

MARKETING STRATEGY OF THE COMPANY APPLE

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Executive Summary

Driving technological corporation Apple is perceived for its cutting-edge and superior goods. iPhones, iPads, Mac computers, Apple Watch, Apple television, and software programs and services including iOS, macOS, iTunes, Application Store, and Apple Music are just a couple of the company's large number of products. Tech-savvy individuals, professionals, and inventive professionals who value cutting-edge technology, seamless integration, and extraordinary design aesthetics make up the company's objective segment. With an emphasis on innovation, user experience, and a robust ecosystem, Apple has successfully positioned itself as a premium and aspirational brand.

Apple might in any case use some work, despite its success. First, exploring different avenues regarding more prudent pricing alternatives or carrying out pricing tiers might draw price-conscious customers and expand the customer base. Second, expanding distribution options outside of Apple Stores would further develop accessibility, especially in creating economies. Thirdly, advancing sustainability efforts all the more strongly and appropriately articulating them would be in accordance with customer tastes and work on the brand's standing.

Apple can strengthen its market position, attract new client groups, and demonstrate its dedication to innovation, design, and sustainability by incorporating these suggestions.

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Introduction

Steve Jobs, Steve Wozniak, and Ronald Wayne formed Apple Inc., a renowned worldwide technology corporation, in 1976. Apple, which is renowned for its notorious items and cutting-edge design, has totally changed the consumer electronics market. iPhones, iPads, Mac computers, Apple Watches, and Apple TVs are among the company's offerings. The progress of Apple has been significantly affected by the company's product biological system, which comprises iOS, macOS, and administrations like iTunes and the Application Store. With a solid emphasis on cutting-edge technology and client experience, Apple has amassed a given following and keeps on maintaining its standing for creating top-notch goods.

Background of Apple

Apple gives many goods and services to fulfill the needs of its clients. The iPhone, iPad, Mac work areas, Apple Watch, and Apple television are among its significant items. These contraptions are renowned for their smooth appearance, agreeable UI, and biological system coordination with Apple. Apple offers an assortment of programming programs, including iOS, macOS, iTunes, and the Application Store, notwithstanding the equipment. Moreover, the corporation gives various services, for example, Apple Music, Apple Arcade, Apple Pay, and iCloud, empowering helpful and consistent gadget association. Apple is renowned for the excellent, innovativeness, and smooth client experience of its items and services.

Evidence of service



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Figure: Apple Appliance

(Source: shutterstock.com, 2020)

