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"The Future of Marketing: Dyson's Digital Evolution Journey"

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PART - 1

1. INTRODUCTION

In light of digitalisation, brands and businesses have changed over the past 20 years. This tactic is gaining popularity, especially now that it is starting to catch on around the world. The American Marketing Association offers a broad definition of digital marketing that covers the majority of the actions, groups, and procedures prompted by digital technologies to interact with, produce for, and add value to consumers (American Marketing Association, 2013).

The purpose of the research is to examine the effects of digital marketing and how a retail company organisation uses digital marketing in the media and the larger social environment. For this purpose, the company Dyson has been chosen. A UK-based company called Dyson fights in the technologically driven market for home appliances. James Dyson established the business in 1978, and it has recently gained international recognition. The business claimed revenue in the UK of 5.7 million GBP in 2021 alone, a considerable rise above revenue the year prior (Statista, 2022). The company is renowned for developing bagless vacuum cleaner technology and is best known for its cutting-edge goods. The primary goal of this project is to provide appropriate and creative digital marketing techniques to the Dyson brand. No firm, no matter how large or small, can afford to ignore the potential of online marketing (Kannan and Li, 2017), which focuses on both online and offline contexts, in today's rapidly changing world.

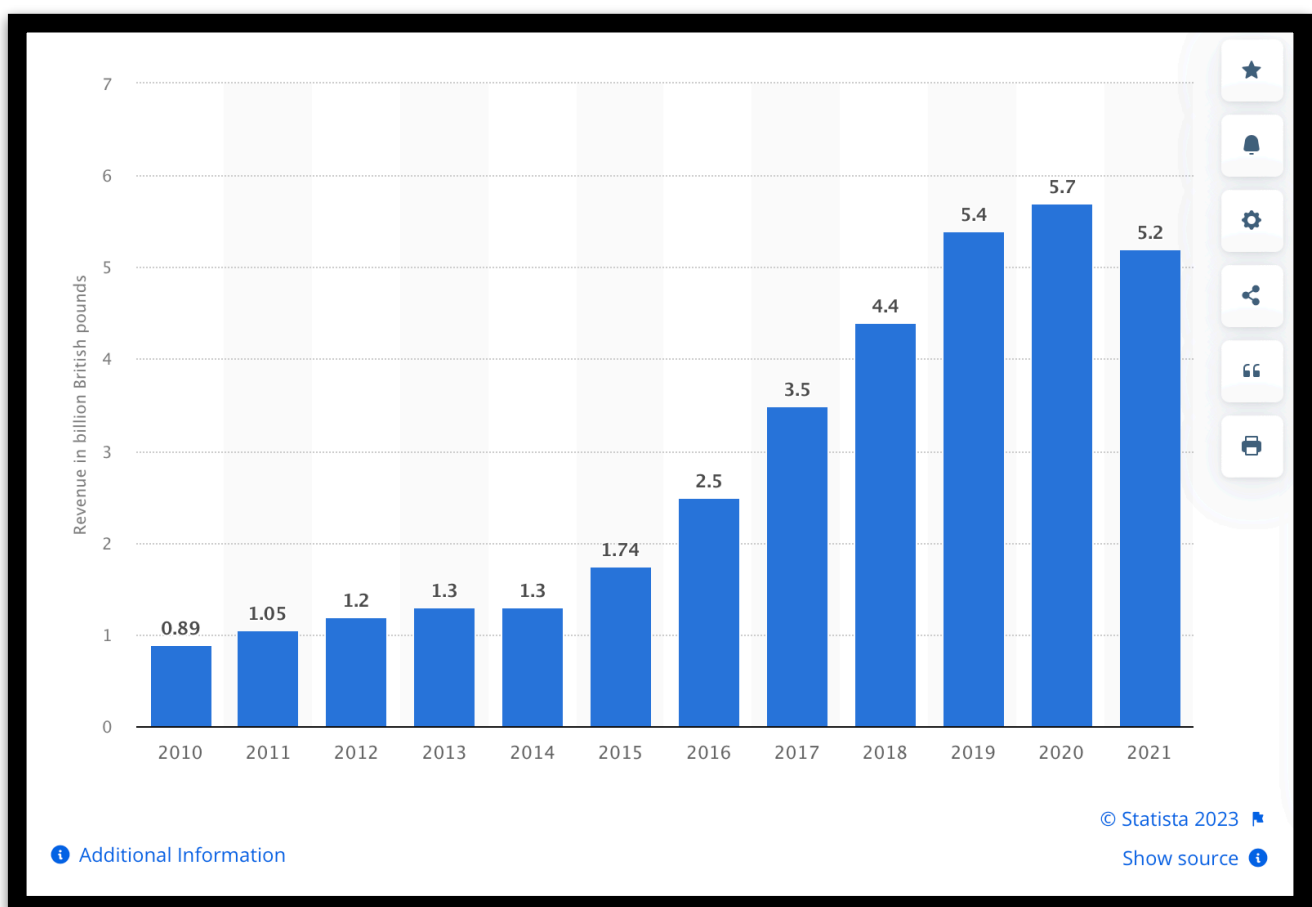


Figure 1: Annual revenue of Dyson Ltd worldwide from 2010 to 2021 (in billion GBP)

(Source: statista, 2022)

2. DIGITAL ASSETS

Dyson's industrial business is well-known for its cutting-edge Hoover cleaners and other home equipment. Air purifiers, hair care items and lighting have all been added to Dyson's product line in recent years (Tani, 2017). Several online platforms and content marketing techniques are part of Dyson's effective digital marketing strategy. The following is a review of Dyson's online marketing initiatives:

2.1 Marketing Information Systems

To collect, store, and analyse data relevant to its marketing initiatives, Dyson uses marketing information systems. With the use of these technologies, Dyson is better able to plan and execute all aspects of its marketing initiatives, including product creation, pricing, promotion, and distribution. Customer relationship management (CRM) software, digital marketing tools, online payment gateways, and affiliate marketing platforms might all be included in Dyson's marketing information systems. These technologies allow Dyson to collect information on consumer behaviour, preferences, and purchase patterns as well as monitor the success of its marketing initiatives. In order to better serve its clients, Dyson is able to make data-driven decisions and maximise its advertising efforts (GroCurv, 2020).

