

GROUPE PRESENTATION

DIGITAL SKILLS AND RESEARCH METHODS

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IMPACT OF THE TECHNOLOGY INTRODUCED

- NETFLIX STARTED IN 1997 AS A WEBSITE AND WAS A SMALL AMERICAN COMPANY WITH STAFF OF 30 EMPLOYEES, ALLOWING PEOPLE TO RENT DVD ONLINE AND RECEIVE THEM VIA MAIL.
- AFTER CHANGING HIS TECHNOLOGY AND INTRODUCING DIGITAL MARKETING TODAY NETFLIX BECAME A STREAMING GIANT AND KEEP IT.

POSITIVE EFFECTS OF THE TECHNOLOGY INTRODUCED

1. NETFLIX ALWAYS INVOLVED AND ADAPTED TO MARKET, DESPITE THAT MANY COMPANIES ARE FAILED.

- EACH USER FROM ANYWHERE IN THE WORLD CAN FIND AN INTERESTING FILM AND SERIES AND THE SUBSCRIPTION PRICES ARE QUITE AFFORDABLE. NETFLIX HAS 183 MILLION PAID USERS IN OVER 190 COUNTRIES, WATCHING TV SERIES, DOCUMENTARIES AND FEATURE FILMS IN 30 LANGUAGES IN VARIOUS GENERES.

2. IN 2007 NETFLIX CONVERTED HIS PHYSICAL BUSINESS INTO AN ONLINE STREAMING SERVICE. THE ON-DEMAND STREAMING SERVICE WAS IN MANY WAYS SUPERIOR OF REAL STORES AND TV COMPANIES AS USERS COULD WATCH WHAT THEY WANTED, HOW THEY WANTED, AND WHEN THEY WANTED, FROM ANY DEVICE WITH SCREEN AND WITH AN ACCESS TO THE INTERNET. SO, NETFLIX HAS DONE A REVOLUTION IN THE ENTERTAINMENT INDUSTRY AND CONVERTED HIS SERVICE TO A BILLION-DOLLAR COMPANY.

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3.NETFLIX BACAME A STREAMING GIANT DUE TO DIGITAL MARKETING TECHNIQUES SUCH AS:

A.SEARCH ENGINE OPTIMISATION (SEO-WEBSITE PROMOTION IN SEARCH ENGINES)

FOR EXAMPLE: IN 2017 NETFLIX HAS LOST HIS VISIBILITY IN THE ORGANIC SEARCH AND REGAINED HIS RANKING WITHIN ONE WEEK THROUGH EFFECTIVE SEO STRATEGIES.IT USES SIMPLE AND CATCHY KEYWORDS: WHATCH MOVIES,MOVIES ONLINE,WHATCH TV ONLINE.

B.CONTENT OPTIMISATION

DUE TO CONTENT OPTIMISATION NETFLIX ALSO GAINED THE SUCCESS.NETFLIX PRODUSES ANSWERS FOR THE VIEWER'S QUERIES IN THE CONTENT ITSELF,THEN THE ORIGINAL CONTENT IS REGULARLY UPDATED AND OPTIMAZED BY BASING ON USER'S BEHAVIORAL PATTERNS.

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C.SOCIAL MEDIA AS POWERFUL INFLUENCER FOR NETFLIX

DUE TO MANAGEMENT OF SOCIAL MEDIA (FB,TWITTER,INSTAGRAM) NETFLIX ALSO BECAME SUCCESSFUL COMPANY.THE TEAM AT NETFLIX REGULARLY POSTS UNIQUE AND CRISP CONTENT THAT DIFFERENTIATES HIM FROM ANOTHER COMPETITORS.

D.ANALYTICS

THE MAGGIOR ROLE IN COLOSSAL GROWTH AND BRAND LOYALTY OF NETFLIX PLAYED ANALITYCS BY ANALYSING OF VIEWERS' BEHAVIORAL PATTERNS SUCH AS,PAUSING,SKIPPING,REPEATING,TAKING SCREENSHORT,CATRGORIES THEY SEARCH FOR,THE AREA AND TIMING OF THEIR ENGAGEMENT.BASED ON ALL THESE FACTORS NETFLIX PROPOSES AND ADOPTS NEW STRATEGIES IN DIGITAL MARKETING FOR INPROVING THE RESULT AND USERS' SARISFACTION FOR EXAMPLE,WHAT TYPE OF ORIGINAL CONTENT A COMPANY SHOULD CREATE,WHAT GENER IT SHOULD STICK AND WHAT TALENT TO LOOK FOR.

4.SINCE 2013 NETFLIX PRODUSES HIS ORIGINAL CONTENT FOR EXAMPLE : HOUSE OF CARDS,CROWN,MASTER OF NONE,ORANGE IN THE NEW BLACK.

STREAMING SERVICE HAS MUCH MORE FINANCIAL CAPABILITIES THEN HOLLYWOOD COMPANY.NETFLIX CONSTANTLY UPLOADS NEW FILMS,WHICH ALLOWS HIM TO MAKE MUCH MORE MONEY THEN TRADITIONAL FILMS IN THEATERS.NETFLIX LURES CELEBRITY ACTORS,WRITERS,AND DIRECTORS TO CREATE HIGH-QUALITY AND IMMERSIVE FILMS,THAT PROVIDED HIM A LOT OF ACCOLADES.

ACCOLADES OF NETFLIX

- 1.NETFLIX-SOCKS,THE WINNER IN THE CREATIVE USE OF TECHNOLOGY
- 2.FOUR GOLDEN GLOBAL AWARDS.
- 3.SIX ACADEMY AWARDS (OSCAR)
- 4.THIRTY FOUR EMMY AWARDS
- 5.PRIMETIME EMMY AWARD FOR HOUSE OF CARDS IN 2013 AND BECAME THE FIRST STREAMING SERVICE THAT GOT EMMY.
- 6.TELEVISION CRITICS ASSOCIATION AWARD.
- 7.BAFTA AWARDS.
- 8.CRITICS' CHOICE TELEVISION AWARDS.
- 9.THE FIRST STREAMING PLATFORM THAT WAS NOMINATED IN GOLDEN GLOBAL AWARDS IN 2014.





5.DURING THE WORLDWIDE COVID-19 PANDEMIC IN 2020 WHEN MANY CINEMAS AROUND THE WORLD WERE CLOSED, NETFLIX ACQUIRED 16 MILLION NEW SUBSCRIBERS

NEGATIVE EFFECT OF THE TECHNOLOGY INTRODUCED

- -ABSENCE OF THE INTERNET

THE CHANNELS OF A DIGITAL MARKETING ARE WORK EXCEPTIONALLY IN THE INTERNET. FOR INTERACTION WITH USERS DIGITAL MARKETING USES THE INTERNET AS THE MAIN CHANNEL OF INTERACTING

THIS IS THE DIGITAL MARKETING SUCCESS STORY WHICH HAS BEEN A REVOLUTION ACROSS ONLINE STREAMING MEDIA WITH ITS IN-DEPTH ANALYSIS OF USER'S INTERESTS AND THE TACTICS OF DIGITAL MARKETING IN MAKING A CLEAR PATH TO THE SUBSCRIBERS ENGAGEMENT AND RETENTION.

THE NETFLIX DIGITAL MARKETING STRATEGY INCLUDES A WIDE VARIETY OF CAMPAIGNS, SOCIAL MEDIA POSTS, AND OPPORTUNITIES FOR MEMBERS TO WATCH ANY CONTENT ANYTIME, ANYWHERE, FROM ANY DEVICE WITH A SCREEN AND WITH AN ACCESS TO THE INTERNET.

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