

International marketing management assignment

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**ASSIGN
BUSTER**

For over 5 years, and their strategies have played a significant role in their growth. An introduction to Struck is unnecessary. With more than 18,000 retail locations in 60 countries, the coffeehouse is the picture of success. Struck rode the baby boomer trend in the sass, the swelling ranks of mid-age professionals that created the need for a third place, '0 an affordable luxury where people could share and enjoy a cup of coffee with friends and colleagues, away from work and home. In our opinion, the company has inserted itself into the American urban landscape more quickly and craftily than any retail company in history.

It has forever changed the way companies market themselves to customers. Here is how we feel they have been so successful: Market segmentation The company has stayed with the upper-scale of the coffee market, competing on comfort rather than convenience, which are the case with its closest competitors, McDonald's and Dunkin' Donuts. See this article on market segmentation tips. Execution The company continues to focus on its original product bundle that includes good coffee, quality service, and a nice environment to hang around. They keep their attention on paying attention to the details of great execution and service.

Social Media One of the earliest adopters of the use of social media for marketing and social commerce, Struck has certainly taken a leadership position. Their social media strategy is built around their company web site and 6 additional social platforms, including Twitter, Backbone, Pinsetters, G+, Youth, and My Struck Ideas. We will review Struck social media strategy in detail below. See this article on the secrets to a winning social media

marketing strategy. Adaptation and Innovation Struck business scrounging, via its My Struck Idea website, has been a huge success. Why you may ask?

Because they have combined the concepts of change, experimentation, social media, customer engagement, and market research and made the results key components of both their brand as well as their marketing strategy. Have you given My Struck Idea a try? What did you think? Struck has clearly embraced the digital realm. With a strong presence on multiple social networks, the brand has set a high bar when it comes to being social and engaging its customers. They are at or near the top of nearly every major brand ranking in social media. Struck's ability to wear so many hats corporate success, "local" favorite, and

Internet sensation warrants strategic examination. Related: Marriott Marketing Makes Customer Experience the Difference Maker Why is Struck such a social media marketing success story? There are seven key reasons their social media strategy is a successful difference maker for their marketing campaign: Here is our take on why: Customer relationships Instead of solely focusing efforts on accumulating new customers, it cultivates its current relationships. This ensures more fans/followers in the long run, as well as the continued existence of brand advocates.

This holds true across the board: In-store experiences are highly valued, along with online engagement, emphasizing the importance of customer service. Going to its customers When Struck takes a photo, it shares it on Mainstream, posts it to Backbone, tweets it on Twitter, and pins it on Pinsetters. It clearly goes to where all its customers like to hang out. Cross-

promotion is more valuable as the world becomes more digitally focused. Each network provides an opportunity to reach a new audience, and integrating your strategy on each is crucial to increasing visibility and promoting the brand.

Customer engagement They believe in letting customer engagement and conversation occur as naturally as possible. They listen carefully, observe, and apply new ideas from what they learn. Encourages sharing Happy customers are eager to share good experiences and offers. For example, the Struck frequent promotions like “ buy 1 get 1 ” garner an extraordinary amount of engagement on social media through comments, “ likes,” and shares. My Struck Ideas The My Struck Idea website, where Struck does its business scrounging, has been actively engaging customers for over 4 years now.

It encourages customers o submit ideas for better products, improving the customer experience, and defining new community involvement, among other categories. Clearly, Struck has seen and believes what Peter Trucker has to say about business adaptability. Customers can submit, view, and discuss submitted ideas along with employees from various Struck departments ‘ Idea Partners’0. The company regularly polls its customers for their favorite products and has a leadership to track which customers are the most active in submitting ideas, comments, and poll participation.

The site is at once a scrounging tool, a market research method that brings customer priorities to light, an on-line community, and an effective internet marketing tool. Experience customization Struck provides its unique

experience through programs such as My Struck Rewards, personalized “signature” drinks, and localized store experiences. Their social sites, in particular Pinsetters and Mainstream, encourage users to share their Struck moments’ whether it be the return of a favorite holiday drink or just an artsy coffee cup shot. Taking a stand Giving consumers a charitable reason to buy that steaming cup is beneficial for all.

The takeaway from Struck is to know your customer and tie that in with what matters in the world so, pay attention to how your brand can fit into trending topics. Struck reflects a mission Its mission is “to inspire and nurture the human spirit” one person, one cup, and one neighborhood at a time. ” They believe lifting customers up will lead to more customer loyalty. It’s ‘The Way I See It’ quote campaign is a perfect example. Lots of ideas here that can be easily replicated which ones do you feel could benefit your business? How could you improve the Struck Coffee Social Media aiming concept for your business?

Struck is one of many businesses we can learn from. Please post your comments below, offering questions or your own great examples of social marketing strategies. Need some help in capturing more customers from your social media marketing or advertising? Creative ideas to help the differentiation with your customers? Call today for a FREE consultation or a FREE quote. Learn about some options to scope your job. Call Mike at 607-725-8240. All you get is what you bring to the fight. And that fight gets better every day you learn and apply new ideas.

When things are not what you want them to be, what's most important is your next step. Call today. Test. Learn. Improve. Repeat. Are you devoting enough energy innovating your social media strategy? Do you have a lesson about making your advertising better you can share with this community? Have any questions or comments to add in the section below? Mike Schultz is the founder of Digital Spark Marketing, a digital marketing and customer service agency. With 40 years of business experience, he blogs on topics that relate to improving the performance of your business. Find them on G+, Twitter, and Linked.