

MARKETING FUNDAMENTALS

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Blog post 1: Apple marketing strategy for Magsafe series

As a tech company, Apple is one of the most influential companies in the world, and the impact it is having on the modern world is enormous. The theory that can be used to assess the marketing situation of Apple is the “*Kotlar’s marketing theory*” and with that theory the marketing gestures of the company can be assessed. As per the views of Razak *et al.* (2020), the Kotler marketing theory consists of three ideas of products, and these three levels of any of the products are- core level, actual level and augmented level. For the company of Apple, the use and marketing of the iPhone lie in the core products section. With the core products of the company of Apple, the essentiality of product placement is the key to the success of the company. In the company of Apple, digital marketing is the key to the betterment of the company in the digital space, and thus the company can get all the pieces of the full growth and capability of the products.

The marketing strategy is the key for the company of Apple to penetrate the market and thus getting ahead in the market. Among these tech giants, the company of Apple is creating a new world with a neutral view of the future through its marketing spectrum (Kalieva and Karelin, 2019). By the use of the imagination of the future, Apple is redefining the present world for the younger generation. That is why the primary agenda for the company is to produce high-quality products and use all the marketing tools to render the recipe for success for that particular product. In the latest adventures of the modern tech market and in the crowded assembly of high-end products, the company has been producing the best quality to engage all its customers. With the recent MagSafe series blistering through the market, iPhone 13 pro is creating a credible sensation for the consumers and allowing the innovative range of mobile experiences to get all the perks of the market of technology (Apple, 2022). As per the marketing strategy is concerned, the advanced forces of the company are getting all the sensational attributes for the consumers. With the help of the assessment of the marketing strategy the company of Apple can get ahead in the market with the help of the precise marketing strategy.



Figure 1: iPhone 13 pro max
(Source: apple, 2022)

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Blog post 2: Apple 4p marketing mix for iPod 3rd generation

Apple is one of the most critical tech companies in modern market technology, and thus, it is influencing the consumer with basic but necessary products. With the marketing innovation of the products, the company is always a step ahead in the market. The theory of 4p marketing mix has been used for the depiction of the Apple strategy of product and pricing. As mentioned by Kotler *et al.* (2019), the theory of the marketing mix has four key and three other sub-components, and that is why all these components are essential for the betterment of the companies. For Apple, the company needs to focus on the products and their quality of it. There are four segments of 4p marketing mix and all these are essential for the marketing of the product from the company of Apple. These four segments are product, price, place and promotion. Marketing with the right product and prices that are relevant is the key for the betterment for the company. With the right kind of product and pricing strategy is the key for the better growth opportunity for the company. To keep the customer engagement and specific needs of the consumers, the marketing that needs to be used by the company needs to be aligned with consumer satisfaction. Apple generally uses the 4p marketing strategy for the iPad and iPhone and as per the 3rd generation iPad is concerned the 4p is clearly the best marketing style to use. In the 4p marketing mix, the main focus of the company is to enhance the premium branding and by doing that capitalising all the element of the marketing mix for the capturing of the market share of the particular product (Greenspan, 2022). As part of the first P of marketing mix, **product specifications** of iPad 3rd generation include 9.7-inch diagonal display, 2048 by 1536 pixels resolution, high performing quad-core graphics and audio playback of 20 to 20,000 Hz (Apple, 2022). The **price range** for the apple product is always in the higher range. In the UK market, the price range of the Apple product is £ 419 (Murdock, 2022). Based on the high product value and high market price, the pricing strategy that the company is taking is the value-based pricing strategy. As mentioned by Ma *et al.* (2021), the value-based pricing strategy is to set a price for any particular product **that the customers are willing to pay over the competitors. With the help of this strategy** the company of Apple can ensure customer satisfaction by providing high value that they are willing to pay a price for. iPad 3rd generation is available in both online and offline store and this product is available in both domestic and international market as part of **place** in marketing mix. The **promotion** of the products, Apple is using both traditional and online marketing for promotion of the iPad 3rd generation. Apple also uses different the social media platforms including influencer marketing for the digital marketing promotion and thus getting

all the attention of the customers as well. The encroaching of the market for Apple is one of the key market strategies that the company tends to use for the foreseeable future, and with the help of innovative engagement with the customers, the company always wants to penetrate the market with their new iPod of 3rd generation (Apple, 2022). The product of the company is, therefore, the talking for the consumers, and thus, the company is also upgrading their marketing through the digital portrayal of all the products and thus getting ahead in the essential penetration zone of the market. The pricing strategy needs to be moderate and thus getting ahead of the product can be predicted. With the help of the moderate pricing strategy, it can be said that all the issues of the marketing can be mitigated. It is a well-known idea that to penetrate the high-end consumers, the product of the company needs to put the value that needs to be aligned with the high price and the volumes that the company might produce.



