visually compelling content that captures the attention of our audience and enhances the user experience.</i>
People	Content Strategist	£38,000	<i>Leads content strategy, ensuring that it aligns with Tesco's brand and marketing objectives.</i>
	Content Creators (x2)	£26,000	<i>Talented content creators will bring the interactive content hub to life, crafting engaging and relevant content that resonates with our audience.</i>
	CRM Specialist	£28,000	<i>The CRM specialist will ensure that customer data is effectively managed and leveraged to create personalized experiences, driving engagement and loyalty.</i>
Engagement	Customer Giveaways	£5,000	<i>To incentivise customer interaction with the content hub, we will allocate a budget for customer giveaways. These rewards will encourage participation in quizzes, surveys, and other interactive features, fostering deeper engagement and satisfaction.</i>
Contingency	Unforeseen adjustments	£5,000	<i>A contingency budget is essential to cover any unforeseen costs or adjustments needed throughout the project. This ensures that we have the flexibility to adapt and maintain momentum, even in the face of unexpected challenges.</i>
Total		£130,983	

Why This Budget Is Justified

£130,983 is a modest investment at Tesco's scale. For context, Tesco's annual marketing spend exceeds £200 million. This plan represents less than 0.07% of that — with a clearly defined ROI measurement framework attached.

The two new hires (Content Strategist and CRM Specialist) carry the majority of the cost. These are not temporary project resources. Both roles build permanent capability that outlasts the 12-month plan.

The software stack is lean by design: Outgrow for delivery, Tableau for insight, Jira for workflow, Canva for production. No redundant tooling.

The contingency budget (£5,000) exists for one reason: we do not fully control the pilot. We account for that honestly rather than presenting an unrealistically clean financial plan.

Conclusion

The Interactive Content Hub is not a marketing experiment. It is a strategic investment in three things Tesco needs now: richer customer data, stronger digital engagement, and a competitive differentiator that discounters cannot replicate on price alone.

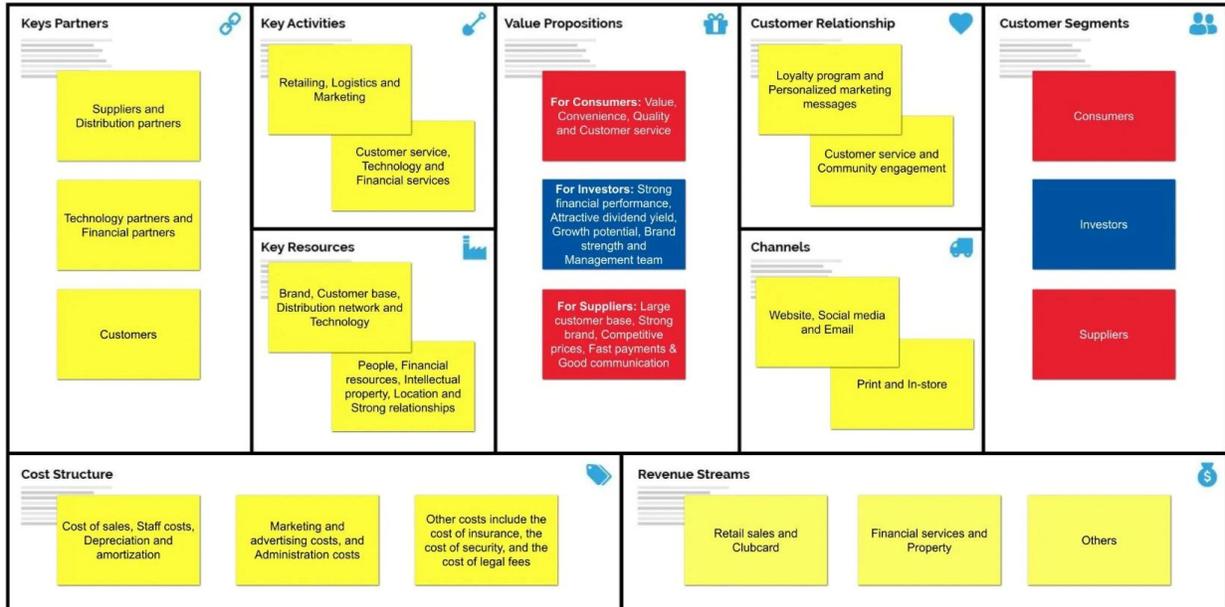
The plan is phased, measurable, and budget-conscious. The team is defined. The tools are selected. The pilot gate ensures we do not scale failure.