Additionally, Dyson can automate some marketing tasks with the help of these systems, freeing up time for its marketing team to concentrate on more strategic initiatives. Dyson may develop a marketing strategy that is more effective and efficient by utilising marketing information systems, which will ultimately result in more satisfied and devoted customers.

2.2 Website

The Dyson website, available at www.dyson.com, is an expansive online resource that highlights the business's goods, services, and brand principles (Dyson, 2020). Customers may easily access product information, online shopping, and customer service on Dyson's expansive website. Additionally, it displays the business's brand values and dedication to sustainability and innovation.

2.3 Social Media Profiles

Dyson is well-represented on several social media sites, including Facebook, Twitter, Instagram, and YouTube (Dyson, 2020). They interact with their audience and showcase their items on various platforms. For example, Dyson sponsored a "The smart rooms" campaign to market its vacuum cleaners. Dyson also launches social media campaigns to promote their products (www.campaignlive.co.uk, n.d.).

2.4 Influencer Marketing

Influencer marketing could be an important part of Dyson's marketing plan in order to promote its products and reach a larger audience. Influencer marketing involves working with social media users who are well-known in their field and have a large following to promote a company's products to their audience (Kim and Kim, 2022). To market its products, Dyson may team up with influencers who have a sizeable fan base in home appliances, hair care, and other relevant domains. By using Dyson products and sharing their experiences with their audience, influencers can forge a genuine and relatable bond with the company. For Dyson, this may help raise recognition of the brand and increase sales.

Influencer marketing also enables Dyson to reach a larger audience, especially individuals who might have never been acquainted with the brand. Influencer marketing enables Dyson to establish a unique brand voice and foster consumer loyalty and trust. Influencer marketing can, in general,

be a successful approach for Dyson to advertise products, increase brand recognition, and reach a larger audience.

