

# Pest-c and marketing stratgy for appl company

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



Apple Marketing Strategy Apple Marketing Strategy In the recent years, technology has become a major driver in the telecommunication and computer industry, a factor that compels the Apple Company to develop new strategies. The Apple Company chose to focus on product design in an effort to deliver exemplary products to its esteemed customers. The Apple Company has received recognition for its unique products designed with simplicity and high aesthetic value coupled with remarkable functionality (OGrady, 2009). Apple has managed to create a blue ocean for itself through product design and a marketing strategy that focuses on the product features. In a video titled, " What makes Apple's marketing Unique", it emerges that Apple Company designs products with outstanding features (Integra Global Solutions, 2012). For example, when other companies conceived the possibility of developing desktops, Apple moved a step further and conceived the possibility of having a computer in the pocket. Currently, Apple's MacBook Air is the thinnest computer in existence developed through an amazing product design and detail. Unlike other companies, Apple highlights only one outstanding feature of its products in its advertisements. Although the MacBook Air has remarkable functionality, the Apple Company utilized a unique marketing strategy and placed emphasis on the fact that the MacBook Air was the thinnest computer (OReilly, 2012). The focus on the most outstanding aspects makes Apple's marketing unique, simple, and straightforward. The focus on a single aspect instead of numerous aspects sets a new standard for Apple product a factor that motivates potential consumers to buy the products. The video uploaded on YouTube by the Integra Global Solutions, who are experts in marketing

reveals the uniqueness of Apple's marketing strategies.

Moreover, Apple Company has adopted digital marketing, which has created a buzz on the sleek design of the company's products. Similar to its products, Apple's online advertisements and its website focus on high levels of navigability making it easy to use for customers. Through digital marketing, the Apple Company has been able to interact with its customers and focus on highlighting the value added by its premium products. The company does not need to confuse its customers by highlighting numerous features in its advertisements (Montgomerie & Roscoe, 2013). On the contrary, its marketing strategies highlight one outstanding feature that should motivate and convince a customer that the Apple product is worth buying. Irrespective of the premium prices, customers will buy Apple products because of the outlined features in its marketing (Mitchell, 2014). For example, when the company released iPhone 4S, the company highlighted that the smartphone allowed a user to use his or her voice when sending messages, setting reminders, and other activities. The unique feature of using one's voice did the magic for the iPhone 4S, a factor exhibited by numerous sales.

Without a doubt, the moral of the story is that companies should understand their environment well and develop effective strategies for responding to environmental changes. The example of Apple and its response to technological factors has helped the company to occupy the position of a market leader (Barrile, 2006). Therefore, companies that understand environmental factors can respond effectively to customer needs. Apple unique marketing strategies have served to augment the company's focus

on product design, which is a competency that has earned the company a remarkable percentage of sales.

#### References

Barrile, S. (2006). Ingredients for the success of the Apple ipod: Marketing. *Businessdate*, 14(3), 5.

Integra Global Solutions. (2012). What makes apples marketing unique? Retrieved on 5th June 2015 from <https://www.youtube.com/watch?v=TtE6J0TXPNE>.

Mitchell, W. (2014). Why Apples product magic continues to amaze - skills of the worlds #1 value chain integrator. *Strategy & Leadership*, 42(6), 17. doi: 10.1108/SL-09-2014-0074

Montgomerie, J., & Roscoe, S. (2013). Owning the consumer—Getting to the core of the Apple business model. *Accounting Forum*, 37(The Apple Business Model: Value Capture and Dysfunctional Economic and Social Consequences), 290-299. doi: 10.1016/j.accfor.2013.06.003.

OGrady, J. D. (2009). *Apple Inc.* Westport, Conn: Greenwood Publishing Group.

OReilly, L. (2012). Tech brands wake up to the Apple way of marketing. *Marketing Week (Online Edition)*, 7.