The anticipated yield from this investment is substantial: we expect a marked increase in online sales, higher conversion rates, and invaluable insights into customer behaviour that will inform future marketing strategies. The interactive content hub is not just an expense; it's a strategic investment in Tesco's future.

Appendix

Appendix A

TESCO - Business Model Canvas

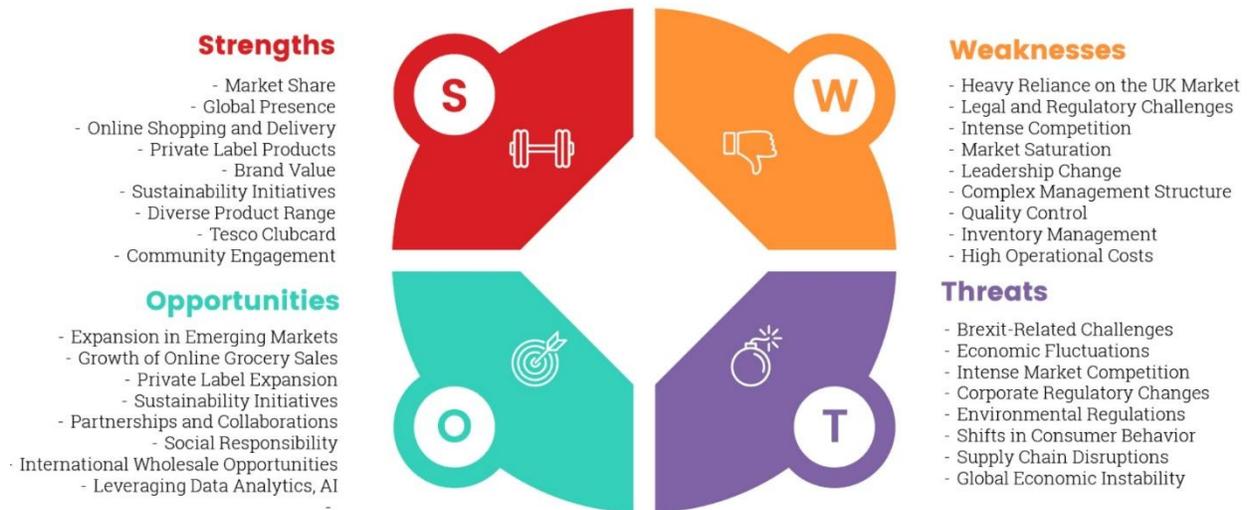


Appendix B

PESTLE ANALYSIS OF TESCO



SWOT Analysis



Appendix C

Current State

What do we know about the Political Conditions

Political Conditions:

1. Regulatory Changes:

- **Impact:** Changes in food safety regulations, advertising standards, and data protection laws (such as GDPR) can affect Tesco's marketing strategies.
- **Response:** Ensure all digital marketing campaigns comply with current regulations. Use data protection as a selling point by emphasizing Tesco's commitment to customer privacy.

2. Brexit:

- **Impact:** Brexit has led to changes in trade policies, tariffs, and immigration laws, which can affect supply chain logistics and labor availability. Supply chain disruptions may affect product availability and pricing, requiring adjustments to marketing messaging and promotions.
- **Response:** Highlight Tesco's efforts to maintain product availability and quality despite supply chain challenges. Use digital platforms to reassure customers about the continuity of services.

3. Government Initiatives:

- **Impact:** Government initiatives promoting healthy eating or sustainability can influence consumer preferences and demand.
- **Response:** Align digital marketing campaigns with government initiatives by promoting healthy products or sustainable practices. Opportunity to highlight Tesco's sustainability initiatives in digital marketing to align with government and consumer priorities.

