After years of dominating the technology market Apple has become synonymous with the words brilliant, creative and innovative.

Apple is one of the greatest marketers of all time with the iPhone becoming **arguably**(вероятно) the most popular and recognizable smartphone in the world. Apple's **consistent marketing excellence**(последовательное маркетинговое превосходство) is built on a series of core values which **others would benefit from**(другим было бы полезно), learning from and applying to themselves. Apple has mastered the art of being ahead of its competitors. One of the primary reasons why they're able to be leaders in the industry rather than a follower is their amazing ability to innovate and keep things fresh.

With every release there is always some new technological **advancement**(продвижение) **that strives to push**(который стремится подтолкнуть) the industry forward. Whether it's a new chipset allowing their products to be more powerful or the wireless airports that **have become ubiquitous around the world(**стали повсеместно распространены по всему миру**)** . Apple's **dedication**(преданность) to the customer experience and their ecosystem of products is the key reason why people **flock to**(стекаться) Apple stores and line up for hours just to get their hands on the new release. The importance of a first impression cannot be underestimated. Much like in person. The fact is that you make a judgment about something in approximately four seconds and this is finalized largely within 30 seconds of initial contact. Apple knows this ensuring that they mastered the art of minimalism. Product aesthetics, user interfaces, the brand logo, support functions and even advertising **a stripped down to the fundamentals**(с головой погружённый в основы). Apple's obsession with minimalism isn't **solely**(только) about aesthetics. Rather it's a crucial piece of their overall business strategy **within**(внутри) the Apple ecosystem.

Every component of this minimalist network is designed with **related**(соответствующий) components in mind. The Apple TV interface isn't too different from that of Apple music. **Whilst**(В то время как)Apple music itself **borrows**(брать в долг) from the basic feel of Apple's operating system.

**Meanwhile**(Тем временем) the gadgets also take up the same sort of **family feel**(семейная атмосфера). The iMac, MacBook Pro, iPad and iPhone they're all radically different devices. But they're immediately recognizable as cousins.

Thanks to their shared detailing a material palette. This highly integrated minimal aesthetic is priming you to enjoy Apple's other products ensuring that when the new iPad is released you already know how it works and that it will **fit within**(вписываться) your own personal home environment. When Apple brought out their first iPod back in 2001 the response from the press was a **pathetic**(жалкий). Mp3 players were already around and this new release was nothing new. In fact most mp3 players were actually better than the first iPod. They had larger storage space, replaceable batteries and they were cheaper. So, what did Apple's new iPod have to offer that other mp3 players didn't? The iPod looked cool. It had a sleek aluminum **shell**(оболочка) half the size of its competitors. And a scroll wheel that could zoom through the trademark 1000 songs in your pocket. This easy-to-use sleek iPod made the entire process from downloading your favorite song to the listening experience a simple and enjoyable experience.

Apple has a legendary focus on customer experience. Every customer touch point from the products through the user experience and even the retail store yields a consistent Apple experience. This clean seamless just works mantra ensures that every layer of the ecosystem works **straight out**(прямо) the box providing a logical experience that makes the users life easier and more enjoyable.

Apple's consumer base buys into their ecosystem expecting a high-quality **polished**(отполированный) experience from start to finish. When pairing this high-quality experience with Apple's aggressive expansion into every facet of our lives it's no surprise that their products apps and technology have become an integral part of our modern lives and routine.

Apple's **approach**(подход) to the harmonious integration of external developers’ manufacturers and services with their own catalog of products creates **a thriving mesh**(процветающая сеть) of technology. Creating a sort of ubiquitous computer all around us all the time. a key example of Apple's integration outside of their traditional devices is their integration seamlessly into the fitness industry. Wearables have become far more than a fashion accessory in recent years. **Whether**(Будь то) ability to play a favorite high-energy playlist **whilst**(waɪlst) also collecting valuable biometric data for those who are serious about their progress and development.

This now vital **bit of kit**(небольшая комплектация) can play an essential role in your daily life. And is often the difference between lounging on the couch and finishing that 10k, when a piece of gear has this much influence on your life and routine, you'll be sure to place a lot of trust and belief in the product **further solidifying**(Дальнейшее упрочнение) Apple into your daily life. Much like Louis Vuitton or Chanel Apple is associated with high quality luxurious and trendy products.

To ensure that they maintain this image Apple carries out a range of marketing practices to ensure that they look like the premium luxury company they claim to be. This brand identity is **reflected**(отражённый) in the pricing strategy of Apple with all products undergoing fixed pricing.

Data Apple's unique market position and their ability to market their products to other channels. They can **avoid dropping prices**(избежать падения цен). A process that ensures they maintain that luxury goods appearance. This strategy also extends to the microcosm of Apple retailers, dealers and resellers where Apple implements a minimum advertised price. This sets a lower limit on the prices its resellers may advertise Apple's products keeping prices relatively, comparable to their own stores and with minimal wholesale discounts.

This **maintains**(поддерживает) the static high prices that Apple sets distancing themselves from low cost inferior products. As we mentioned in our video talking about Tesla’s marketing successes having a small community of evangelists that support your brand through thick and thin is a vital step for brand

**longevity**(долголетие). They will support you during your **hiccups**(сложности) and will push you through the other side.

This group won't **dare stray away**(осмелиться убежать) from the Apple ecosystem ensuring full integration and making sure that their friends and family **are aware**(знакомы) of its benefits.

Marketing through word of mouth is a priceless marketing strategy for any business and is

hands-down the most effective and reliable type of marketing. According to the Wharton School of

Business a customer you acquire from word of mouth has 16 to 25 percent higher lifetime value than those you acquire from other sources. Word-of-mouth will bring in loyal customers and increase customer attention rate. What's more?

This highly valuable marketing strategy has no price attached. It's a side effect of that. It just works high

quality product that Apple strives for. Competing in today's world can be tough. Being able to **establish**(создать) any kind of advantage can set you up for success over the competition. However having a **dedicated group**(целевая группа) that ensures your product is talked about in a good light is shared on social media and welcomes itself into everyone's life goes far beyond paying for adverts or product placement.

Apple has continuously strived to create great products with a great experience attached to them.

This dedication to the customers paid off huge dividends making Apple one of the biggest companies in the world. Apple is not just changing an industry. It's changing the world. Reshaping it into a

customer focused economy and plotting itself right in the middle of it.