

# The usefulness of marketing for media and entertainment companies such as disney

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Disney Affiliation: Title:

Date:

Discuss how a media and entertainment company can use marketing to effectively market to consumers.

The media and other entertainment industries have discovered new ways to market their products so as to entice consumers to purchase them. A recent example is the Samsung advertising their galaxy note during the Oscars Academy Awards. This marketing strategy by Samsung where it has the celebrities taking a selfie and it is an indication of how well the phone can take photos and how many people it can capture and it is even used by celebrities. This will make the consumers want to have the same phone that celebrities use just for prestige purposes (Vranica, 2014).

Another marketing strategy that entertainment companies have resulted to is using electronic advertising in animated billboards. An example is Sony which has chosen to advertising in the ever busy New York's Times Square where it is sure to attract millions of consumers. This marketing strategy has ensured that all the people using Times Square on a daily basis will have the opportunity to experience the advertisement and long to have the Sony phone which means that the sales of the Sony products and hence continue growing the company (Beattie, 2013).

Lastly the media and entertainment industries should embrace using social media to advertise. They can advertise their upcoming movies and programs or premier events on their social media pages as a way to notify many people as well as market their products to their consumers to purchase. This

marketing strategy has been used by other industries including the airplane companies and the results have been evident in the increase in client base as well as ensuring consumer satisfaction (Vorvoreanu, et al. 2013).

Discussion of why marketing could be essential in such an industry

Media industry as well as the entertainment industry in general has been experiencing competition in the recent past and marketing is one of the ways to ensure they have gained competitive advantage in the busy industry. Marketing will provide a niche for the company that will decide to spend more in their marketing (Haupeet, 2012).

Marketing is also essential because entertainment forms keeps on changing as technology changes. In order to ensure that people are keeping up with these changes and they embrace it as it comes, marketing is the best strategy to do this. If the marketing strategy used will be able to reach many people at once, it then means that these people will also be kept abreast with the changes and will embrace them without much criticism to go with it (Anderson, 2007).

The other importance of marketing strategy for the media and entertainment industries is to encourage originality of their products. Even with the copyright laws being put in place, there are still many people in other countries that are illegally copying and distributing the movies and songs of these entertainment industries, and hence in the end they end up losing a lot. However with adequate marketing techniques, these media and entertainment companies will beat the illegal copyrighting as well as encourage purchase of original and legal copies for their own growth (Cohen and Merrill, 2003).

## Reference

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