



# NETFLIX

## MARKETING CASE STUDY

At Netflix, we want to entertain the world.  
Whatever your taste, and no matter where you live...

Aadya Dewangan



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Lets see how Netflix also entertains us with its marketing...

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# 7PS OF MARKETING

## PEOPLE

Talented pool of employees and content creators that make everything exciting and seamless for its customers

## PROMOTION

Various promotional strategies are implemented to attract and retain customers, including advertising campaigns, social media marketing, partnerships with influencers, and email marketing.

## PRODUCT

A streaming platform offering a vast library of movies, TV shows, documentaries, and original content

## PRICE

A range of subscription plans with varying prices, depending on factors like video quality and the number of screens that can be used simultaneously  
+ Free Trial Period

## PLACE

Accessible globally via various devices such as smartphones, tablets, smart TVs, and computers as it is a fully digital service

## PROCESS

Seamless and easy UI with a strong, personalized recommendation engine

## PHYSICAL EVIDENCE

Its website and app are its primary physical evidence, the other elements being the products of its marketing campaigns



# TUDUM & AUDIO BRANDING

## WHAT IS AUDIO BRANDING ?

It's a parallel to a visual identity. A company's audio brand refers to the sounds or songs associated with a brand, product, or service. There's a powerful connection between sound and memory. It's the same connection that forces your brain to replay a catchy jingle in your head over and over — for weeks at a time - safely putting the brand in the receiver's long term memory.

Netflix has done this effectively with the intro that plays before any movie/show, pretty much anyone, anywhere can easily recognize its iconic 'tudummm' . Further, Netflix has also made a huge event out if it too called Tudum Festival which is a global pop culture event that covering Netflix's original content held annually in São Paulo, Brazil.

## THE STORY BEHIND THE UNFORGETTABLE TUDUM

Yellin along and Oscar-winning sound editor Lon Bender, compiled the sound together out of a mishmash of unexpected things. They also revealed that in an attempt to create their own version of the MGM lion's roar, they tried out a goat bleating. "I liked the sound of a goat," said Yellin. "It was funny and it was quirky and it was our version of Leo the lion." Ultimately, the goat didn't make the final cut – and the "ta-dum" sound we hear today is made up of him knocking his wedding ring against a cabinet in his bedroom, a "slowed anvil sound" and the more musical "blossoming" noise, which is a decades-old recording of a 30-second electric guitar phrase that has been reversed.

# HOW NETFLIX IMPLEMENTED IMC

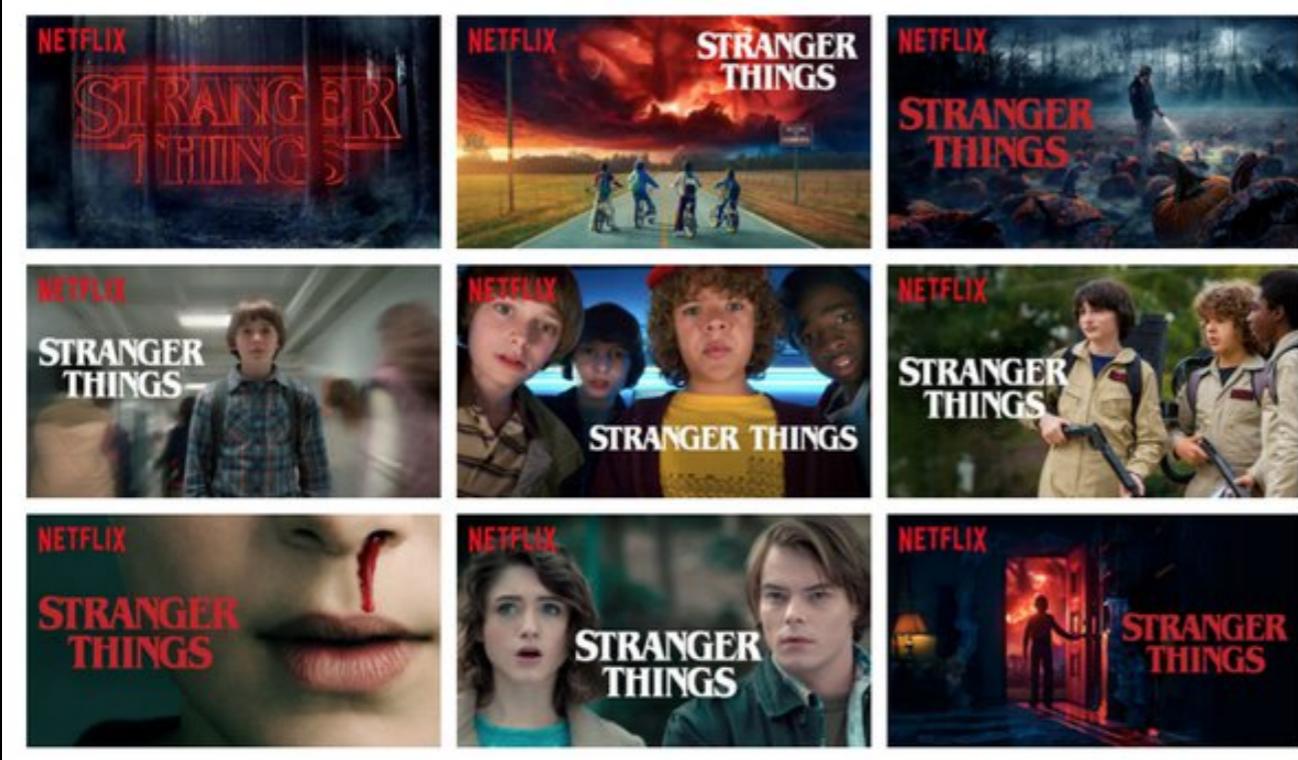
## WHAT IS IMC ?

