

Apple inc. marketing strategies essay sample

[Business](#), [Company](#)



Apple Inc. has utilized marketing mindset to influence customers. Apple Inc. is a customer centered in that their stores or retails are inviting, as well, are located in places where customers may try all the products before buying (Kerin & Hartley, 2009). Customers may and do check online notification or email about computers, make calls from iPhone or listen to music via iPod. Apple Inc. offer free technical support in the Genius Bar. Additionally, customers may arrange for individual shopping appointment for assistance from an expert to purchase the right products. Besides, defective products are always replaced instantaneously (Sethi, 2012, p. 10).

Regarding segmenting and targeting markets, Apple Inc. carry out research to find out and identify specific target markets in order to help in marketing strategies with a view of promoting a broad range of products. Apple Inc. analyses and breaks down various markets into categories of segmentations. The main bases that segment a customer or consumer market are referred as demographic, psychographic, geographic, and behavioral segmentation (Kerin & Hartley, 2009).

Geographic segmentation is on variables like region, density, climate, and city size. Demographic segmentation is on variables like sex, age, family life cycle, occupation, family size, income, education, nationality, and religion. Psychographic segmentation is on variables like socioeconomic status, attitudes, lifestyle groupings, personality, and values. Behavioral segmentation is on variables like benefits sought, occasions, user status, and loyalty status, attitude towards a product, usage rate, and readiness stage (Kerin & Hartley, 2009).

Apple Inc. identifies and distinguishes itself from competitors by thinking

differently, as well as, not letting what competitors do influence the services and products Apple develops and avails to market. Apple executives continue to be in driver's seat through developing new products, which have driven innovation within MP3 players, tablets, computers, and smart phones over the years (Sethi, 2012, p. 12).

Apple Inc. uses the 4ps in their marketing. 4ps is a marketing mix comprising four elements known as price, products, promotion, and place (Kerin & Hartley, 2009). Regarding products, Apple have portable computers like Mac Book Pro, Xserve, and Mac Mini. Concerning price, Apple Company is the best or premium brand computer, which does not try to compete using price. The firm has lowered the prices after initial product launches. Apple uses premium and skimming pricing strategies (Sethi, 2012, p. 11). Considering the place, Apple Inc. has more than 200 retail stores globally including the UK, Canada, and US. Apple currently opened a retail store within Shanghai China. Moreover, Apple gives special discounts or price reductions on refurbished computers as a way of promotion (Kerin & Hartley, 2009). Apple does monitors and makes adjustments after listening to its customers. The Company is premier exponents of NPS (Net Promoter Score) for listening to consumers and making adjustments in response to customers' feedback (Sethi, 2012, p. 10).

References

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- Kerin, R. A., & Hartley, S. (2009). *Marketing*. Boston: McGraw-Hill/Irwin.