What do we know about the Economic Conditions

1. Economic Recession:

- **Impact:** During economic downturns, consumer spending decreases, and there is a higher sensitivity to prices. Budget-conscious consumers will be more prevalent.
- **Response:** Focus on value-driven marketing by promoting discounts, loyalty programs, and budget-friendly product lines. We'll need to leverage our digital channels to promote Tesco's value offerings, loyalty programs (Clubcard), and budget-friendly own-brand products.

2. Inflation:

- **Impact:** Rising costs of goods can lead to higher prices, affecting consumer purchasing power.
- **Response:** Implement dynamic pricing strategies and communicate value propositions clearly. Use targeted digital marketing to reach cost-conscious consumers with personalized deals. Digital marketing efforts should focus on transparency, highlighting price-locking promotions or offering alternative, more affordable product lines.

3. Consumer Confidence:

- **Impact:** Economic uncertainty can lower consumer confidence, reducing spending on non-essential items.
- **Response:** Build trust through transparent communication and customer engagement. Use content marketing to provide useful information and maintain a positive brand image.

Appendix D

Key reasons why grocery retailers must stay current with new technology

- **Stay competitive:** Adopting new technology allows you to meet and exceed customer expectations, helping differentiate your store from competitors.
- **Improve efficiency:** Technology can automate tasks and processes, reducing the need for manual work and saving time and resources.
- **Enhance customer experience:** Implementing technology makes shopping more enjoyable, convenient, and personalized for customers.
- **Gather valuable data:** Technology enables you to collect and analyze critical data about your customers' shopping habits, preferences, and behaviors.
- **Adapt to changing consumer habits:** As more people adopt digital technologies in their daily lives, offering online shopping, home delivery, and digital payment options becomes increasingly essential to meet your customers' evolving needs and preferences.

Successful Digital Marketing Innovations in Grocery Retail

Personalized Marketing Campaigns:

- **Impact:** Retailers like **Amazon Fresh and Walmart** have successfully used AI-driven personalized recommendations, increasing customer loyalty and boosting sales.
- **Success Factors:** Success was driven by advanced data analytics, understanding customer behavior, and leveraging machine learning algorithms to provide tailored offers.

Omnichannel Retailing:

- **Impact:** Retailers such as **Kroger and Sainsbury's** have integrated online and offline channels, providing seamless customer experiences across platforms.
- **Success Factors:** The successful implementation relied on strong IT infrastructure, a unified customer database, and effective cross-channel communication.

Social Commerce:

- **Impact:** Brands like **Whole Foods** have capitalized on social media platforms, turning them into sales channels by integrating shoppable posts and direct purchase options.
- **Success Factors:** Effective use of influencer partnerships, targeting the right audience, and creating engaging content were crucial for success.

Sustainability and Ethical Marketing:

- **Impact:** Companies like **Marks & Spencer** have gained customer trust and loyalty by promoting sustainable practices through digital campaigns.
- **Success Factors:** Transparency, genuine commitment to sustainability, and clear communication helped in building a strong brand image.

Self-Checkout Systems:

- **Impact:** **Amazon Go** stores have revolutionized the self-checkout experience by introducing "Just Walk Out" technology, allowing customers to shop and leave without traditional checkout. The system uses a combination of sensors, computer vision, and deep learning to automatically track items picked up by customers.
- **Success Factors:** The success of Amazon Go's self-checkout lies in its seamless integration of technology, offering a frictionless shopping experience that reduces wait times and enhances convenience.

Augmented Reality (AR)

- **Impact:** Although not directly in grocery retail, **IKEA's AR app**, "IKEA Place," allows customers to visualize how furniture would look in their homes before making a purchase. This use of AR has increased customer confidence in online shopping.
- **Success Factors:** The successful implementation relied on an intuitive and user-friendly app design, realistic and true-to-scale 3D product visualization, and seamless integration with IKEA's digital shopping ecosystem.

