



# Team Apple Proposal

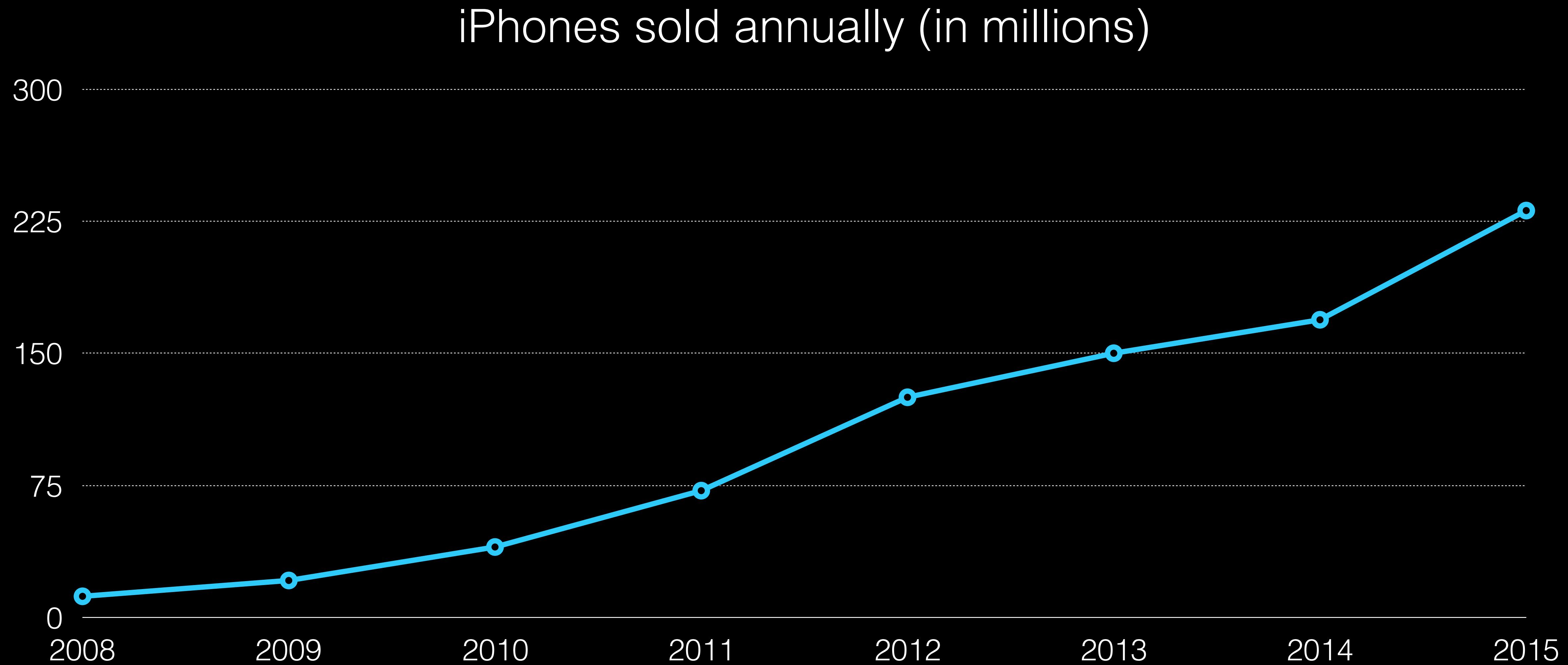
Mark Gurman, Chris Fraga, Brad Sloan, Tierney Wixted, Jaclyn Rudoff

# The original iPhone

- Apple co-founder Steve Jobs introduced the iPhone in January 2007
- Reinvented Apple, started the modern technology era
- Nearly 1 billion iPhones sold
- Led to a string of products: the iPad, new Macs and iPods, new software, and the third-party app economy
- Nearly shot Apple to a \$1 trillion valuation