2.5 Mobile Application

Users can monitor and control their Dyson appliances from their smartphone or tablet using the Dyson Link app, which is a mobile application. The app offers capabilities including voice assistant integration, scheduling and reminders, real-time monitoring, remote control, and real-time control. Users of the app can change appliance settings, monitor performance, and get notifications when maintenance is required. Both iOS and Android smartphones can download the application for free (Dyson.co.uk, 2022).

2.6 Blog

Dyson publishes articles on a variety of themes connected to their products in a blog part of their website. These articles educate their readers and give them useful knowledge (Twitter, n.d.). Additionally, Dyson publishes product evaluations and comparisons to assist customers in making wise purchases.

2.7 Online Directories

Customers may easily obtain the organization's contact details and feedback from consumers via Dyson's participation in various internet directories, which helps them make well-informed purchasing choices. The following online directories contain a listing for Dyson:

- Dyson is featured on the Better Business Bureau (BBB) website, which offers details about companies and their good standing status (www.bbb.org, n.d.). The listing includes consumer feedback, Dyson's rating, and the company's standing.
- Angie's List: Angie's List is an online company and service directory where you can get information about Dyson. The profile includes Dyson's contact details and ratings and customer reviews (Angi, n.d.).
- Dyson is included on the Yellow Pages website, a well-known online directory that offers details about companies and services (Yell, 2019). The directory includes the address, phone number, and website of Dyson as well as other contact details.
- Yelp: Customers can evaluate and rate businesses on the online directory Yelp, where Dyson has a presence (Yelp, n.d.). In the listing, Dyson's address, phone number, and client testimonials are all provided.

2.8 Landing Pages

Websites called Dyson landing pages are created to advertise and focus on a particular commodity or service. They give comprehensive product information, have simple call-to-action buttons, and may have recommendations and reviews. Dyson landing pages are created with a simple, aesthetically pleasing layout that is conversion-optimised, including aspects like attractive text and thoughtful CTA position.

2.9 E-commerce Store

Dyson sells its products through its user-friendly e-commerce website, which offers a seamless shopping experience (Dyson, 2020). Additionally, they have a mobile app that enables users to make purchases from their smartphones.

2.10 Email Marketing

Dyson uses an email newsletter to interact with its followers. They distribute bulletins about the introduction of new products, sales, and deals. In addition, Dyson sends clients customised emails based on their browsing and purchasing patterns.

2.11 Digital Product Catalogues

Dyson's digital product catalogues offer clients a simple and thorough approach to browsing and learning about the company's products, as well as making wise purchasing selections. Which include vacuum cleaners, air purifiers, hair care items, lights and accessories, are available on the company's website (Dyson, 2022). The following are some important characteristics of Dyson's online product catalogues:

- **Product Information:** Each product's features, technical performance, and performance are all covered in detail in the catalogues. The catalogues exhibit the items and give readers a clear idea of their capabilities through high-quality pictures and videos.
- **Interactive Features:** Interactive features like 360-degree product views, product comparison tools, and product demos may be present in the digital catalogues. Customers that use these interactive functions report having a more engaging and immersive shopping experience as a result.
- **Search and Filter options:** Dyson's digital catalogues frequently provide search and filter options that let buyers easily identify the products they are looking for based on particular criteria, including price range, product category, or features.
- **Links for Purchase:** After browsing the product catalogue, users may easily make a purchase by clicking on links that take them straight to Dyson's website.
- **Accessibility:** Customers may browse product information and make purchases from anywhere at any time using a range of devices, including PCs, laptops, tablets, and smartphones.

2.12 Digital Marketing Assets

A user-friendly website with broad product information and instructional videos, a strong social media presence on websites like Facebook, Twitter, and Instagram, and online advertising that targets the right audiences and drives traffic to websites using display ads, social media ads, and search ads are just a few of Dyson's digital marketing tools (NICE, n.d.). These resources are essential to Dyson's brand strategy since they facilitate consumer engagement and increase revenue.

