

MKT 2100: Marketing Fundamentals
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Brand of my Choice: Netflix

What year was the company established? 1997

In what country is the company incorporated? United States

Provide a brief overview of the brand you selected.

Netflix is a global leader in streaming entertainment, offering on demand access to TV shows, movies, documentaries, and original productions in over 190 countries. Founded in 1997 as a DVD rental service, Netflix transitioned to streaming in 2007 and has since build a strong reputation for its diverse library and critically acclaimed originals such as Stranger Things and The Crown. The company's subscription based model offers flexibility, allowing viewers to watch content anytime and on any internet connected device. Netflix invests heavily in data driven content personalization, ensuring each user receives tailor recommendations that improve engagement and retention.

Describe the brand's target market.

Netflix's primary target market includes tech savvy consumers aged 18-49, with a focus on millennials and Gen Z who value convenience, variety, and on demand entertainment. This group is comfortable using multiple devices, often streaming content on smartphones, tablets, smart TVs, and laptops. Netflix also appeals to families seeking child friendly content, as well as international audiences through localized programming in multiple languages. The target audience tends to prioritize ad free viewing, personalized recommendations, and exclusive content over traditional cable television.

Identify the brand's major competitor: Amazon Prime Video

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Consider the company's media touchpoints as well as those of the company's major competitor. Conduct research to aid in your successful analysis. You will need to review the companies' websites, press releases, advertising, digital media, articles, blogs, etc. Report your findings in the chart below.

Company name: Netflix			Competitor name: Amazon Prime Video		
List the IMC components currently used (at least 5): (consider TV, radio, blogs, direct mail, sponsorships, newspaper, social media, video, website, digital, etc.)	Evaluate what the company does well when using this media touchpoint.	What could be done to improve the customer experience with this media touchpoint?	List the IMC components currently used (at least 5): (consider TV, radio, blogs, direct mail, sponsorships, newspaper, social media, video, website, digital, etc.)	Evaluate what the competition does well when using this media touchpoint.	Rate each touchpoint area. Is the competition offering a better, equal, or lower customer experience? Use the following symbols: <ul style="list-style-type: none"> ● Better + ● Equal = ● Lower -
Social Media (Instagram, Twitter/X, TikTok)	Strong engagement with teasers, memes, and trending challenges; effective use of short-form videos.	Increase interactive Q&A sessions with actors to deepen audience connection.	Social Media	Frequent updates, behind-the-scenes clips, global campaign reach.	=

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Website & App	Personalized recommendations and smooth streaming interface.	Enhance live event streaming capabilities for global audiences.	Website & App	Integration with Amazon ecosystem for easy subscription and purchases.	+
Email Marketing	Targeted emails with new release notifications and personalized suggestions.	Add more interactive content (polls, quizzes) to boost click rates.	Email Marketing	Bundled promotions with Amazon Prime membership perks.	+
YouTube Channel	Effective trailers, behind-the-scenes, and interviews.	Expand use of YouTube Shorts to attract younger audiences.	YouTube Channel	Consistent use of trailers and cross-promotions with Amazon products.	=
Influencer Partnerships	Collaborates with pop culture influencers to promote shows.	Expand micro-influencer campaigns for niche genres.	Sponsorships	Partners with major sports events for exclusive streaming rights.	+

Make recommendations on where changes are needed to make the customer experience even more effective.

Since Netflix has established itself as the dominant streaming service in many markets, increasing competition from Amazon Prime Video, Disney+, and others means there is a growing need to refine customer touchpoints for a superior experience. One area of improvement is enhancing interactive engagement across platforms. Netflix's social media is already strong, but deeper real time interaction such as hosting live Q&A sessions with cast members on Instagram live or X Spaces could strengthen emotional connections with fans. Similarly, the email marketing strategy could incorporate interactive polls or quizzes that not only boost engagement but also

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collect valuable preference data. Another opportunity lies in expanding live and event based content. While Netflix has experimented with live comedy specials, expanding into real time streaming for global fan events or limited live sports could diversify its appeal and keep viewers within the Netflix ecosystem rather than switching to competitors.

From a platform perspective Netflix's app and website offer a seamless experience but it could better serve global markets by improving localized content discovery. Adding enhanced search filters for regional languages, trending content in specific markets, and locally relevant recommendations would cater to the diverse tastes of its 238 millionsubscribers.

Finally Netflix should leverage micro influencer marketing more aggressively. While high profile partnerships create buzz, niche influencers have highly engaged audiences that can drive interest in less mainstream shows or foreign language films, expanding content reach without large advertising costs. By focusing on deeper customer engagement, expanding content offerings, enhancing localization, and optimizing influencer strategies, Netflix can strengthen its integrated marketing communications and maintain its competitive edge in a crowded in a crowded streaming landscape.

AI Usage Statement

I used AI (ChatGPT, GPT-5 by OpenAI) as an assistive tool to help organize research findings, structure my analysis, and refine the clarity of my writing. All ideas, interpretations, and final wording were reviewed, edited, and supplemented with my own understanding and additional research to ensure originality and alignment with course concepts.

Research/References

Netflix, Inc. (2023). *About Netflix*. <https://about.netflix.com>

Amazon.com, Inc. (2023). *Prime Video Features*. <https://www.primevideo.com>

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