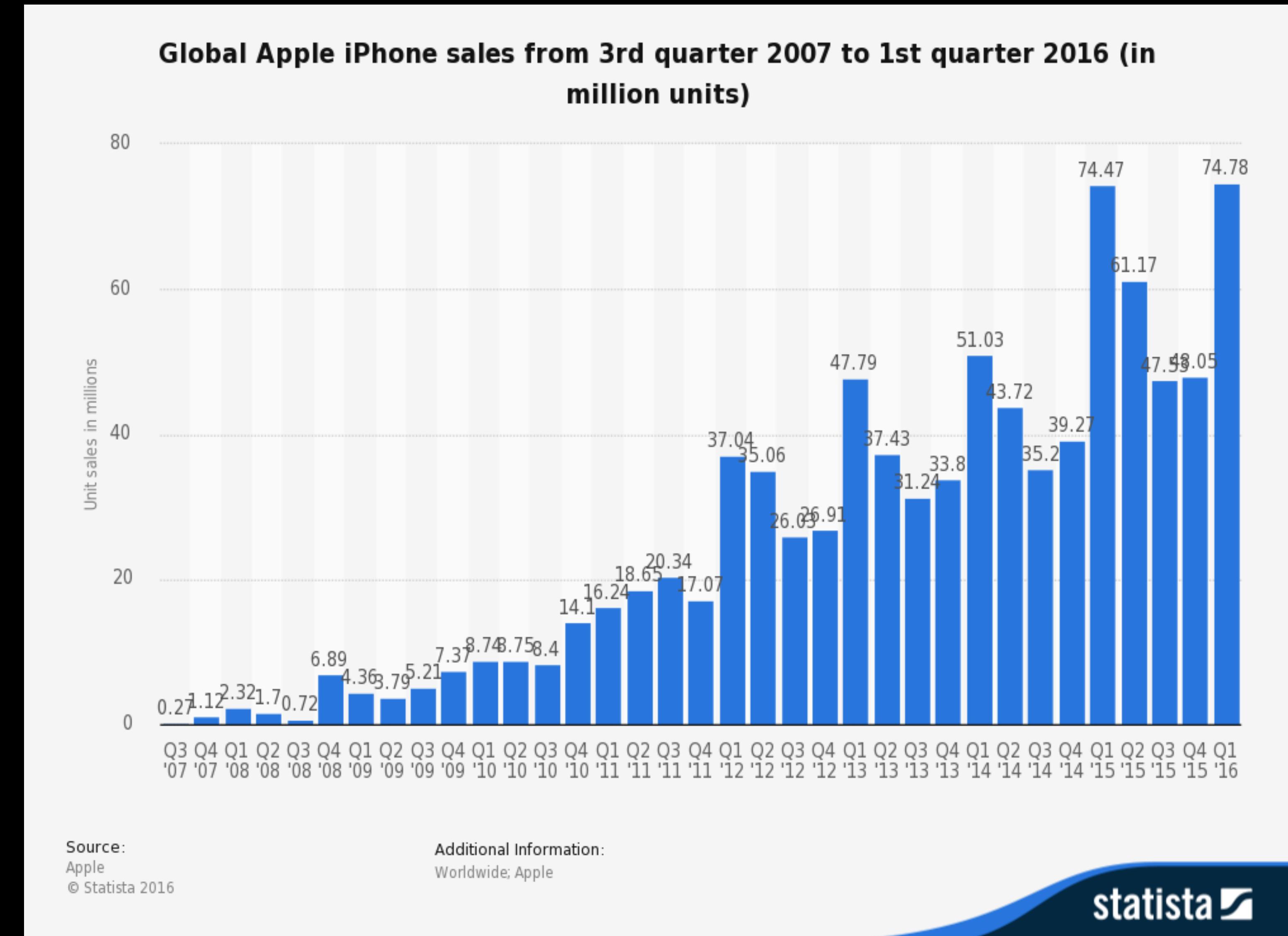
# Why has the iPhone been so successful?



