

Relationship with customers

Business



Relationship with s The North Face Communication and Advertising

Strategies are widely known as internet as well as other well-known forms of traditional advertising which have always been referred to as video advertising. The North Face has managed not to rely anymore on the strong traditional advertising outlets given the strong brand loyalty and recognition. Instead, the company has relied more on the word of mouth for its advertising using its loyal customer base. All these advertisement methods are mainly seen to be focusing on the best where being comfortable and high endurance products matter.

Who the Customer is to Serve

There are three major enthusiasts of the North Face including men and women who are between the ages of 18 and 35 and fall within and the higher class of their socioeconomic classes. It is thought that these customers emerge as the most profitable as well as brand loyal. The customers are also realized to become more concerned with reliability and their well maintenance of their outdoor gear just due to their outdoor lifestyles that are active. The health conscious customers would be the second group to focus with the advertisement. The group that mainly belongs to the upper/middle socioeconomic brackets is mainly composed of men and women within the ages of 25 and 50. The third group of focus is this that consists of both men and women in 50s to 70s and fall in the lower to upper socioeconomic brackets.

Focused Differentiation Strategy

The company maintains a given innovative product design by doing things differently. As a result, the North Face takes advantage of the fact that it is a highly respected leader in the industry as well as being considered highly

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priced in the industry to maintain their loyal customers. The consistent development and introduction of new products is the very good example of the North Faces advantage. The looks, style, durability and quality of the product have been established to be the strongest attributes to The North Faces value position. The customer has found a good position in the market against its competitors as to offer sustainable, durable,, as well as high-quality products. These are products that can withstand harsh climatic conditions last longer. The main reason that this company wants to be providing high-quality products is because they want their customers to feel secure when making the purchases. This has been a good and easy way for the company to maintain their company trust. They have these marketing strategies that are meant to go beyond the competitors as well as going beyond and above the expectations of the customers.