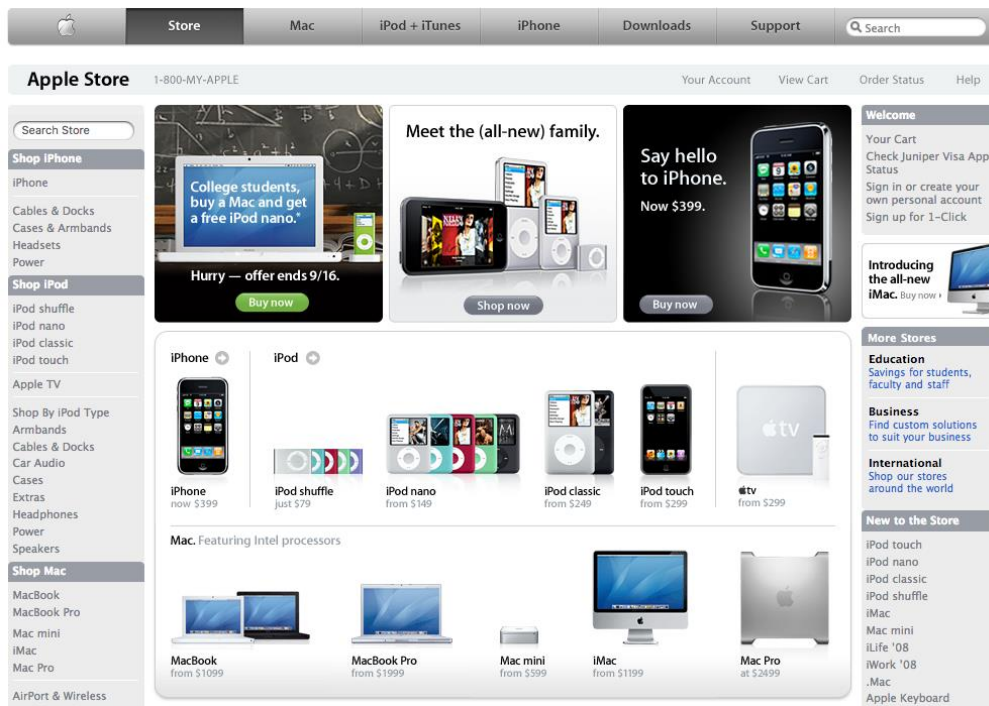


Figure: Apple Website

(Source: versionmuseum.com, n.d)



Figure: Apple pamphlets

(Source: Jones, 2022)

Value or experience of the consumer

Apple's products and services give customers a special and exceptionally valuable experience. Apple's value proposition places a strong emphasis on user-driven design and simple user interfaces. Apple devices are renowned for their svelte and sophisticated designs, fusing excellence with the utility to deliver an esthetically appealing and pleasurable user experience. The value for customers is additionally increased by the Apple ecosystem. Users may seamlessly switch from their iPhone to their iPad or Mac thanks to seamless gadget availability, with information and content synchronizing with next to no hassle (Rodrigues *et. al* 2021). Users may easily access their information, photos, and programs across various devices because of this ecosystem's capacity to give a seamless and unified experience.

Customers benefit from Apple's dedication to innovation and cutting-edge technology. Apple provides cutting-edge features and advancements with each new item release, establishing

standards and breaking barriers. This dedication to innovation guarantees that consumers' gadgets stay current and pertinent over the course of time as well as giving them access to the newest technologies. Also, Apple's emphasis on security and protection provides customers solace (Sanjaya *et. al* 2020). Users might have a solid sense of reassurance realizing that their personal data is safe thanks to the stringent security mechanisms in place, including encrypted information storage and secure payment methods like Apple Pay.

The total customer experience is also improved by Apple's customer care and post-sale assistance. The business ensures that customers can promptly get support when required by offering an assortment of support channels, including Apple Stores, online resources, and customer care personnel.

Segmentation, Target, and Positioning Strategies

Apple's astonishing success in the technology sector are generally because of its exhaustive understanding of the segmentation, targeting, and positioning (STP) process.

Market segmentation: Apple divides up the market depending on various variables. It targets many demographics, including older folks and youth with disposable cash and a propensity for high-end goods. Psychologically, Apple appeals to individuals who value innovativeness, usefulness, and a lovely aesthetic (Jia *et. al* 2020). In terms of conduct, it focuses on educated customers who are early adopters of technology and value Apple's ecosystem's seamless integration.

Targeting: The demands and preferences of Apple's characterized categories are the principal focus of the company's targeting strategy. Apple customizes its item offerings to live up to the assumptions of these segments by focusing on the novel traits and preferences of these groups. For

instance, the Mac series targets innovative professionals who require sophisticated PC capabilities, while the iPhone focuses on individuals searching for a versatile and high-performing smartphone.

Positioning: Apple has distinguished itself from its rivals by successfully positioning itself as a premium and aspirational brand. By stressing its innovation, design, and user experience, it has accomplished this standing. Because of its distinctive item designs and focus on simplicity, Apple stands out in the market and attracts customers searching for a premium and exclusive experience (Tien *et. al* 2019). The business also makes use of its standing as a main supplier of cutting-edge technology to position itself as an industry chief and support the perspective on Apple as such.

Overall, Apple's STP method reveals a significant awareness of its objective market, empowering the business to successfully satisfy customer wants and desires while setting itself separated from rivals. Apple has established itself as a top-notch brand that appeals to its objective market by giving cutting-edge and esthetically lovely products that target specific niches.

STP Process	Apple's Approach
<p style="text-align: center;">Segmentation</p>	<ul style="list-style-type: none"> - Demographic: Targets middle to upper-income individuals, ranging from teenagers to older adults.
	<ul style="list-style-type: none"> - Psychographic: Caters to tech-savvy individuals who value innovation, design aesthetics, and a seamless user experience.