# Great Marketing



But iPhone  
growth is  
starting to  
slow down



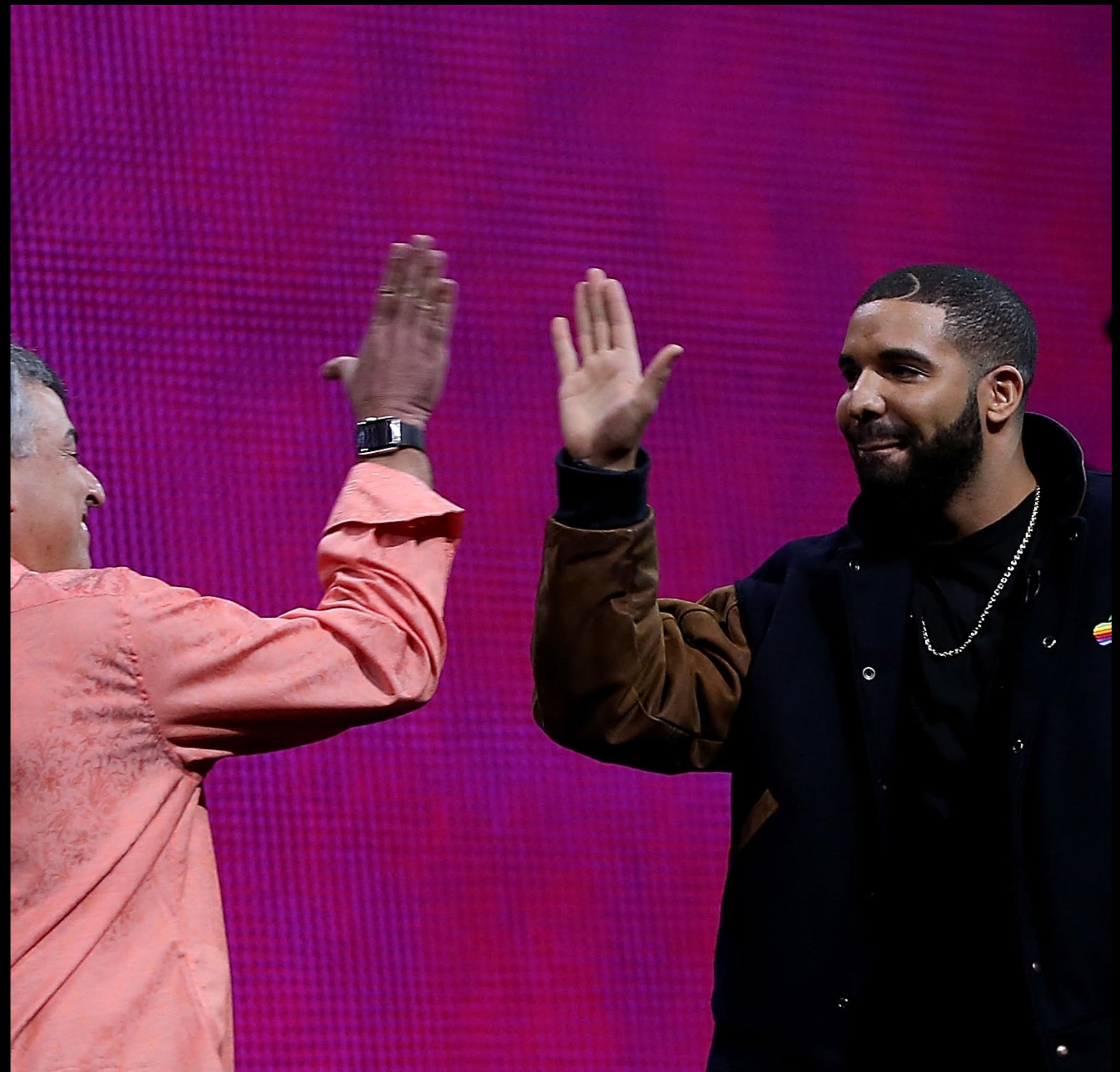
# While the competition catches up

- Samsung Galaxy S smartphones
- Viral marketing from competition poking fun at Apple customers, showing celebrities
- Foreign headwinds
- Market demanding lower-priced phones in developing regions
- Growth in “hypermarket” China stalling
- Competition fostering better cultural connections