Virtual Reality (VR)

- **Impact:** **Walmart** has successfully used VR to train its employees, creating realistic simulations of customer service scenarios. This innovation has improved employee readiness and customer satisfaction.
- **Success Factors:** Walmart's VR training provides employees with realistic simulations of various scenarios, allowing them to practice and learn in a controlled environment without real-world consequences. The successful implementation was driven by enhanced employee knowledge retention, and cost-effective training solutions that minimize disruption to store operations.

Appendix E

How can these innovations be adapted to benefit Tesco UK

Advanced Personalization:

- Implement AI-driven recommendation engines for online and in-store shopping.
- Utilize data from the Tesco Clubcard to create hyper-personalized promotions, tailored meal plans, and product recommendations.
- Introduce dynamic pricing models based on customer segments and buying behavior.

Enhanced Omnichannel Experience:

- Invest in integrating Tesco's digital platforms with physical stores, ensuring a seamless experience.
- Develop a unified app that allows customers to shop, access loyalty programs, and receive personalized offers in real-time, whether they are online or in-store.
- Utilize location-based marketing to send real-time offers to customers' smartphones when they are near a Tesco store.

Leverage Social Commerce:

- Strengthen Tesco's presence on platforms like Instagram, TikTok, and Pinterest by integrating shoppable posts.
- Partner with food influencers to create content that links directly to Tesco's online store, allowing customers to buy featured products instantly.

Promote Sustainability Through Digital Channels:

- Launch campaigns that highlight **Tesco's commitment to sustainability**, including reducing plastic use, supporting local farmers, and promoting plant-based products.
- Create a dedicated section on Tesco's website and app focused on sustainable products, with detailed information on their environmental impact.

Self-Checkout Systems:

- Tesco's "Scan as You Shop" system allows customers to scan items using handheld devices or their smartphones as they shop, then pay at a dedicated kiosk, speeding up the checkout process. **(Already implemented)**

Augmented Reality (AR)

- **Potential Adaptation for Tesco:** Tesco could implement a similar AR feature that allows customers to visualize products, such as meal kits or kitchen appliances, in their homes or kitchen settings, enhancing the online shopping experience.

Virtual Reality (VR)

- **Potential Adaptation for Tesco:** Tesco could use VR to train employees on new digital systems, customer interaction, and crisis management, ensuring that staff are well-prepared to handle various situations in the retail environment.

Common Reasons for Failure of Digital Marketing Innovations

Over-reliance on Technology:

- Innovation without a clear understanding of customer needs often leads to failure. Examples include AI chatbots that frustrate users due to lack of human touch.

Poor Implementation:

- Innovations may fail due to inadequate planning, lack of staff training, or poor integration with existing systems. For instance, poorly executed omnichannel strategies can confuse customers and damage brand reputation.

Neglecting Customer Feedback:

- Failing to incorporate customer feedback during the rollout of new digital features can result in low adoption rates and negative sentiment.

Lack of Measurable Goals & Clear Objectives:

- Innovations without clear goals and KPIs can lead to misaligned strategies and wasted resources.

Insufficient Resources:

- Digital marketing innovations often require significant investments in technology, training, and infrastructure. A lack of sufficient financial and human resources can lead to underdeveloped projects that fail to deliver expected results.

Resistance to Change:

- Resistance from employees or customers can hinder the adoption of new technologies. Without effective change management strategies, innovations may fail to gain traction, leading to poor outcomes and wasted efforts.

Lessons for Tesco UK:

- **Thorough Market Research:** Before implementing new technologies, ensure a deep understanding of customer needs and preferences.
- **Phased Implementation:** Roll out innovations gradually, allowing time for customer feedback and system adjustments.
- **Clear KPIs:** Set measurable goals to track the success of digital initiatives and make data-driven adjustments.
- **Employee Training:** Ensure that staff are well-trained to manage and support new digital tools and strategies.
- **Allocate sufficient resources:** Invest in dedicated innovation teams and budgets.
- **Foster a culture of innovation:** Encourage experimentation and risk-taking.
- **Prioritize execution:** Develop robust implementation plans and monitor progress closely.
- **Continuously gather customer feedback:** Use feedback to refine innovations.