Integrated Marketing Communications or IMC is a marketing strategy in which various channels of marketing communication (marcom) of a company are utilized to speak in a unanimous voice to advertise their product or service.

## KEY FEATURES

Start With The Customer Or Prospect	Use Any Form Of Relevant Contact Or Touch Point	Speak With A Single Voice	Build Relationships	Affect Behavior
Hyper personalized recommendation engine whereby, even the thumbnails are made specifically according to the user's preferences based on user data	<ul style="list-style-type: none"><li>Instagram</li><li>Facebook</li><li>Snapchat</li><li>Twitter</li><li>YouTube Channel</li><li>Email Marketing</li><li>Billboards</li><li>Displays</li><li>Events</li></ul>	Netflix offers quality entertainment, regardless if its on its site or YouTube or other social media handles, and aggressively promotes its content	It posts relatable content on social media and also stays updated on the latest trends and memes, regularly engaging with its audience. It creates regional accounts to connect with its audience culturally.	Users will get intrigued with the teasers and trailers to try the 30 day free trial period and then eventually buy the subscription

# HOW NETFLIX IMPLEMENTED IMC



# — HOW NETFLIX IMPLEMENTED GUERRILLA MARKETING —

## WHAT IS GUERRILLA MARKETING ?

Guerrilla marketing is the creative use of novel or unconventional methods in order to boost sales or attract interest in a brand or business. It involves gathering customers' attention in unusual ways in highly competitive environments. These types of campaigns are usually very interactive in nature and target their customers in unexpected styles.

## KEY FEATURES

- Creativity
- Surprise and Unexpectedness
- Deep Understanding of the Target Audience
- Low Cost, High Impact
- Strong Call to Action
- Integration with Other Marketing Efforts
- Localization



# HOW NETFLIX IMPLEMENTED GUERRILLA MARKETING

## SQUID GAME

Netflix set up “Squid Game” installations that featured the giant creepy doll in the “Red Light, Green Light” game in different parts of the world. These locations included Sydney, Australia; Manila, Philippines; Los Angeles, USA; and Manchester, England.



## BLACK MIRROR SEASON 6

While the design is simple, the ad copy is intriguing. Fans might understand the references instantly. But for others, Black Mirror is a show that talks about the satirical aspects of modern society. Several episodes are about societies falling apart. After Season 5, the pandemic happened and the makers of the show were not ready to come up with another season when the world was already in a state of near-dystopia.



# DIGITAL + GUERRILLA MARKETING



Netflix pre - announces / releases teasers early on to surprise its audience and build anticipation and intrigue. This also can prevent users planning on cancelling their subscription from doing so, if the next season of their favorite show or an awaited movie will be available soon. This is not too expensive and often done in local level too.

# NETFLIX AND DIGITAL MARKETING

SOCIAL MEDIA

Netflix is very active across all social media platforms , always up to date with latest trends and memes, direct engagement with audience via polls.

EMAIL

The email marketing strategy of Netflix is based on personalization Netflix uses data they have about your viewing preferences to craft personal emails. Viewers are assigned personas based on their viewing history.

MEME  
MARKETING

Over the past 5 years, Netflix has consistently amped up its meme game. Netflix's Instagram account at one point has been a meme account with its witty, relatable memes which are a lighthearted but strong social media strategy.

INFLUENCER  
COLLABS

By partnering with influencers, Netflix can tap into a growing audience of Gen Z and Millennials, who trust their friends more than salespeople. Netflix has even turned to influencer marketing to promote its content. The company also collaborates with influencers to create buzz around its shows.

SEO

Netflix uses phrases like “watch movies”, “watch online”, “tv online”, etc., which seem simple that help them rank higher. They use header tags which improve readability and boost the page rankings.

# REGIONAL NETFLIX

- It is available in more than 200 countries worldwide, except China, North Korea, and Syria, with the primary operations being in USA
- Every region has its own social media handles , each tailoring more culturally inclusive and relatable content that resonates with the locals, including important festivals and other significant cultural defining moments.
- The library and catalog of Netflix vary with the country due to territorial licensing
- Netflix produces content in different countries as per local interests and needs





**THANK  
YOU!**