

Coca-cola company's marketing communications

[Business](#), [Marketing](#)



III. Explain how this piece of evidence relates back to the product life cycle stage stated in #1.

Coca Colas emphasis is on retaining consumers and increasing consumption—as apparent in the Facebook fan page, as well as the My Coke Rewards. Providing consumers with some loyalty program is usually done by companies with products in the mature phase of the product life cycle—the product has achieved significant success in the market such that it has a good deal of followers already (Coke claims the millions of fans in Facebook). Coca Cola has earned a number of satisfied customers already in the past, millions in the past as a result of its marketing communications campaign and satisfaction from its product. Its goal with its marketing communications now is to retain these customers through loyalty programs such as the Facebook fan page as well as the My Coke Rewards and to increase consumption.