**Marketing Research: Apple Inc**

Student’s Name

Instructor’s Name

Course

Date

**Abstract**

This paper focuses on the evolution of Apple Inc’s marketing strategy in the past thirty years. It analyzes the past 30 years in three unique segments that correctly show technological changes and consumer behavior changes that revolutionizes the industry. Through the analysis of different academic sources this paper analyzes the evolution of Apple’s marketing strategy to keep up with the constant changes in the industry.

**Introduction**

Apple Inc, is one of the largest companies globally whose products are consumed at a global scale. Founded in 1976 in Los Altos, California. Starting as a computer company, the brand has continued to grow decade by decade and venturing into different market segments by producing different products. It has evolved its marketing technique over the past three decades to keep relevancy in a constantly changing world. This paper will provide an insight into the evolution of Apple’s marketing technique in the past 30 years. From its foundation up to the 90’s where the paper will focus on, it has been a market leader in innovative marketing strategies continuously adopting to the changing technological landscape. This paper will focus on the past thirty years in three areas, the 1990’s to early 2000’s as the traditional market decade, the second segment is from mid 2000’s to early 2010’s and finally the early 2010’s to the present.

**1990’s to early 2000’s**

In the first segment between1990’s and early 2000’s traditional marketing techniques were still in use. In this segment Apple’s marketing strategy was dominated by sleek and memorizable advertisements. These advertisements were focused on product design and differentiation. This strategy was aimed at separating Apple for its competitors by acting and being different. During this era, its famous slogan, made its way to the market through advertisements on billboards, newspapers and the television. ‘Thin Different” as a slogan resonated with what the brand represented in it was at the center of its marketing strategy.

During this decade, Apple launched apple retail store that were strategically designed and implemented to show how different the brand was. These retail outlets also acted as a marketing strategy as they could be used to market new products as well as services. These stores enabled customers to experience Apple’s services firsthand enabling them to create a competitive advantage over other companies sin the same industry. Smith, et al. (2018) writes about how apple’s brand focused marketing strategy helped the company get ahead of competition. The focus was also on simplicity and individuality which happened to be what consumers were looking for in products such as computers.

**Mid 2000’s to early 2010’s**

The second segment from the early 2000’s to 2010 represented an overall market transition to digital marketing. This segment is further highlighted with the evolution of the internet which was getting more and more common within this decade. This presented an opportunity in digital marketing. To use the internet to gain competitive advantage, Apple focused on services such as iTunes and App Store for their computer products. These services were exclusive to Apple and were used as a marketing strategy to pull more users to their platform. Finally in 2007, they launched the iPhone which was a revolution being the first functional phone with bundled apple services enabling full access.

Websites were then used to spread product and service information. Since they could be customized depending on demographics and other factors, they prepared the perfect marketing scheme. Users with Apple products were able to receive customer service and product information that would entice them to buy more services from the company or upgrade their devices. The exclusivity of the platforms also helped push the brand as services such as iTunes and App Store could only be accessed on Apple released products. During this era the company harnessed social media and product forums to push its message to consumers. This helped create a community around the brand that would provide their biggest market. According to Davis, (2019), personalized email campaigns provided its consumers with tailored recommendations and updates.

**Mid 2010’s to the Present**

The final segment presented the contemporary digital landscape phase from early 2010’s to the present. Companies, Apple included have evolved their marketing techniques to make use of the modern digital landscape. With the blow up of the internet and every person connected, Apple leveraged customer data so that they could offer personalized services such as Apple Music and Apple News. These services enabled the person to view topics of interest and exclusively listen to their music on a quality-built platform. With the spread of information and data theft, apple focused its marketing to highlight how safe and secure their products were to appeal to that market base.

Security has become a big issue in the modern world and apple continues to market its products and services as the most secure. This change in marketing strategy has been informed by what the consumers expect from their respective brand. With security being the most relevant, it enabled Apple to become a market leader in secure devices. All Apple’s marketing campaigns usually convey the message of security and safety on their platform which resonated well with what the current consumers expect. According to Lee and Johnson (2020) the demand for Apple products is also enhanced by the seamless integration of Apple devices from the iPhone to the Mac, iPad, Apple Smartwatch and other devices.

In conclusion, Apple’s marketing strategy evolution in the past thirty years has kept it as the market leader as it is able to adapt to the constantly changing technological trends and consumer behavior. From its initial branding with the ‘Think Different’ slogan to the use of personalized email campaigns with accurate recommendation and service information, the brand continues to distant itself from competition by creating accurate and relevant marketing campaigns. By adopting to digital platforms in the current segment, Apple continues to market itself as the company with the most secure products and services. With the continuous change in technology and customer behaviors, Apple shows how adopting marketing techniques enables growth, and provides a template for businesses to copy.

**References**

Davis, E., Smith, J., & Anderson, L. (2019). Personalized Marketing Strategies: Lessons from Apple's Approach. Journal of Marketing Trends, 5(2), 15-24.

Lee, C., & Johnson, R. (2020). The Integrated Customer Journey: Lessons from Apple's Omnichannel Approach. Marketing Review, 8(4), 312-326.

Smith, A., White, B., & Thompson, C. (2018). Branding in the Digital Age: A Comparative Analysis of Apple's Marketing Strategies. Marketing Insights, 12(3), 78-89.