	- Behavioral: Focuses on early adopters of technology and individuals who appreciate the integration of Apple's ecosystem.
Targeting	- Targets consumers seeking premium, high-quality products and are willing to pay a premium price for innovation and design.
	- Focuses on specific consumer groups, such as professionals, creative professionals, and individuals with disposable income.
Positioning	- Position itself as a premium and aspirational brand with a focus on innovation, design, and user experience.

4 Ps of Marketing Mix

Apple's marketing strategy vigorously relies on the 4 Ps of the marketing mix, which stands for Product or Services, Pricing, Place (Distribution), and Promotion:

Product or Services: Apple is notable for its cutting-edge and superior goods. The iPhone, iPad, Mac desktops, Apple Watch, and Apple television are among the company's offerings. These gadgets are renowned for their svelte looks, congenial user interfaces, and easy syncing with the Apple ecosystem. An assortment of software programs and services are also given by Apple, such as iOS, macOS, iTunes, the Application Store, Apple Music, and iCloud. The company's success

and enduring brand dedication can be ascribed to its emphasis on product innovation, premium quality, and user experience.

Price: For its products, Apple has a superior price strategy. The business presents itself as a supplier of top-notch, cutting-edge technology and esthetically pleasing design (Razak *et. al* 2020). Apple strengthens its brand picture and fosters a sense of exclusivity and higher value by charging a premium for its goods. Customers will pay something else for Apple products despite their higher price tags because of their apparent quality, features, and generally speaking brand experience.

Place (Distribution): To ensure that its products are extensively accessible, Apple maintains a strong distribution organization. The business runs its own physical retail storefronts, named Apple storefronts, in various cities across the world. Customers might discover Apple goods in these stores, get specialized support, and partake in workshops while partaking in a distinctive and immersive experience. Notwithstanding Apple Stores, products from the company are also presented by approved resellers, telecom companies, and online markets like the Apple website (Bahador, 2019). To ensure a consistent brand experience across all channels, Apple's distribution strategy places a strong emphasis on working with easy access to its products.

Promotion: To raise awareness of its brand, provoke curiosity, and boost sales, Apple places a strong emphasis on a mix of marketing and advertising activities. The business uses various platforms, including social media, web campaigns, print ads, television commercials, and advertising initiatives. Apple emphasizes product usefulness, design esthetics, and seamless integration inside the Apple ecosystem in its marketing materials. To increase brand acknowledgment and appeal to its main interest group, the corporation also makes use of alliances and collaborations with organizations, celebrities, and influencers. The objective of Apple's marketing and promotion strategies is to cause its products to seem desirable, creative, and exclusive.

Marketing Mix	Apple's Approach
Product/Services	<ul style="list-style-type: none"> - Innovative and high-quality products such as iPhone, iPad, Mac computers, Apple Watch, and Apple TV.
	<ul style="list-style-type: none"> - Software applications and services like iOS, macOS, iTunes, App Store, Apple Music, and iCloud.
Pricing	<ul style="list-style-type: none"> - Premium pricing strategy, positioning products as high-end and exclusive.
	<ul style="list-style-type: none"> - Pricing reflects the perceived value, quality, and innovation of Apple's products.
Place (Distribution)	<ul style="list-style-type: none"> - Owns and operates Apple Stores, providing a unique retail experience for customers.
	<ul style="list-style-type: none"> - Authorized resellers, online platforms (Apple website, online marketplaces), and telecommunications carriers also sell Apple products.

Promotion	- Marketing efforts through TV commercials, print advertisements, online campaigns, and social media presence.
	- Collaborations with celebrities, influencers, and organizations to enhance brand visibility and appeal.
	- Public relations activities to generate interest and maintain a strong brand image

Critical Comments

- Yes, Apple's marketing efforts have successfully designated the right market class. The company targets tech-savvy individuals, professionals, and imaginative professionals that value high-end products with an emphasis on innovation, design esthetics, and seamless integration (Tien, 2019). The needs and tastes of this target market are catered for by Apple's products and services, which also give a distinctive and highly valued experience. The company has successfully designated the right market bunch based on its capacity to charge premium pricing and maintain strong brand loyalty (Fan *et. al* 2021).

