## Marketing new Product

Samsung and Apple are considered to be the most powerful competitors in the mobile market all around the globe. Very effective strategies are needed to introduce a new product in the mobile market, particularly which could have the ability to compete with these two giants.

One of the most significant strategies is to find the technical specifications of the new product in the market and develop the demographics that this product would target. For example, if the phone would have very advanced specifications related to camera and storage then it should be geared towards any technologically savvy younger demographics (Ref-DJ49F2). A mobile phone along with some basic functions would be appealing to some older individuals who would have the desire for having any basic simple phones. Thus, if the new product of MM has some very advanced technology then they should target the younger audience. Whereas if they would have any basic and old school technology then they must target the audience with older age. Both males and females are equally fond of using mobile phones therefore, strategies should not biased towards any single-gender.

Furthermore, building a social media network and influencing social media users would be one of the most effective strategies for the marketing of the new product in the mobile phone market. Twitters and Facebooks are one of the most effective sources of new products marketing as it has the access of millions of individuals who are already a user of mobile phones (Ref-J7Y3B2). Posting any interesting information about the product can be supportive in attracting a huge amount of customers.

Moreover, paid advertisement on social media, electronic, and print marketing channels can be an effective mode of marketing in this industry to attract a large amount of audience. Similarly, there are some efficient marketing resources in the form of mobile applications as well that can support in reaching the maximum consumers.