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Introduction

In the business world mass marketing doesn't work anymore. As marketing expert Kotler said in 1989 "Most forms of mass marketing are dead." Things have changed. The way companies reach their customers has changed because countries are more globalised and quickly changing consumer preferences.

Nowadays business need to understand and meet the different needs of their customers. This is where market segmentation becomes important. Successful companies know that market segmentation is important. (Leask, K. (2020))

Market segmentation means dividing a big market into smaller groups based on common things like age, lifestyle, location or behavior. This helps businesses change their products services and marketing to different customer groups, making customers happier and more loyal.

In this blog, we'll closely look at Apple. We'll look at how they how they divide their market, target specific customer groups and create a strong image in customers' minds. We'll also look at the company's current marketing strategies including 4Ps Product, Price, Place, Promotion and why they succeed.

It will be explained how Apple uses their brand image to create new products and makes people always come back to them to buy their new products. (Yousuf, M.H. (2023))

Segmentation Strategies

First lets see how Apple goes about picking which customers to target with their products. This process is all about segmentation which means breaking down the big market into smaller groups which are easier to look after. It is important to do this to be able to understand your market and it will hopefully increase the chances of the product doing well because you have researched who your customers are and what they like. When you know what they like and what they look for you can make your products perfect for them so that they choose you over your competitors, Apples competitors are companies such as Samsung and Google. (Catalano, T. (2022))

Demographic Segmentation:

Apple creates products for everyone no matter your age. From teenagers to elderly, there's an Apple device for you. For example, the iPhone comes in different models and price ranges so that people of all ages can find one that suits them (Apple. (2011))

Psychographic Segmentation:

Apple isn't just about technology it's like a lifestyle. If you care about style, simplicity and being part of a brand. It's not only for tech people. Apple designs products with everyone in mind, aiming to make users feel connected to a community (Mailchimp. (no date))

Geographic Segmentation:

Apple's reach is global. Whether you live in a city or a quiet village, Apple has products tailored for you. They even customise features for different countries, because they adapt to different cultural preferences and needs (Johnson, J. (2022).)

Behavioral Segmentation:

Recognising that some customers are really attached to their products, Apple offers special deals and discounts to keep them happy. If you're already an Apple Watch, iPad or Mac user, Apple provides promotions to boost loyalty (Stieg, C. (2020))

Everyone has different preferences. (Williams, K. (2019)) Some people like bigger phone screens, while others like them smaller. Some need powerful laptops for work while others just use them casually. Apple sees these differences and uses segmentation to meet the customer preferences.

How do they do this?

They use different factors like age, income and lifestyle to split their customers into categories. For example they might create specific products for different age groups. They also consider the income of customers offering products for those with different budgets. Also they look at the lifestyle and preferences of their customers. Are you creative a professional or someone who loves photography?

Apple look at this and groups people who share similar preferences. It's like organising different clubs for different sets of people (Kotler & Armstrong, 2021).

Once these groups are identified Apple then selects which ones to target more. These become their target audiences. For example when launching a new iPhone, they might focus their marketing on tech lovers who love the best gadgets (Solomon et al., 2020).

However, Apple's segmentation strategy doesn't stop there. They also work on positioning. This involves creating an image in the minds of consumers, convincing them that Apple's products are the best and most reliable. Apple aims to make you think "Apple products are the epitome of style and performance" (Kotler & Keller, 2016).

To do this they show the designs, technology and user experiences. This way they make a appealing image for their brand and products (Solomon et al., 2020).

Targeting and Positioning Strategies

Apple makes their products feel like they are made just for you. This is where targeting and positioning is used.

Targeting: Apple targets their products to specific groups who are most likely to be interested in their products. For example when Apple launches a new iPhone they focus their marketing efforts on tech lovers who always (Kotler & Armstrong, 2021).

Positioning: Positioning is about creating an idea that Apple products are the best quality. Apple wants you to think "Apple products are stylish and highly functional." They do this by their great designs, cutting-edge technology and user friendly experiences (Kotler & Keller, 2016).

So if you are looking to buy a new phone. You think of Apple because they've built a reputation as a leader in tech innovation and style. That's what positioning is all about (Solomon et al., 2020).

Apple has positioned itself as a brand that's not just about technology but also about a certain lifestyle and status. When you see someone with an Apple product it is like they're saying, "I appreciate quality and style" (Solomon et al., 2020).

With their targeting and positioning strategies, Apple aims to make you feel like their products are tailored to your preferences, and that's why they have such a following.

Business to Customer (B2C): In Business to Customer transactions, Apple positions its products for direct consumer access through its physical shops. These physical spaces allow customers to interact with Apple products firsthand before making a purchase decision. Apple also has online transactions through its official website, providing consumers with the convenience of browsing, selecting and ordering products from the comfort of their homes.

Business to Business (B2B): In Business to Business Apple does bulk transactions with corporate clients. Large enterprises, educational institutions or government organisations often require large quantities of Apple products for their operations. Apple has a specialised B2B distribution strategy, employing dedicated teams to talk directly with these corporate entities. This direct approach provides solutions to meet the specific needs of businesses. Unlike the B2C model, B2B transactions may not involve the traditional retail setting, giving a more personalised approach.