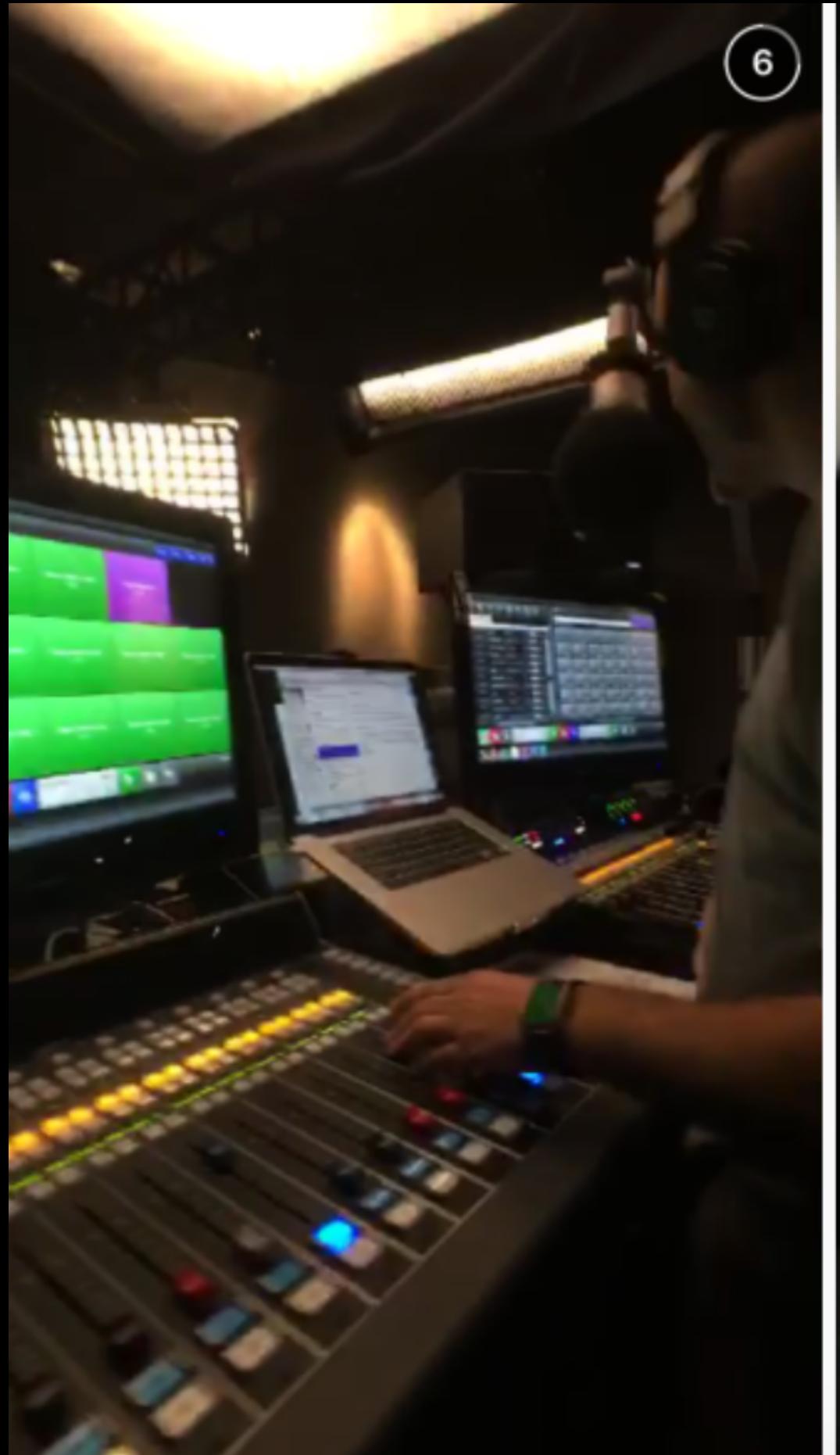
# Foundation for a comeback

- Acquisition of Beats Music and Beats Electronic in 2014
- Launch of Apple Music, Beats 1, and Connect in 2015
- Zane Lowe joining Apple to run Beats 1 and promote via social media
- Hiring Musa Tariq from Burberry
- @AppleSupport Twitter account
- App Store, iBookstore, iTunes Store Twitter accounts
- \$399 iPhone SE launch in early 2016