Figure 2: iPod 3rd generation

(Source: apple, 2022)

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Blog post 3: Customer satisfaction theory: A depiction of home Pod mini

Listening to high-quality music with a precise sound system is one of the intriguing aspects for the customers. High-End sound systems aligned with soothing music are one of the stress-busting combinations for consumers. The Kotler's customer satisfaction theory has been considered for the depiction of Apple's strategy for engaging the customer for the products. As opined by Prasilowati *et al.* (2021), as per Kotler's theory of customer satisfaction, any person's perception of satisfaction stems from the perceived performance of that particular product. With the high-quality performance of the Home Pod, it can be said that the company can penetrate the market in the foreseeable future. This need of the consumers has been mitigated with the latest product of Home Pod mini, and the company is engaging all the customers for the betterment of the market penetration. Customer engagement is one of the keys to a better assessment of the modern market and getting ahead in the modern sensibility of growth. With the marketing innovation of the products, the company is always a step ahead in the market. Customer engagement and customer satisfaction are the two key aspects that need to be addressed by the company of Apple, and by doing that, the company can further penetrate the market. The marketing that needs to be used by the company needs to be aligned with consumer satisfaction.

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Blog post 4: Product marketing strategy of Apple: A case study of magic keyboards

Apple is one key tech company, and in the digital market, the company has encroached on the market for the last few decades, and that is the reason why the company is creating all the value for the betterment of the market penetration. With the recent MagSafe series blistering through the market, magic keyboards with touchpads are creating a credible sensation for the consumers and allowing the innovative range of mobile experiences to get all the perks of the market of technology. As mentioned by Kotler (2019), product marketing is the key to market penetration and thus getting all the essentiality of the adaptation and the customisation of the product. With all the essentiality of the product, customisation is the key for the company, and thus the company can have the upper hand in the modern market. That is why the primary agenda for the company is to produce high-quality products and use all the marketing tools to render the recipe for success for that particular product. Product marketing is the key for the betterment of the growth and this growth depends of on only the quality, feasibility and reliability of the product that has been introduced by the company of Apple. With the help of the product marketing the company can focus on the product quality and quantity segment and with that can get the attention of the customers for the longest period of time. In the latest adventures of the modern tech market and in the crowded assembly of high-end products, the company has been producing the best quality to engage all its customers.



Figure 3: Magic keyboard with touch pad
(Source: apple, 2022)

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Blog post 5: Apple USB super drive: a sneak peek in the digital marketing world

For the segmentation of digital marketing, the company of Apple is enhancing product quality and quantity. In the company of Apple, digital marketing is the key to the betterment of the company in the digital space, and thus the company can get all the pieces of the full growth and capability of the products. The product of the company is, therefore, the talking for the consumers, and thus, the company is also upgrading their marketing through the digital portrayal of all the products and thus getting ahead in the essential penetration zone of the market. The theory that has been considered here is the **“Kotler’s Digital marketing theory”**. As mentioned by Kotler *et al.* (2020), with the help of the precise use of digital marketing, any company can engage more in customer engagement and more growth in the foreseeable future. Apple is one of the most critical tech companies in modern market technology, and thus, it is influencing the consumer with basic but necessary products. With the marketing innovation of the products, the company is always a step ahead in the market (Ingsih *et al.*, 2021). The encroaching of the market for Apple is one of the key market strategies that the company tends to use for the foreseeable future, and with the help of innovative engagement with the customers, the company always wants to penetrate all the market with their new Apple USB super drive. Among these tech giants, the company of Apple is creating a new world with a neutral view of the future through its innovation. With the digital marketing and the storage criteria of the USB drive, it can be said that the market penetration is there for the taking for the company of Apple.

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Blog post 6: VESA mount adopter of Apple: A study of innovation marketing

Tech companies in the modern market of the international arena are creating a world of innovative visualisation and getting all the attention of the younger generation for the foreseeable future. Among these tech giants, the company of Apple is creating a new world with a neutral view of the future through its innovation. By the use of the imagination of the future, Apple is redefining the present world for the younger generation. That is why the primary agenda for the company is to produce high-quality products and use all the marketing tools to render the recipe for success for that particular product (Hatta *et al.* 2018). The theory that has been considered here is the “Kotlar’s marketing innovation” theory. As mentioned by Ungerman *et al.* (2018), the marketing innovation theory by Kotler suggests that innovation of any product or service can be defined by adoption of the market, and thus the company can thrive in the market for the foreseeable future. That is the reason the company of Apple is focusing on the innovation of the products and enhancing the experience of the customers. To keep the customer engagement and specific needs of the consumers, the marketing that needs to be used by the company needs to be aligned with consumer satisfaction. With the innovative mindset of the company, the product of the VESA mount adapter is scouring the internet market for the betterment of the experience of the customers. With the marketing innovation of the products, the company is always a step ahead in the market. That is the reason why the company is focusing on the essentiality of customer engagement and thus getting all the essential parts of growth in the market. For the segmentation of digital marketing, the company of Apple is enhancing product quality and quantity.

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