Appendix F

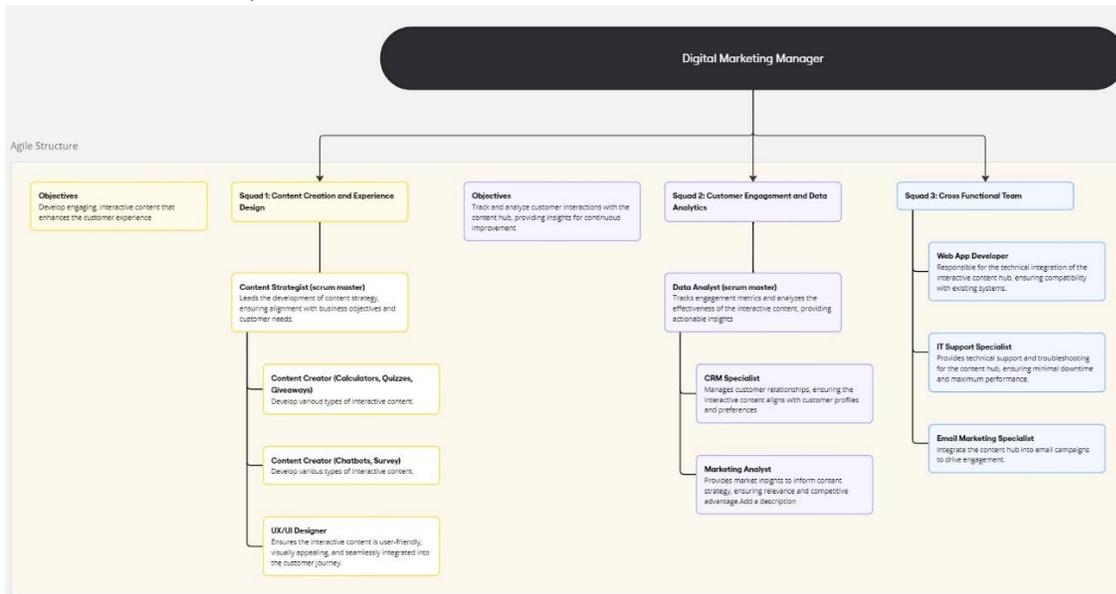
Elevating Customer-Centricity to New Heights: Tesco customers are at the heart of everything we do. To truly embody this principle:

- a. **Customer Journey Mapping:** We'll conduct comprehensive customer journey mapping exercises, identifying key touchpoints where our interactive content hub can enhance the customer experience. This data-driven approach will guide our content strategy, ensuring relevance and engagement at every stage.
 - b. **Voice of the Customer Program:** We'll implement a robust feedback mechanism, including surveys, focus groups, and social listening tools. This continuous feedback loop will allow us to iterate and improve our digital offerings rapidly. For instance, early user feedback on our interactive quizzes led to the development of more personalized product recommendations, significantly boosting engagement and conversion rates.
1. **Empowering and Developing a High-Performance Team:** Our team is our greatest asset. To unlock their full potential:
- a. **Skill Matrix and Development Plans:** We'll create a comprehensive skill matrix for our digital marketing team, identifying strengths and areas for growth. Based on this, we'll craft personalized development plans for each team member. For example, our content creators will receive advanced training in interactive content design, while our data analysts will upskill in predictive analytics.
 - b. **Cross-Functional Collaboration:** We'll break down silos by implementing a rotation program where team members spend time in different roles, fostering a culture of collaboration and mutual understanding.
 - c. **Diversity, Equity, and Inclusion (DEI) Initiatives:** We'll actively promote DEI through targeted recruitment strategies, unconscious bias training, and creating safe spaces for open dialogue. Our diverse team might bring unique perspectives to the content hub project, resulting in culturally nuanced content that resonates with our broad customer base.