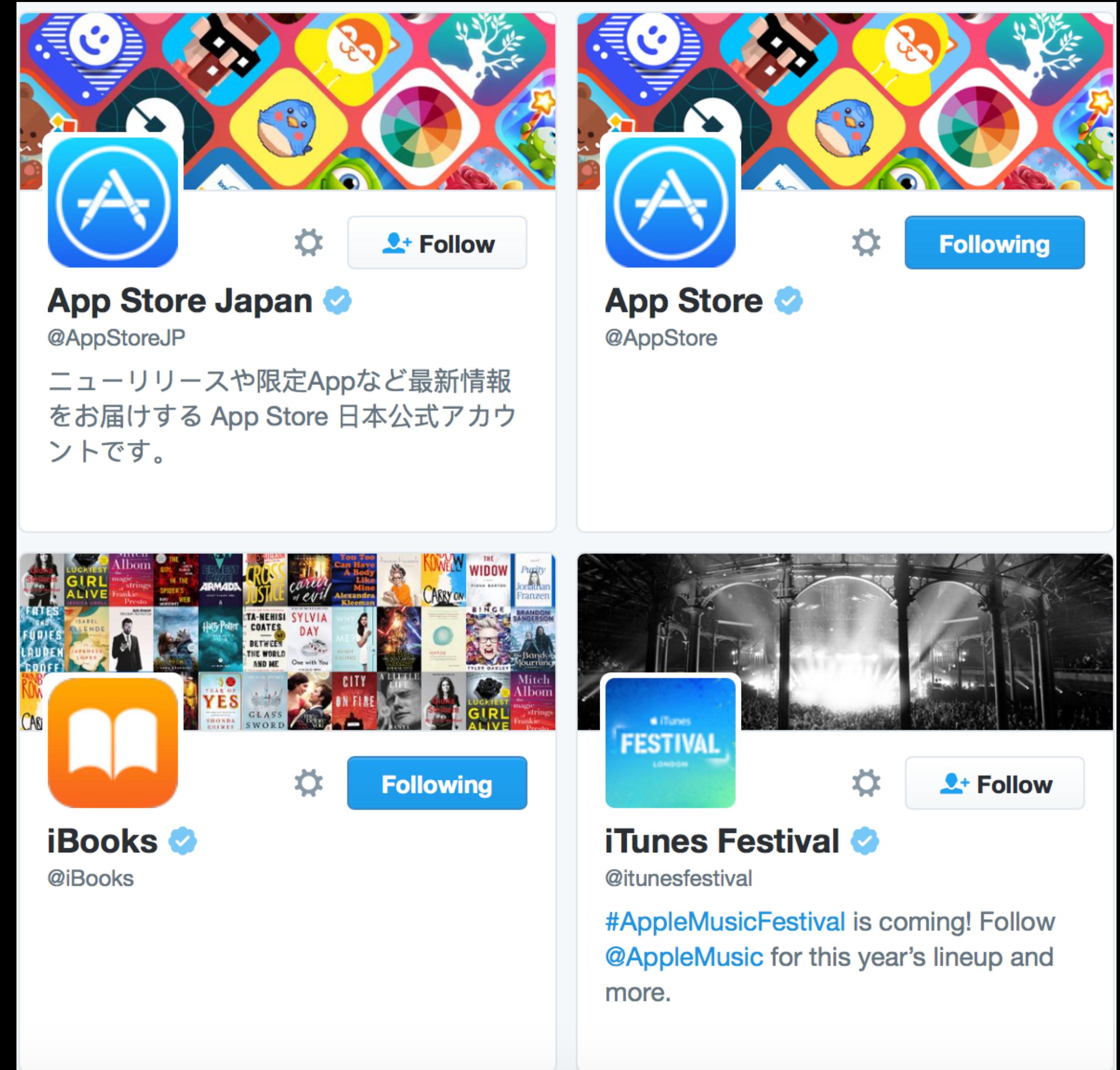
# The P.S.S. Plan

- A social media-based overhaul of marketing and sales strategies
- Promote, Sell, Support
- Facebook, Twitter, Instagram, Snapchat, Messaging apps
- Attention to growth markets: India and China
- New Social Media Marketing team



