Marketing Guide

*<Note about this document: This is a document you can provide to your marketing team, to help them craft the marketing message for your product.>*

## Background:

As technologies have evolved, physical recordings have become a thing of the past. Today, [86 percent](https://www.ifpi.org/downloads/Music-Consumer-Insight-Report-2018.pdf) of consumers are listening to music using on-demand streaming services. Users want a music streaming platform that lets users stream songs of their choice and generates playlists based on a user’s musical preferences.

The goal is to design a music streaming app with recommendation system. The system will be composed of server-side components and client-side components. The server-side component will manage the database operations and algorithm. The client-side components will be graphical interfaces that are integrated into corresponding larger systems. Success would be users able to listen music from us, on the go, anytime, anywhere from our huge library and be satisfied giving us good rating and referring to others

## Market background:

Target audience: Users who are

* Owner of Alexa Smart Device Users.
* Music fans who may not have gotten on board with streaming yet
* Teenage and Kids

We will launch in US as it has 53 million Alexa Smart users.

Source: [Data](https://www.statista.com/statistics/794480/us-amazon-echo-google-home-installed-base/)

Competitor in a similar space: Spotify, Apple Music

Sources: [Competitors](https://www.telegraph.co.uk/technology/0/best-music-streaming-services-apple-music-spotify-amazon-music/)

Competitor's target audience: Millennials music lover for spotify, Elderly and iPhone User

Source: [Spotify Audience](https://somespotify.wordpress.com/2018/03/08/spotify-target-audience-millenials/), [Apple Audience](https://www.statista.com/statistics/822920/apple-music-user-age/)

Competitor's market share: 36% and 18% respectively.

Source: [Competitor Report](https://musically.com/2019/12/09/report-spotify-has-36-market-share-of-music-streaming-subs/)

We see a lot of competition, but it is not all in the same exact space so there is space for our product. Even the best-known products don’t get a lot of traffic so we should not anticipate a lot of traffic initially.

## Product Background and Positioning:

Amazon offers various value propositions: accessibility, pricing, and smart voice control.

The company creates accessibility by providing music artists with a means to earn money through their music. It gives them the option of streaming their work so they do not have to rely solely on revenue from downloads through services such as iTunes. The firm also provides access to consumers by making this music available in a streaming format.

The company offers a pricing value proposition. It provides a free version of its service to prime members. Its premium version costs is also cheaper than the competitors, and it offers a 90-day free trial so customers can try it out.

The company enables customization by allowing customers to search for songs and create playlists for their music based on artist, genre, album, record label, and other categories. Customers can also use this app hand free by just voice command.

**Name: Offline Download**

Users have the option to save songs and albums to their devices so that they can access their favorite music without an internet connection. To save a song or album:

A screenshot of a cell phone

Description automatically generated

**Name: Create a Playlist from a Song Choice**

User can see a dashboard with a menu along the left side. Under My Playlists, click the Create Playlist button. Give it a name when prompted and click Save. Or can directly add tracks from the home screen.

A picture containing monitor, clock, screen

Description automatically generatedA screenshot of a computer

Description automatically generated

**Name: Using Voiceover for beginners**

The Amazon Music app features the Amazon Alexa voice assistant, Alexa. This means users can choose music without touching or looking at the screen. Simply say “Alexa, play” followed by the song, artist, album, or genre you want to listen to.

### **Channels**

Amazon main channel for consumers is its app, through which it acquires most customers. Though most of the customers listen to music from the smart device. The company promotes its offering through its social media pages, advertising, and conferences.

Customer Relationships

Spotify’s customer relationship is primarily of a self-service, automated nature. Customers utilize the service through the main platform while having limited interaction with employees Customer email, give review on app store for issues.