- Yes, Apple's marketing strategy's four pillars — product or service, pricing, place, and promotion — are successfully focused on the designated demographics.
 1. **Product or Services:** Tech-savvy individuals and professionals searching for seamless integration and a superior user experience will be very much served by Apple's inventive and high-quality products, along with its software applications and services (Weinstein, 2020).
 2. **Pricing:** Apple's premium pricing strategy strengthens its position as a supplier of high-end, cutting-edge technology. This pricing strategy appeals to the objective markets that

place a premium on greatness, innovation, and esthetics, driving them to spend a higher price on Apple's goods.

3. **Place (Distribution):** Apple's distribution plan guarantees wide accessibility by means of various channels. The goods may effectively arrive at the designated segments and proposition a consistent brand experience thanks to a blend of Apple Stores, approved resellers, online platforms, and telecoms carriers (Zhang *et. al* 2020).
4. **Promotion:** Apple's marketing and promotional initiatives successfully pass on the brand's message, showcasing product features, aesthetic design elements, and the advantages of the Apple ecosystem. To increase knowledge and interest in Apple's products, marketing initiatives, alliances, and endorsements are facilitated with the tastes and interests of the objective markets.

□ Indeed, even while Apple has successfully designated its markets and utilized winning marketing techniques, there are still several areas that might use improvement:

1. **Pricing Strategy:** In spite of the fact that Apple's premium pricing has assisted with building its standing as a premium brand, there might be space for additional modest options or pricing tiers to be added (Isakadze, and Martin, 2020). This would increase the client base and attract price-conscious consumers without sacrificing quality or innovation.
2. **Distribution Channels:** Despite the fact that Apple has a significant physical retail presence thanks to its Apple Stores, investigating more distribution channels might further develop accessibility. Expanding distribution in new markets or shaping more relationships with neighborhood shops will assure more prominent accessibility, especially in places where Apple Stores probably won't be as normal.
3. **Promotional Diversity:** In spite of the fact that Apple has successfully used print advertisements, web campaigns, and television commercials, expanding promotional efforts to incorporate more specialized advanced marketing tactics might create superior outcomes (Gvili, 2020). Targeting specific audiences with messages that are proper for them, could include personalized email marketing, powerhouse partnerships on social media, and designated web advertising.
4. **Initiatives Concerning Sustainability:** Apple could emphasize its dedication to natural responsibility and sustainability. Advancing initiatives in product reusing, energy

proficiency, and carbon footprint decrease would be appealing to customers that value eco-friendly behaviors and assist with making a positive brand image.

- Customers get a great deal of value for their cash when they purchase Apple goods and services. Regardless, Apple provides a liquid user point of interaction and ecosystem integration that makes it simple for users to interface and synchronize their devices (Cheng, 2022). This comfort boosts productivity and makes routine chores easier. Second, Apple's emphasis on premium quality and design esthetics gives customers a sense of accomplishment and status, which increases emotional value. Thirdly, Apple's continuous innovation and upgrades ensure that customers approach cutting-edge technology and fresh features, keeping them at the front of developments. An extraordinary post-purchase experience is also made possible by Apple's remarkable customer care and support, which offers assurance and assistance when required (Purohit, and Jain, 2020). As a rule, Apple's services and products offer value in terms of comfort, prestige, innovation, and trustworthy customer assistance.

Conclusion

In conclusion, Apple has really applied the 4 Ps of the marketing mix to focus on the fitting segments. The company's objective market has responded well to its emphasis on cutting-edge items, high-quality pricing, extensive distribution, and compelling marketing. Apple continues to give users value through its seamless user experience, lovely design, continuous innovation, and dependable customer service, despite areas for development including expanding distribution channels and investigating more conservative pricing alternatives. As a rule, Apple's marketing tactics have assisted with strengthening its brand notoriety and market position.

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