

# Apple marketing strategy

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Product is the most important thing about Apple's marketing mix. Its products quickly help it gain market share, brand awareness as well as brand loyalty. In the 5 years between 2003 to 2008 the Apple share value increased 25 times, from \$7.5 to \$180 per share. At July 2008 prices, before the US Financial Crisis, Apple stock market capitalization was \$160 billion. In January 2010 Apple shares topped the \$210 mark. Apple always leads the trend of the world of communication and entertainment by its product such as iPhone or the iPad. The iPad does not have Flash Player, Flash is essential on the web and is used everywhere.

Surfing the Web without Flash gives you big empty boxes in the middle of a page. Video on the web is mostly implemented in Flash. No Flash, no video. So, what Steve Jobs says is untrue. Actually the iPad gives one of the worst web experiences you can imagine. Its product always different to other from competitors and attracts customers quickly. Cool designing style and helpful for all fields of life is what customers need such as the magic mouse. Customers use the products of Apple as a trend to be fashionable even they do not really use them.

This thinking helps Apple a lot to increase market share, brand loyalty and brand awareness in a very short time and become . Apple communication is sober, intriguing, simple, clear, minimalist and clever. And it has a style of its own. Both in the TV ads, print ads, the online communications. A lesson to be learned by many companies in the world. When you have great products it is much easier to entice the customers, but nevertheless doing it with style and cleverness is a very good point. It boosts sales, but enhances the brand

value too. The famous " I am a Mac, I am a PC" tv ads are a milestone in communications.

Smart, simple, effective and humiliating. Promotion:

- The Apple Consultants Network website provides a search tool allowing visitors to locate nearby certified Mac product consultants in the U. S, Canada, and a number of international locations.
- The online Apple Store offers free shipping for orders over \$50.
- The online Apple store offers iTunes gift cards.
- Apple provides a \$100 rebate when you purchase a Mac or specific printers from the online store.
- Apple has packaged back-to-school offers, including some aimed at college students