Appendix G



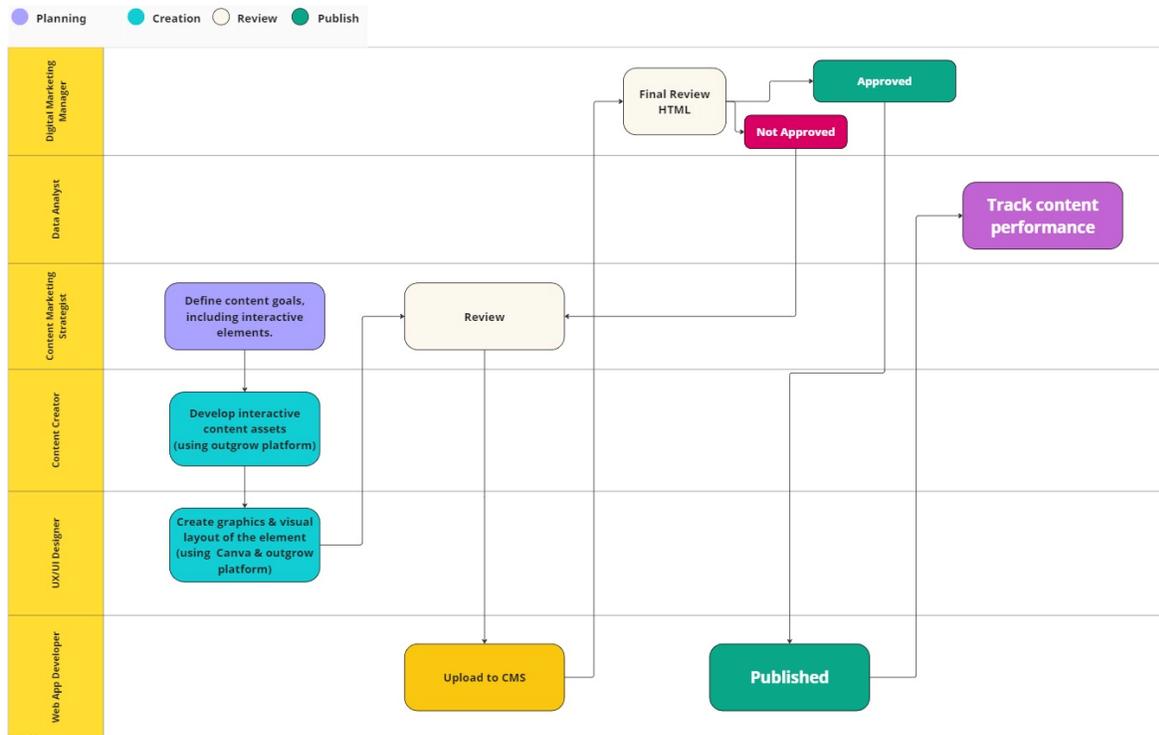
Appendix H Cross-functional squads team



(for full view in Miro click [here](#))

Appendix I

Example of how a task for a content creation is handled in the workflow:



Appendix J

Experiment Design: Testing and Validating the Innovation

To ensure the interactive content hub delivers on its promises, we will conduct a well-structured experiment designed to test its effectiveness. The experiment will be carried out over a defined period, with specific, measurable, achievable, relevant, and time-bound (SMART) goals.

