

Integrated marketing
communication
promotion strategy
marketing essay



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Promotion strategies role is to bring about exchange with target marketing by informing, educating, persuading and reminding. It includes integration of advertising, sales promotion, public relations, direct marketing, and personal selling. As a well-known IT product brand, Apple inc. is using different ways to promote and deliver promotional messages about their portable computer, MacBook Pro through

(i) Advertising

Advertising is any form of paid communication about an organization, product, service, idea or cause by an identified sponsor.

Advertising is an important tool for Apple Inc. to promote its MacBook Pro. Apple Inc. has managed to create a large amount of advertisements that can be found on any television network, technology magazines, and all over the Internet. For example, in 2012, Apple Inc. released its third generation of MacBook Pro and marketed as the “ MacBook Pro with Retina display” to differentiate it from previous generation. At the same time, Apple Inc. released a advertising about third generation MacBook Pro on TV and Internet. As previous advertising, the latest advertising against a minimalist all-white background with the introduction and explanation of latest MacBook Pro. In this advertising, Bob Mansfield, Jonathan Ive, and Craig Federighi are explaining the powerful new features of third generation MacBook Pro, such as the top-of-the-line processors, latest graphics, HD camera, long-lasting battery and so on. They are the Senior Vice Presidents of Technologies, Industrial Design, and Software Engineering at Apple Inc respectively. Three of them were taking part in the process of developing and designing the latest MacBook Pro, and as the very important leaders in the Apple Inc. The <https://assignbuster.com/integrated-marketing-communication-promotion-strategy-marketing-essay/>

commercial of latest MacBook Pro was more persuasive and attractive because of them, the people who create MacBook Pro. Their introduction and explanation about MacBook Pro was simple, clear and effective, therefore the audience can easily understand it.

(i) Sales Promotion

Sales promotion consists of all marketing activities-other than personal selling, advertising, and public relations-that stimulate consumer purchasing and dealer effectiveness.

Apple Inc. is having a lot of sales promotion to increase the sales of latest MacBook Pro. For example, Apple education pricing. Apple education pricing is a great way for university students, parents buying for a university student, faculty and staff at all grade levels to purchase apple software, select accessories and Mac computers, included MacBook Pro at special prices. Moreover, students who have been accepted to university are also eligible for this welfare. Apple Inc. is providing shipping service within 24 hours on orders over RM 250 for shopping at Apple Online Store. Apple Inc. also offers powerful desktop and portable computer solutions included MacBook Pro at special prices for government agencies and employees, such as Apple Store for State and Local Government and program Federal Employee and Military Personal Store. Apple Store for State and Local Government is designed exclusively for State and Local Government customers can purchase Apple and third party products using terms or a procurement card. In addition, Federal Employee and Military Personal Store provides solutions at a special price for employees of the United State

Federal Government as well as military personnel and their families who
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want to purchase Apple products for personal use. Special pricing applies to some of the Apple products, included the latest MacBook Pro. In Malaysia, the 15" MacBook Pro 15" with Retina Display has been repriced to RM6499 from RM6799 for the 2.3GHz model and to RM7799 from RM8699 for the 2.6GHz at Switch's outlets. Switch is a leading Apple Premium Reseller and Apple Premium Service Provider in Malaysia. This promotion started from 8 March 2013. A Targus Backpack and Mini Blue Trace Mouse will be free with every purchase of 15" MacBook Pro 15" with Retina Display.

(iii) Public Relations

Public relations is the marketing function that evaluates public attitudes, identifies areas within the organization the public may be interested in, and executes a program of action to earn public understanding and acceptance.

The tool using by Apple Inc. to earn public understanding and acceptance is sponsorship. Apple Inc. is sponsoring its customers by answering the requests for sponsorship, charity, prize, giveaway and so on. All submissions are to be made via email. In 2013, Apple Inc.'s public relations department has stepped up its efforts in an attempt to counter some negative media reports about the company's performance. For example, Apple Inc. updated the processors and lower starting prices of MacBook Pro with Retina Display. Furthermore, Apple Inc. also use Internet Web sites as a vehicle to post news related with the latest MacBook Pro. Apple Inc. posted the features and information and released the latest advertising of MacBook Pro in its official website. Therefore anyone can know all the information about the product. Consumers also can send their feedbacks of MacBook Pro to Apple Inc.

through its official website.

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(iv) Personal Selling

Personal selling is direct communication between a sales representative and one or more prospective buyers in an attempt to influence each other in a purchase situation.

Apple Inc. believes a high-quality buying experience with knowledgeable salespersons who can convey the value of the company's products and services greatly enhances its ability to attract and retain customers. Apple Inc. further believes providing direct contact with its targeted customers is an effective way to demonstrate the advantages of its products over those of its competitors and providing a high quality sales and after sales support experience for its products in which service and education are emphasized. For example, The company's Apple Stores are home to many young and knowledgeable sales representatives who are trained thoroughly in both product information and customer service. With the release of new products and upgrades the company produces every few months or so, it is important for sales representatives to stay abreast of the latest technologies entering the market. In all Apple retail stores, customers can direct communicate with the salespersons who are knowledgeable and can convey the value and features of MacBook Pro to make sure that customers can get the information they need. In doing so, it not only creates an accepting stance of advancing technology and increased sales, but it also creates a trusting and reputable image for Apple in the long-run.