Apple showcases their watches by amazing the consumer with all of the different features they have. Each one has a graphic demonstrating what the feature is, as well as a short paragraph describing it. The watches’ biggest features are reiterated to emphasize them, so that the user is more enticed to buy the product. Finally, prices are not listed until the end, so that consumers are not turned away by the scare of hundreds of dollars before seeing what Apple has to offer. Overall, a good marketing strategy.

Apple’s Smart Watch Website:

<https://www.apple.com/watch/why-apple-watch/>