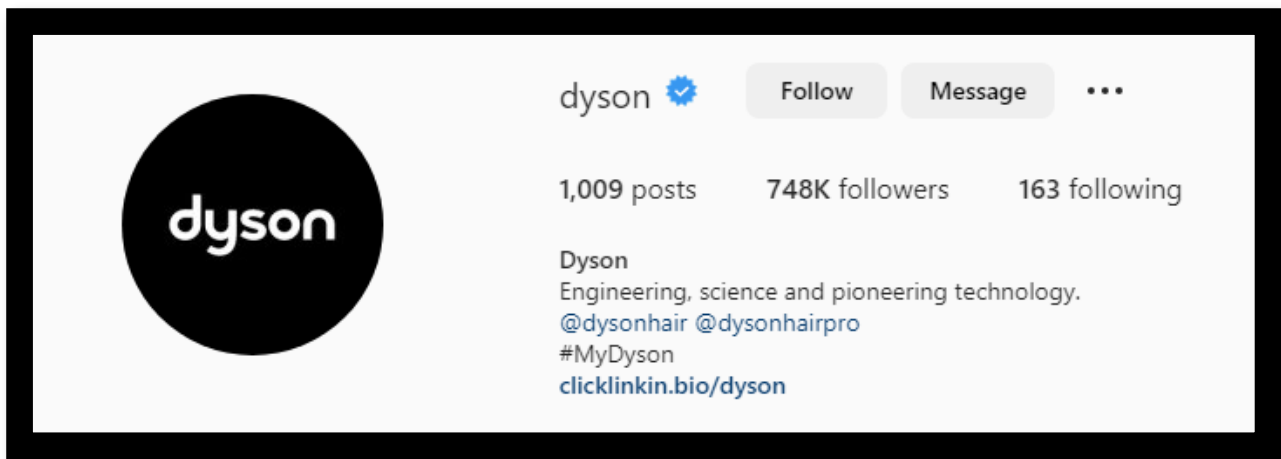


Figure 2: Instagram follower count of Dyson

(Source: Instagram, 2023)

2.13 CRM Database

Dyson manages consumer data, including contact details, past purchases, and preferences, using a customer relationship management (CRM) system (Customer Relationship Management, n.d.). With the help of this approach, Dyson is able to divide its consumer base into groups according to their requirements and interests, and then adapt its marketing messages to each group.

2.14 Online Payment Gateways

The Dyson website uses industry-standard encryption technology to safeguard user data, ensuring that all transactions are safe and secure (Dyson, 2020). Generally speaking, Dyson's online payment gateways provide clients with a selection of safe and practical payment choices when making purchases on the website. Customers can utilise a variety of payment gateways on the Dyson website to complete their orders. Major credit and debit cards like Visa, Mastercard, and American Express are among the payment methods available, as is the well-known online payment service PayPal (Dyson.com, 2023). Customers have the option of using Klarna, a platform for payments that provides choices for payment plans and pay later. Customers can also use Apple Pay and Google Pay to make purchases on the Dyson website.

2.15 Online Review Platforms

Internet review sites are used by Dyson to collect customer feedback and keep track of its internet reputation. Customers can submit reviews and ratings for Dyson's goods and services on these sites, which can reveal important information about consumer satisfaction and potential improvement areas. To get client input and keep an eye on its internet reputation, Dyson could rely on well-known review websites like Trust Pilot, Amazon, and Consumer Reports. By keeping an eye on these platforms, Dyson can spot typical problems and concerns, address them, and enhance its overall customer experience. Positive comments on social sites can also serve to promote client loyalty and trust in a brand. For Dyson, online review sites are an important source of customer views that it can use to keep refining the products and services it provides and upholding a positive online reputation.

2.16 Affiliate Marketing Platforms

To advertise its products and increase sales, Dyson uses a number of affiliate marketing channels. Dyson makes use of a number of platforms, including Impact, ShareASale, Rakuten Advertising,

and Commission Junction. Through these platforms, Dyson is able to collaborate with a network of affiliates who market its products on blogs, websites, and social media platforms (GroCurv, 2020). A commission is paid to affiliates for any sales made using their special referral links. To assist them in effectively promoting the products, Dyson also offers its affiliates a variety of marketing resources like banners, product photos, and text links (Dwivedi, Rana and Alryalat, 2017). Dyson may reach a larger audience and gain from the authority and influence of its affiliates by utilising affiliate marketing networks.

