

## **THE PLACE OF MARKETING IN SALES: AN ANALYSIS OF CARREFOUR'S EFFECTIVE SALES STRATEGIES**

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The paper examines the impact of marketing on sales and effective sales strategies implemented by Carrefour, a leading player in the global retail industry. It examines various aspects such as loyalty initiatives, store design and aesthetics, merchandising tactics, pricing and promotional activities, customer care and online visibility. Through a thorough investigation of these components, the goal is to understand how Carrefour uses marketing approaches to improve sales performance [1].

To begin with, Carrefour offers an extensive loyalty program that includes membership benefits and reward schemes. Loyal visitors can access exclusive offers, personalized deals and earn points, driving customer loyalty, repeat purchases and brand loyalty. Moreover, Carrefour places a strong emphasis on creating an appealing shopping atmosphere by maintaining a well-structured store layout. The aisles are strategically organized to facilitate easy movement for shoppers, while product displays are visually captivating, enhancing the overall shopping experience. The prominent logo offers clear and informative signage, guiding customers effectively throughout the store. The store's cleanliness and tidiness further contribute to a welcoming shopping environment for customers.

Its pricing strategy centers around offering competitive prices in comparison to other grocery retailers. They frequently provide discounts, weekly specials, and bundled deals to draw in customers and drive sales. These pricing and promotional approaches enhance the customer shopping experience and contribute to the store's revenue. Furthermore, Carrefour prioritizes delivering exceptional customer service.

Carrefour has established a robust online presence across its website, mobile apps, and social media platforms. The company leverages digital marketing tactics, including personalized discounts, online promotions, and click-and-collect services, to drive sales. These strategies cater to the evolving preferences of modern, digitally-savvy customers and have had a notable impact on the overall sales performance of the retail chain.

In summary, Carrefour has successfully utilized various marketing techniques to drive sales.

### **References:**

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