

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

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