3. DIGITAL MARKETING STRUCTURAL FLOWS

Although Dyson has a number of digital assets, its website is the most significant one. This research on Dyson's website focuses on the structural flows of internal and external communication, information architecture, and successful marketing tactics for its products and services.

3.1 Structural Flows of Internal and External Communication:

On Dyson's website, there is a distinct distinction between internal and exterior structural flows. The homepage and other pages that are accessible to the general public are made to advertise Dyson's goods and services (Dyson, 2020). These pages offer thorough product descriptions and specifications together with high-quality photographs and videos of Dyson's goods.

The internal communication structure flows, on the other hand, are created for employees and authorised partners. Sensitive information, such as product training materials and marketing brochures, is contained on these password-protected pages. To guarantee that only authorised workers can access these pages, Dyson has put in place strict access controls (Dyson-Indeed, 2020).

3.2 Information Architecture:

The information architecture of the Dyson website is well-designed and user-friendly. The top of the page features the website's primary navigation menu, which includes links to the many product categories. There are subcategories inside each product category that assist users in finding the particular item they want.

Furthermore, Dyson's website prominently features a search bar that enables users to quickly look up products or information. Users can get accurate data in the search results thanks to their organisation.

3.3 Effective Strategies for Product and Service Promotion:

Dyson uses a number of successful techniques to advertise its goods and services on its website (Dyson, 2020). Here are a few cases:

- I. **High-Quality Photos and Videos:** Dyson's website includes photos and videos of its items in high quality. The qualities and advantages of Dyson's goods are highlighted in these images, which also assist customers in making wise purchases.
- II. **Interactive Product Demos:** Dyson's website features interactive product demonstrations that let users virtually experience its items. These demonstrations provide customers with a chance to interact directly with Dyson's products, which may boost sales.
- III. **Product comparisons:** Dyson's website features product comparison sections that let visitors contrast various product models. Users can use the helpful information on these pages to make smart purchasing decisions.

- IV. Promotions and offerings: Dyson maintains a page on its website specifically for promotions and specials. Discounts, package offers, and other promotions are offered on this page in an effort to boost sales.

In general, Dyson's website is a professionally created digital asset that successfully advertises its goods and services to its targeted market. The website's information architecture is user-friendly, and both internal and external communication structure flows are balanced. High-quality images, interactive demonstrations, product comparisons, and offers are just a few of Dyson's powerful marketing tactics that help to increase customer engagement and boost sales.

4. DIGITAL MARKETING PLAN

4.1 SOSTAC

A common framework for organising digital marketing is the SOSTAC model. Here is how it relates to Dyson's online marketing approach:

- I. Situation Analysis: Analyse the current state of Dyson's digital marketing by performing a SWOT analysis (Strengths, Weaknesses, Opportunities, and Threats) and competitive landscape analysis.
- II. Objectives: For Dyson's digital marketing effort, establish SMART (specific, measurable, achievable, relevant, and time-bound) objectives. Increasing website traffic, for instance, by 20% during the following six months.
- III. Strategy: Create a plan that is in line with Dyson's corporate aims and objectives. This may involve strategies like SEO, email marketing, influencer marketing, PPC advertising, social media marketing, and content marketing.
- IV. Tactics: Develop a plan of action to carry out the strategy. As an example, if content marketing is part of the plan, tactics may include writing blog entries, making videos, and encouraging content on social media (Krishnamurthy & Sin, 2014).
- V. Action: Put the strategy and ideas into practice. This might include developing relationships with influencers, starting advertising efforts, and producing and disseminating content.
- VI. Control: Use analytics tools to track the campaign's performance and make necessary adjustments to the strategy and tactics. This phase enables the campaign to stay on course and accomplish its goals.

Dyson can successfully develop and carry out a digital marketing strategy that is in line with its long-term objectives and generates results by following the SOSTAC model.



