

# Case study

Analysis real- world examples of successful digital marketing companies.

Extract lessons learned and apply them to your own strategies.

Brand: Amazon Brand strategy

Amazon is a Global E-Commerce Giant. It is an Internet-based company that sells electronic goods, apparel, movie books and every good that can be sold online on its Platform Amazon.com. Amazon was founded by Jeff Bezos in 1994.

Amazon has more than 7.5 lakh employees. Amazon is the most valued retail store in the United States by market capitalization. Amazon runs its business in several countries and segments.

Amazon has its marketplace where third parties can sell her products, Amazon has Kindle Platform where he sells E-Books, Amazon also has Audible where he sells Audiobooks, Amazon also has Amazon Prime platform which is an OTT Platform. Amazon has several more Business That we will cover later in this Blog.



Amazon launches its Marketplace in India in 2012 after 17 years of Its existence. India's third-largest economy in the world and has an emerging e-commerce Industry Thus India provides

amazon a great Opportunity. India is a price-sensitive market and thus it's become difficult for companies to become Profitable in India.

### How Amazon started:

Amazon started on July 16, 1995, by Jeff Bezos. Jeff Bezos chose Amazon as the name of His Business because the name is Started with the first letter of Alphabet and the second is the name of South American River.

Initially, he sells only books on his platform. There is another company too who sells books online before Amazon It is Computer Literacy. Amazon runs his business with the sole aim to provide any book to any reader.

### Swot Analysis of Amazon

#### Strength

1. Amazon is a Global E-Commerce Giant and It has a Strong Brand name.
2. Amazon also has a strong Brand Valuation Worth \$125 B.

3. Amazon's Prices are very affordable to consumers that make Amazon Customer Oriented brands.
4. Amazon is continuously innovating his venture and comes up with new ideas that make Amazon a Different from others.
5. Amazon 562.3 Million in its Marketplace Amazon .com That shows amazon has largest merchandise selection.

### Opportunity:

Amazon has an opportunity to expand in many other developing countries where the e-commerce industry is in a growth phase.

### Amazon SEO:

Amazon is so huge that it has its own search engine like Google. Amazon's search engine is called A9. It operates on its own algorithm and comes with its own unpredictable updates. By having a search engine, it also has its own SEO.

### Amazon marketing services:

It is a similar service like Google Ads. In this service, sellers market their products on

**Amazon.** This service uses keywords, interests, page visits, recommendations, etc. It shows the product display ads.

### **Innovation and technology integration:**

**Amazon's strategic use of technology has been a key driver of its success. By leveraging data analytics, AI and ML technologies, logistics optimization, and cloud computing, the company has been able to stay ahead of the curve in the rapidly evolving e-commerce industry.**<sup>29</sup> Mar 2023

### **Amazon and its uses:**

**As of 2023, it is the world's largest online retailer and marketplace, smart speaker provider, cloud computing service through AWS, live-streaming service through Twitch, and Internet company as measured by revenue and market share.**

### **Amazon Business:**

**Amazon Supply, launched in 2012, offers industrial and scientific components and maintenance, repair and operations (MRO) supplies.[78] Amazon Supply was developed based on experience operating Smallparts.com, acquired in 2005.[79] On April 28, 2015, the**

limited-scope service was replaced with Amazon Business.[80] Amazon Business is a service that provides registered business owners with a consolidated platform for buying products and supplies from Amazon. Business users have access to shipping benefits, discounts on eligible products, purchase analytics, and price comparisons from different sellers.

### **Amazon publishing:**

Amazon Publishing is Amazon's publishing unit launched in May 2009.[98] It is composed of AmazonEncore, AmazonCrossing, Montlake Romance, Thomas & Mercer, 47North, Powered by Amazon, New Harvest, Grand Harbor Press, Two Lions, Skyscape and Waterfall Press.

Launched in 2005, Amazon Shorts offered exclusive short stories and non-fiction pieces from best-selling authors for download from the Kindle Store. By June 2007, the program had over 1,700 pieces and was adding about 50 new pieces per week, but the program was discontinued on June 1, 2010.[99]

### **Conclusion:**

**Through the implementation of Affiliate programs, the company was able to exploit the willingness of other web sites to share (and therefore advertise) Amazon ...**

**By making entry so easy, fast, and affordable, Amazon ensures that many people can sample its products and become part of the Amazon experience, they also leverage on the possibilities of the networking economy to reach out to more producers and consumers of products sold by Amazon. Meanwhile, the Amazon ecosystem facilitates sharing of views and experiences by consumers in multiple ways. At different times, some products contribute to more revenue than others, but having them in one ecosystem allows Amazon to tweak offers and handle administration tasks to succeed in capturing attention, promoting sharing and facilitating a networking economy.**

**From its humble beginnings as an online bookstore run from founder Jeff Bezos garage, to the wide reaching web marketplace it has**

**become, Amazon has continued to adapt to changing consumer habits and desires. Through the implementation of Affiliate programs, the company was able to exploit the willingness of other web sites to share (and therefore advertise) Amazon content, while evolving the Amazon site itself to create an engaging platform for an ever-growing community of sellers and buyers**

**By addressing the need to create an attention-grabbing e-store, Amazon harnessed the power of the user driven content which forms the backbone of Web 2.0, transforming itself from a simple online book retailer to a true online marketplace made up of interconnected businesses and individuals. Now, with the need for stable and secure data storage, the company has moved from physical products such as books and CDs, to the fluid world of data hosting and interpretation.**

**Despite challenges along the way, such as Patent Infringement lawsuits, Amazon has**

**maintained its reputation and image as one of the worlds most successful, powerful, and expansive online retailers. One of the main challenges the business will encounter in the near future is that of competition from real-world stores, who are beginning to match online prices with more frequency, and offering free delivery. The challenge is that ‘brick-and-mortar stores have begun matching prices and providing instant pickup... [indeed, a major] flaw at Amazon is shipping costs’ (Denning, 2015). If Amazon is able to supplement the income used for shipping costs, or start a sustainable freight system internally, its future as an online retailer offering physical goods will be assured. And if not, there’s always the data hosting and interpretation, a growth area in which Amazon is already far ahead of it’s competitors.**