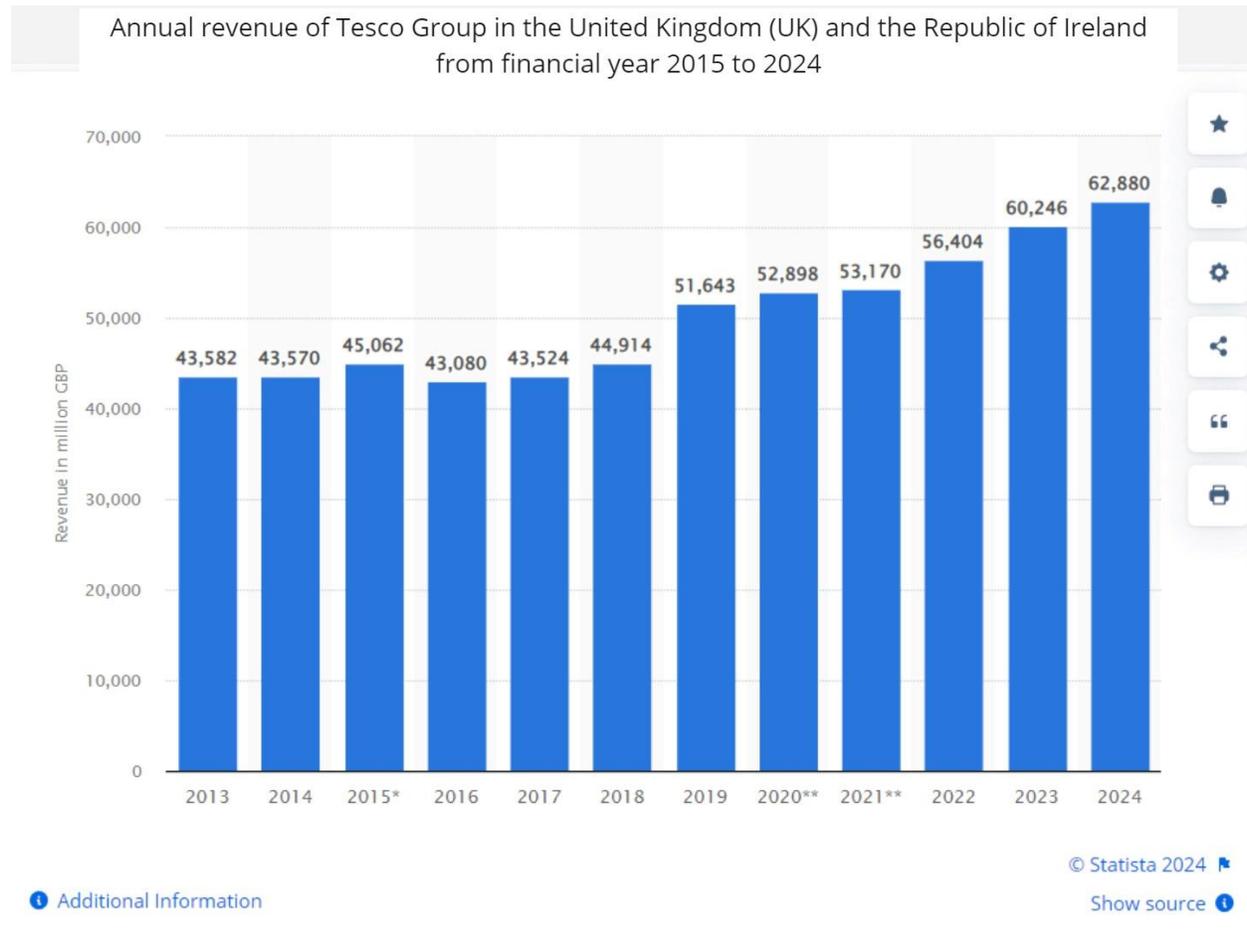
Objectives	Hypotheses	KPIs
Enhance Customer Engagement	The interactive content hub will increase average time spent on content pages	A 20% increase in the average time spent on content pages.
Boost Conversion Rates	The interactive content hub will boost conversion rates	Improve conversion rates by 10%, directly impacting sales.
Increase Lead Generation	The interactive content hub will enhance lead generation	Generate 30% more qualified leads through interactive content
Measure ROI: We will assess the profitability and return on investment (ROI) to ensure the innovation is financially viable.		Track ROI, with a target of achieving a positive return by the end of the project. Demonstrating the financial benefits of the innovation through increased sales and customer retention.
Improve Customer Satisfaction	Personalized interactive elements will foster stronger customer connections, driving repeat visits and increased sales.	Improve customer satisfaction scores by 15% Monitor Net Promoter Scores (NPS) and feedback

Experimental Design:

- **Control Group vs. Test Group:** We will compare a control group using the current website with a test group experiencing the new interactive content hub. This comparison will help isolate the impact of the hub on key metrics.
- **Randomization and Duration:** Visitors will be randomly assigned to groups to eliminate bias. The experiment will run for three weeks, allowing us to gather sufficient data for analysis.

Data Collection and Analysis: We will use tools like Google Analytics and Hubspot CRM to monitor performance metrics, ensuring we capture detailed insights into customer behaviour and interaction with the hub.

Appendix K



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