Marketing Mix Strategies

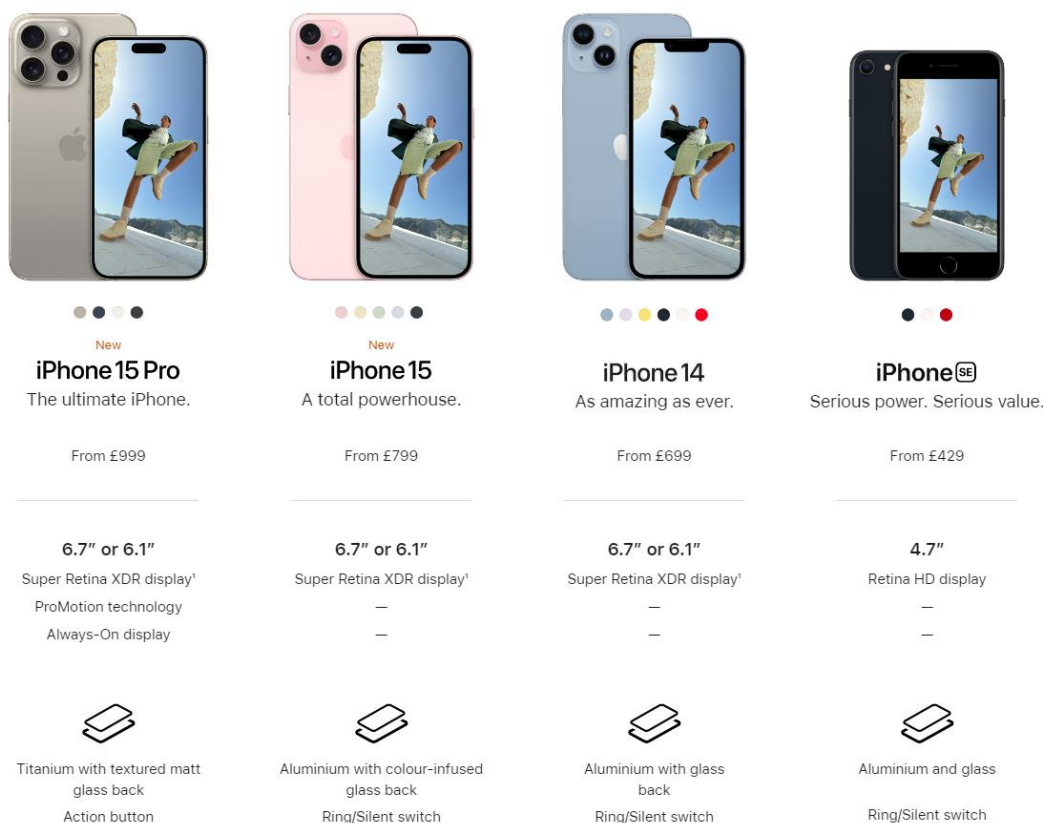
When it comes to marketing, Apple has a winning way known as the 4Ps Product, Price, Place and Promotion.

Product: Apple is known for its elegant gadgets like the iPhone, iPad and MacBooks. What makes them special isn't just the technology it's also the design. Apple's products are famous for their 'minimal, clean, and timeless' designs. (Reddy, R. (2021).)

They also focus on quality and innovation regularly introducing new and improved versions of their products

Price: Apple doesn't aim to be the cheapest and that's on purpose. They are a premium brand, making their products with quality. This means they're willing to pay a bit more for an Apple product. Apple has found the right balance between quality and cost making their products an investment that many are happy to make. This helps them maintain their premium image (Kotler & Keller, 2016).

Here is an image showing some of Apples Phones:



Apple (online)

Place: They have their own Apple Stores all over the world this giving them full control over the shopping experience. These stores aren't like typical shops they're more sleek and easy on the eye. You can touch, feel and test their products before deciding to buy. It's all about giving you the best shopping experience.

Promotion: Apple knows how to generate excitement. They use minimalist and stylish advertising that doesn't need to shout to get your attention. They rely on their loyal customer base, word-of-mouth and the buzz around their product launches. They've create anticipation and desire which keeps people talking about them. (Titan Digital (2016))

Overall Apple thinks about their products will a lot before they release them. By breaking down into products into product, price, place and promotion they increase the chances of their success. (Ellie (2022))

Conclusion

Apple understands that one size doesn't fit all and they use segmentation to cater to different tastes and preferences. With smart targeting, they make sure the right people hear about their amazing products. Through skillful positioning, they've made us all think of their products as the best.

The marketing mix with its focus on Product, Price, Place and Promotion is Apple's recipe for success. Their products are not just about technology they're about style, quality and innovation. Apple's premium pricing strategy doesn't scare away customers it attracts them. Their stores are not just shops they're experiences.

Apple has shown us that marketing is not just about selling it's about creating a brand that people love. It's about making people feel like they've made these incredible products just for them. And that's why, when it comes to marketing, Apple remains the best.

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