Figure 3: SOSTAC Model
(Source: Nikolaishvili, 2022)

4.2 Marketing Mix 8Ps

A thorough framework for creating a marketing plan is the 8Ps of the marketing mix. This is how it relates to Dyson:

1. **Products:** Dyson provides a selection of premium goods, such as Hoover cleaners, air purifiers, hair care items and lighting. To satisfy client needs and keep ahead of the competition, Dyson continuously innovates and releases new products.
2. **Price:** Dyson items are expensive because of their high quality and cutting-edge features. In order to make its products more accessible to customers, Dyson now provides financing options.
3. **Place:** Dyson offers its products via a range of channels, including its website, Dyson stores, and third-party sellers. With a global footprint, Dyson sells its goods in more than 70 nations.
4. **Promotion:** Marketing channels used by Dyson to promote its products include PR, social media, influencer marketing, and advertising. The marketing information from Dyson highlights the unique characteristics and advantages of its goods, such as their high performance and cutting-edge design (Dyson-Indeed, 2020).
5. **People:** Dyson makes investments in its staff to make sure they have the abilities and expertise necessary to deliver top-notch customer service. In its workforce, Dyson also values diversity and equality.
6. **Process:** Dyson's process entails the creation and development of products, as well as their production, distribution, and customer support. Dyson lays a big focus on quality control to make sure that its goods live up to expectations.

7. Physical evidence: Dyson products stand out visually and have a unique look. The physical stores and online Dyson also showcase its cutting-edge and contemporary brand identity.
8. Partnerships: Dyson collaborates with other businesses and organisations to market its goods and services. For instance, Dyson collaborates with academic institutions to create new technologies and with retailers to broaden its distribution system.

By concentrating on these 8Ps, Dyson can develop a thorough marketing plan that satisfies consumer wants, boosts sales, and maintains its brand identity.

4.3 Sweet Spot

The meeting point between the company's capabilities, the needs of the client, and the environment of competition is referred to as the "sweet spot" in marketing. The sweet spot for Dyson would be where its advantages in creative product design and engineering meet the demands of customers seeking high-performance, high-quality items that can be customised to their individual needs (NICE, n.d.). In the past, Dyson has concentrated on creating modern products that address issues and satisfy consumer requirements in fresh and original ways. Dyson can continue to locate and profit from its sweet spot in the market by continuing to innovate and create high-quality products that match customer wants and give a unique selling point.

5. DIGITAL MARKET IMPLEMENTATION

Utilising digital channels and technologies to accomplish marketing goals is known as digital marketing implementation. This involves determining the target market, setting goals and objectives, developing a budget, coming up with a content strategy, picking the appropriate channels, coming up with a promotion plan, putting the strategy into practice, checking the results, and, as necessary, adjusting and optimising the strategy (Bala and Verma, 2018). A more thorough Digital marketing strategy for Dyson:

- Define the target audience: Consumers who value innovation, quality, and design in household appliances are part of Dyson's target market. Tech-savvy people, health-conscious shoppers, and environmentally conscientious people may all fall under this category.
- Establish goals and objectives: Dyson's digital marketing objectives may include boosting website traffic, generating leads and sales, enhancing brand recognition and reputation, and boosting consumer involvement and loyalty.
- Develop a budget: Based on its aims and objectives, as well as the price of different digital marketing strategies including social media advertising, search engine marketing, content production, and email marketing, Dyson can create a budget for its digital marketing efforts.
- Create a content strategy: Dyson can do this by providing interesting and high-quality blog entries, videos, and social media updates that highlight the features and advantages of its products and speak to the problems and demands of its clients. This content needs to be shared on social media sites where its target audience is active and optimised for search engines.
- Choose the right channels: Depending on its target market and objectives, Dyson might choose the best digital marketing channels. This could include email marketing campaigns, content marketing initiatives, social media platforms like Facebook, Instagram, and Twitter, search engines like Google and Bing, and others.
- Develop a promotional plan: Dyson can create a strategy that includes advertising campaigns, discounts, and promotions that draw in and keep customers. This might involve placing advertisements on social media platforms, search engines, and other related websites, as well as giving new customers and devoted clients discounts and promotions.
- Implement the strategy: The approach can be put into action by Dyson by producing and distributing content, starting advertising campaigns, and interacting with customers on social

media and other online platforms (Cartwright et al., 2021). It should make sure that its messaging represents its brand identity and is consistent across all media.

