

Marketing strategy of ipod



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The introduction of the iPod in the contemporary society had initiated the latest craze for the portable digital music player industry. It had taken the digital age into another level. iPod's sleek design, trendy appearance, convenient size, versatile functions and social symbol have captured the attention and interest of its target audience. Since its introduction, iPod had remained the leading brand in its industry and it continues to innovate and expand to widen their market as well as to increase their sales.

Based on some experts and researchers, iPod has already holds the 65% of the portable digital music player market and it continues to increase its target market as it introduces new iPod products (Baler and McGuire, 2005). The “ tech-savvy consumers, who typically have an above average income, represent the attractive target consumers of iPod.” Furthermore, according to the survey conducted by comScore Networks, 27% users of the iPods usually owns one or more digital music players.

More so, there seem to be more male iPod users with a number of 53% compared to female users which has one-third lesser percentage of 37%. Most of the users fall in the age range of 18-34 years old. In addition, “ they are nearly twice as likely as the typical Internet user to be enrolled as full-time college students.” In terms of household income, iPod targets those with annual income of above \$75, 000 to \$150, 000. Those who belong to this economic class usually go online to shop (Mac Daily News, 2008).

Overall, iPod's target market is under the category of teenagers and young adults which are segmented based on age, gender and household income. Through this information, iPod can maximize its potential in boosting its profitability by catering the needs and wants of its target market.

Moreover, iPod's positioning strategy and marketing mix also helped advanced the Apple brand. Apple utilized all mediums of commercials and advertisements to increase the popularity of the iPod.

They characterized the product with the 'coolness' factor so as to encourage their target market to buy the iPod with the notion that owning an iPod would make them hip and can easily recognized and accepted by their friends. "The hype surrounding iPod was created due to its unique advertising, word of mouth publicity by the users and the look and design of the product" (Apple, Inc., 2007, p. 8). Meanwhile, iPod's, marketing mix is focused on product, price, place and promotion. Apple had used the functionalities and design of the iPod to dictate the price and promotional activities. The more that they inform their consumers that iPod is a high quality product, the more that the consumers will be convinced to pay more for the product. More so, as the iPod develops from one model to another, the more opportunity opens up for Apple to sell their product to their target market.

Furthermore, positioning strategy and marketing mix are interconnected. The marketing mix determines the positioning strategy of a product. In the iPod's case, the product's features and design influences the concept in which it will be marketed. iPod's multi-versatile player combined with its diversity in function have affected the use of 'coolness' factor in the marketing strategy. Through this, the iPod was perceived as a high-end and unique digital music player. However, it is very important to always put into consideration the packaging of the product because it is in this area which will determine the identity and level of quality that the iPod offers. More so, this is the first information that is retained to the consumers' memory and

perception. There is a saying that “ first impression lasts,” and this is true for the iPod.