

Product review case studies example

Business, Company



My choice of Apple's iPhone 5 is subject to my passion for Apple's product and their quality. My review provides an analysis of the product as well as its pros and one shortcoming of the product. Consumer reviews and comments on a product are very beneficial to the client or manufacturer of the product. The preview gives the client a glimpse on the strengths and weaknesses of the product reviewed. By studying the weaknesses, the client can improve the features of the product to meet consumer satisfaction. Nevertheless, the reviews also give the client more suggestions on how to better the product and stand competitive in the market. By reflecting positively on the reviews, the client can better the services of the product thus retaining his or her customers.

The benefit that consumer product review provides an organization concerning strategic implementation from a communication perspective is significant, Apple as a brand has been a leading and path breaking brand and with a base of loyal customers and the also the inception of digital media as a communication medium.

The consumer comments helps them to create a and connected and meticulously planned promotion that in essence helps the retail and also the hype of a product launch get a buzz through the comments by creating a domino effect in terms of subliminally promoting the features and the brands image through the customer reviews.

In this age of cluttered marketing communications, it is of paramount importance that the clients utilize the customer reviews in communication to create credibility and trust for a positive effect on sales.

With a globalized economy and the social media world's connectivity, twitter

being a major tool, it is imperative that reviews are transformed into product communication albeit it may also affect the brands negatively.

The customer reviews integration is the new way of engagement in view of the fact that companies' engagement with consumers is no longer a short-term connection, and successful brands makes sure that the conversation and reviews about brands and services is utilized to foster relationships.

One concern from a communication perspective is that the reviews has to be in line with the vision and mission of the organizational and most importantly social values to not create any unnecessary controversy that may adversely affect the brand.

Therefore, the utilization of the customer reviews has to be done in a subtle manner and overdoing the integration in communication may display the brand as paying for the reviews.