- Monitor and measure results: Results tracking is possible for Dyson with the use of analytics programmes like Google Analytics, social media analytics, and customer relationship management (CRM) software. It can use this information to better understand how well its campaigns are doing, what is connecting with its intended audience, and where changes need to be made.
- Adjust and optimise the strategy as needed: Dyson can tweak its digital marketing approach and optimise it for better performance and results based on the findings of the monitoring and measurement procedure (Statista, 2021). This might mean experimenting with various ad formats, improving its targeting specifications, or developing fresh material in response to user feedback.

These methods can help Dyson create and implement a comprehensive digital marketing plan that will assist it in achieving its business objectives, connecting with its target market, and establishing a strong brand presence.

PART 2

6. ROLES OF MACHINE LEARNING

Machine learning can be used to improve advertisements in real time in addition to predicting customer behaviour. To increase engagement and conversions, for instance, machine learning algorithms can analyse data on consumer behaviour and real-time update advertising campaigns (Baker et al., 2019). This enables marketers to make data-driven decisions that can increase the effectiveness and efficiency of their marketing efforts.

Customer segmentation refers to the process of classifying customers into groups based on traits like age, location, purchasing patterns, and interests. This enables marketers to design niche marketing efforts that are more likely to connect with each audience (Kim et al., 2006). Digital marketers may gain even more information and power by using machine learning in combination with customer segmentation, which is already a potent tool.

Large amounts of client data can be analysed using machine learning algorithms to find patterns and connections that would not be visible using regular segmentation methods. For instance, using data on consumer behaviour, machine learning algorithms can determine which client segments are most likely to buy a specific good or service. Marketing professionals can develop more successful and focused advertising strategies that are more likely to connect with each target market by seeing these patterns of behaviour.

In general, customer segmentation and machine learning can help digital marketers decide more effectively how to target and interact with their clients. Machine learning may assist marketers in creating more successful marketing efforts that are more likely to resonate with each category of customers by analysing massive volumes of data and detecting patterns and connections.



Figure 4: Machine Learning
(Source: DLabs.AI, 2019)

7. DYSON'S MACHINE LEARNING IN DIGITAL MARKETING

In the field of artificial intelligence known as machine learning (ML), algorithms are used to gather patterns and insights from data. Because it can help businesses like Dyson increase their return on investment (ROI) by optimising their advertising campaigns, improving customer targeting, and enhancing the user experience, machine learning (ML) is growing in popularity in the field of digital marketing. Here are a few examples of machine learning's specific uses in Dyson's digital marketing strategy:

1. **Predictive Analytics:** Predictive analytics is an element of ML that forecasts future events using historical data. Predictive analytics can be used in digital marketing to anticipate consumer behaviour and improve ad campaigns (Bahman Zohuri and Farhang Mossavar Rahmani, 2019). Dyson may use predictive analytics to find the customers most likely to convert and target them with tailored advertising campaigns by looking at customer data like as search history, social media activity, and browsing habits.
2. **Personalised Advertising:** Personalised advertising involves changing advertising content to suit the interests and preferences of particular individuals. In order to develop tailored advertising campaigns, ML algorithms can be used to analyse client data, including search history, social media activity, and browsing behaviour. Dyson can strengthen the relevancy of its advertising content and raise the possibility that it will convert potential customers by developing personalised advertising campaigns.
3. **Chatbots:** Chatbots are computer programmes that mimic human-to-human communication. Chatbots can be used in digital marketing to interact with clients, respond to their inquiries, and make tailored recommendations. Chatbots can be taught to comprehend natural language using ML algorithms, enabling them to respond to client enquiries more precisely and effectively.
4. **Recommendation Engines:** Recommendation engines are algorithms that may examine client information to offer customised product and service suggestions. Recommendation engines in digital marketing can be used to enhance the user experience by offering customers relevant and customised recommendations (Pawan Whig, 2019). Dyson can develop recommendation engines utilising ML algorithms that can examine user information like search history, social media activity, and browsing habits to offer tailored suggestions for goods and services.

5. **Fraud Detection:** The process of identifying a scam and stopping it from happening is known as fraud detection. Recognition of and prevention of click fraud, a common kind of online advertising fraud, can be done in digital marketing. Dyson may examine advertising data using ML algorithms to spot patterns and abnormalities that might be signs of fraud and take action to stop them.

