**Marketing Mix**

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Due Date

**Marketing Mix**

Because of its high cost and anticipated extended product life, the Apple iPhone 7 is a substantial buy. The following is an evaluation of every component of the iPhone 7 marketing mix in detail.   
**Product**

With a variety of features and functionalities, the iPhone 7 is a top-notch technological device. As a product, it includes the actual device as well as the software, UI, and network of Apple-provided apps and services (Van De Vliert, 2021). Its attractiveness and perceived worth are enhanced by its sophisticated camera features, seamless design, and interaction with Apple's ecosystem.

**Price**

At between $150 and $160, the iPhone 7 strikes a compromise between affordability and perceived value, even if it was originally priced higher (Moorman, 2018). The price takes into account factors including manufacturing costs, rivalry in the smartphone industry, and Apple’s pricing strategy, which aims to appeal to a broad spectrum of customers.   
**Location**

Apple retail locations, carrier partnerships, authorized resellers, and online platforms are the distribution channels for the iPhone 7. These distribution channels guarantee the product's availability and accessibility to customers worldwide. Apple’s items are positioned strategically to increase visibility and reach consumers online and in busy retail spaces.

**Promotion**

Apple uses a variety of marketing strategies to promote the iPhone 7, including social media, web ads, television, and public relations initiatives. Product releases, events, and collaborations with influencers and celebrities are all included in the promotion to increase brand awareness and create buzz among customers.

Overall, the Apple iPhone 7 marketing mix presents a well-thought-out plan that aims to satisfy consumers with a superior product while skillfully handling the aspects of place, pricing, promotion, and product. This all-encompassing strategy helps Apple succeed in the smartphone industry and upholds the company’s reputation for excellence and innovation.

**References**

Moorman, C. (2018, January 12). Why Apple is still a great marketer and what you can learn. *Forbes*. https://www.forbes.com/sites/christinemoorman/2018/01/12/why-apple-is-still-a-great-marketer-and-what-you-can-learn/

Van De Vliert, D. (2021). Apple iPhone: a market case study. *MacEwan University Student eJournal*, *5*(1).