

Study of Apple Inc. Marketing Strategy

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Abstract

The paper focuses on the various marketing strategies used by Apple Inc in order to compete and take control of the smartphone market and emerge as the world leader in terms of smartphone technology. The paper focuses on how the Apple brand came to be and how Apple has outdone and eliminated brands like Burberry and Nokia to position itself as a smartphone for the elite and a form of status symbol in society especially in developing countries like China and India. It talks about the various techniques like niche marketing, product placement and good quality service to sell its products.

Introduction

Apple computers since its inception has been at the forefront of technology with products like the iPod, iPhone, Macintosh computer etc. Over time it has been observed that Apple uses a clear pattern of select marketing strategies to sell its product and ensure a superior market share. Apple does not like other brands follow a race to the bottom strategy and ensures that it is viewed as a top quality product and a status symbol as compared to Samsung and Chinese brands who focus on mass market appeal rather than ensuring the product is viewed in a favourable appearance of being somewhat special. Apple for long has used simplicity both in product and marketing to ensure higher product acceptability.

Marketing Strategy of Apple:

Product is the fundamental or something critical about Apple's promoting technique. Apple has been effective lately for their innovative method to do their business. They are known for their novel style and outline, awesome methodology, inventive advertising and for magnificence in correspondence. Mac has made overpowering progress as of late with their items, for example, iPad, iPhone, iPod and Macintosh and so forth. A blend of new equipment with awesome styles, execution and easy to use catches the clients in moment. Apple Inc utilises an awesome promoting procedure. They embrace same procedure for every one of their items. At first the Apple will offer their items just in the US for 3-4 months. Later they will dispatch in outside nations as well. A half year later the organization will discount the costs. At the primary the essential 16GB iPad will be discharged without the 3G association at \$499. Following a half year the Apple will offer the 64GB iPad with 3G availability for \$499. Apple's promoting system helped them to top in the pieces of the overall industry.

Branding Personality of Apple:

Branding strategy of Apple focuses on customer's emotions. The organisations' brand identity is about effortlessness and disposing of intricacies from the lives of each person, individuals driven Apple item plan, and regarding the matter of being a definitely humanistic business with an earnest and honest to goodness association with its customers everywhere throughout the world. Marketing technique of Apple centers around their items as well as the need of each.

Apple's very famous for its Halo Effect which they started off with when they released the first Mac series and then Siri, Apple Pay, Cloud technology etc.

The brand personality of Apple is all about:

- Lifestyle
- Imagination
- Innovation
- Making technology reach the people in the most simplest ways

Content

Apple's marketing mix creates eager fans who stand in line for hours and hours on end, just to get a first look of any new product the minute it's released throughout social media. Apple does what it does so well that there are whole websites out there devoted to nothing but Apple products and Apple marketing. Apple goes way beyond the "computer brand" label. They create products for their target market, loyal customers that believe make these

products life better, easier, more fun and more cool. Design and utility are just two of the reasons behind Apple's success and certainly give it a competitive advantage. But it is more important for us customers to know Apple's secrets for transforming casual purchasers into brand ambassadors can be applied to just about any business in any niche or industry. Apple knows that's not always necessary to spend money on advertisements in social networking sites. Apple relies most on two completely different strategies: product placement especially with celebrities and in popular shows and the buzz created by positive reviews in the media. We are in a time when pricing strategies are all over the place. People don't know what to charge, and in many cases, prefer to race to the bottom instead of pricing strategically to a market that can bear the cost.

Once more, Apple ignores the standard by not only pricing their technology more than what their competitors charge. But loyal customers don't have an issue with the price because they build beautiful products for a crowd that loves them passionately and they justify their price with features and benefits that can't be matched. Take a look at any Apple product page and you'll find that though they do discuss product specifications and technical information, it's hidden behind the benefits that their audience is truly after. For example, instead of display resolution as is the case with other brands, you'll see phrases like "edge to edge glass," "retina display," and "LED backlighting." Apple makes sure that the experience doesn't end at the cash register. They take great care in designing a user experience from browsing to unwrapping, which relies on incredible packaging and installation procedures. By reducing installation to the lowest, they make buying new products a snap, and by spending as much time on designing packaging as they do on the products themselves, they have ensured that the box matches what's inside. As a result, they've built an experience that is nearly impossible to match. Apple isn't content with being a leader in sales alone, they want to own the market itself, which explains why they have engineered iTunes as the major music provider that it is and why the iPad, having the luxury of being the first, has now set the trend for future tablet devices. It allows them to get a clear head start in terms of being first to market and a USP that differentiates your product in a way that makes people wish it were first.

Apple has also built one of the most hardcore fan bases of any product and of any time. They know that they serve an elite audience. The iPhone wasn't the first phone, but they engineered it to be so unique that you couldn't help but think it was. The iMac isn't the first all in one, but it became the only one that mattered. It's not so much the marketing angle that matters as it is the way that people identify with that angle. Take a look at any Steve Jobs product release and you'll watch as he tells you why every other product in the market pales in comparison to what he's created. Customers and prospects don't need complex marketing campaigns that overwhelm them with information. Apple understood this concept early on and made sure that their marketing was as simple as possible. They took out product feature lists, price, voice-overs and special effects. In Apple's marketing strategy, there isn't typically any information on where and how to buy their products. Instead, the ads and other marketing messages are very straightforward typically showing the product and letting it speak for itself. Leave out the flashy noise, strip down the content to the bare minimum, and display simple graphics that translate your message. Apple has done well getting reviews from its customers and you can too. A free trial or sample can be offered in exchange for a testimonial or a review that appears on social media or a review website. Many times, customers are happy to give a review if you just ask them.

Reserach Methodology

Apple is a big company hence all the data gathered about the techniques used by Apple is from secondary sources like articles, newspapers etc.

Conclusion

Apple, the app store and their retail shops are a role model for any smart modern brand that wants to create a raving fan base and super-loyal customers who will refer their friends and family members. The idea isn't to mimic Apple. Rather, get a sense of what Apple – or any other successful business – does well, then find creative ways to do the same in your business, always keeping the marketing mix consistent with your brand.

You can learn a lot from your competition, too. Competitor analysis can tell you what they're doing right and what you can learn from and implement in your own marketing.