Overall, ML can be used to maximise ROI for businesses like Dyson through a variety of applications in digital marketing. Dyson can increase the probability that potential customers will turn into actual buyers and improve the quality of the user experience by utilising ML algorithms to analyse customer data, personalise advertising material, and optimise advertising campaigns.

8. RECOMMENDATIONS

- Social media influencers may be a potent tool for expanding brand recognition and reaching new consumers. Influencers that support Dyson's brand principles can be found and worked with to promote the company's products.
- Dyson can make use of data analytics to learn more about consumer behaviour and preferences and then use this knowledge to improve its marketing initiatives. By examining information about client demographics, past purchases, and website
- Increasing online sales, expanding retail relationships, and optimising the supply chain are all ways that Dyson can increase the efficiency of its distribution channels. This could increase productivity and help the business attract new clients.
- Dyson can put the needs of its customers first by offering exceptional customer service, interesting marketing content, and flexible and convenient payment choices. Putting the needs of the client first will help Dyson develop loyal customers and brand promoters.
- Dyson has a reputation for innovation, and the corporation may maintain this image by making investments in cutting-edge technologies like artificial intelligence, robots, and the Internet of Things. Dyson can continue to dominate the market and seize new possibilities if it stays on top of trends.

9. CONCLUSION

This research initiative attempts to gain a greater understanding of how to use the UK-based company Dyson, which is a brand that is well-represented online and makes use of a variety of digital marketing platforms, including its website, social media accounts, online advertisements, and affiliate marketing. By utilising these channels to their full potential, Dyson has built a solid online presence and is well-positioned to keep growing its consumer base in the future.

One of the most important lessons from Dyson's experience is that digital marketers who seek a competitive edge can benefit greatly from machine learning. Machine learning may help marketers target and engage their customers more effectively by analysing huge quantities of data and finding patterns and connections.

In conclusion, Dyson's experience shows the potential of machine learning in digital marketing but also emphasises the value of careful planning and execution. It will be crucial to keep learning from early adopters like Dyson as businesses continue to investigate the potential of machine learning in their digital marketing efforts.

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11. APPENDIX

Company Name	Dyson Limited
Website	https://www.dyson.com/en
Founded	1993,
Founders	James Dyson
Key People	Jim Rowan – CEO / President, James Mullen – CFO Dyson Americas, Jeff Gunderson – Vice President Sales, Clare Dunbar – Vice President Marketing – US, Sheri Bernal – VP People and Places, Dyson Americas, Cindy Knowles – Vice President: Program Management and Strategy, Ester Jimenez – VP IT Americas
Headquarter	St James Power Station, Harbourfront, Singapore
Company Revenue	8.2 billion USD
Key Competitors	Venture Corporation, Samsung Electronics, Kin Yat, Bosch, Electrolux and Whirlpool

Company Profile
(WikiSME, 2022)

8Ps of the Marketing Mix

- **Product** includes use, design, packaging, quality, features, colors & size options.
- **Price** depends on packaging (including sizes), discounts, timing, location, shipping & other offer-related elements.
- **Place** includes retail, digital, phone, chat, voice, fax & multi-channel options.
- **Promotion** consists of content, communications & messaging interactions to persuade prospects to buy.
- **People** includes everyone your business touches (BIO Approach).
- **Positioning** means your organization must stand for something more than making profits.
- **Process** focuses on technologies (including AI) to create personalized customer experiences (CX).
- **Performance** is measurable results aligned with financial & strategic objectives.



8Ps Of Marketing Mix
(Cohen, 2019)

Strength:

Innovative product - use of technology
Great designs - bright colours
High quality - 3/5 years warranty
James Dyson foundation
Employees
R&D

Weaknesses :

High prices than competitors
Copy patterns
Washine mashine failure

SWOT

Opportunities:

Global expansion
New feature meet customers needs
Economy of scale

Threats:

Cheaper bagless vacuum cleaners
Competitors with high brand power

Dyson's SWOT Analysis
(UKEssays.com, 2010)