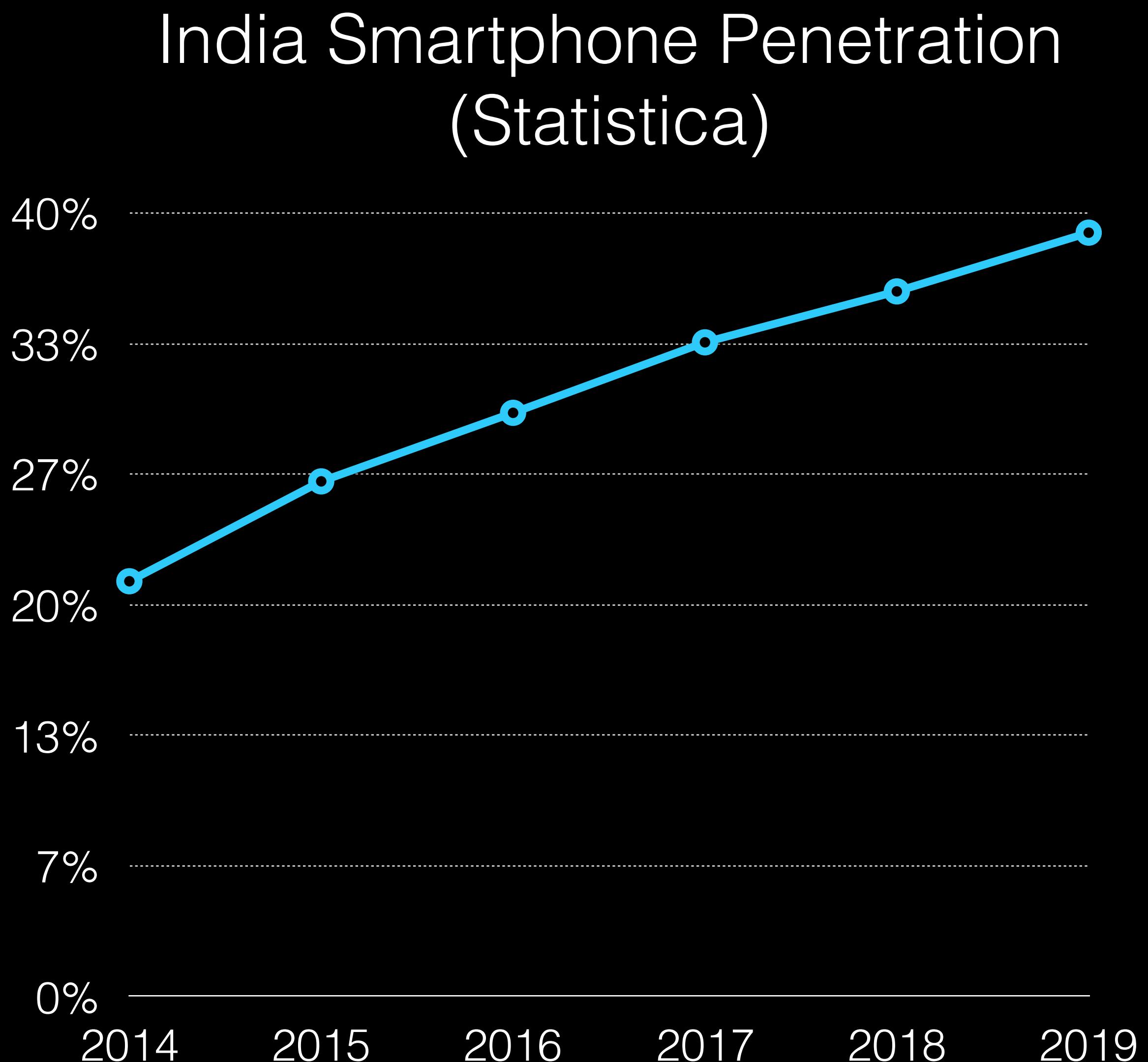
# Promote: Twitter

- @iPhone, @iPad, @AppleWatch, @AppleTV, @iCloud Twitter accounts
- Augments existing @AppStore, @iBookstore, @AppleMusic, @AppleNews, @iTunes Twitter accounts
- Time to use social media for first-party products, not just third-party downloads
- Posts about tips, software updates, new hardware launches, release dates, bug fixes
- Ties in to the to-be-discussed sales strategy



# Promote: Facebook, India, China

- Mirror Twitter strategy with identical pages for Facebook
- Focus on China and India: Facebook's second largest market with over 130 million users
- Promote \$399 iPhone SE to India: Rapidly increasing lower-cost smartphone penetration
- Location-oriented promotional posts on Twitter and Facebook to promote growth of retail stores in China (40+), future stores in India



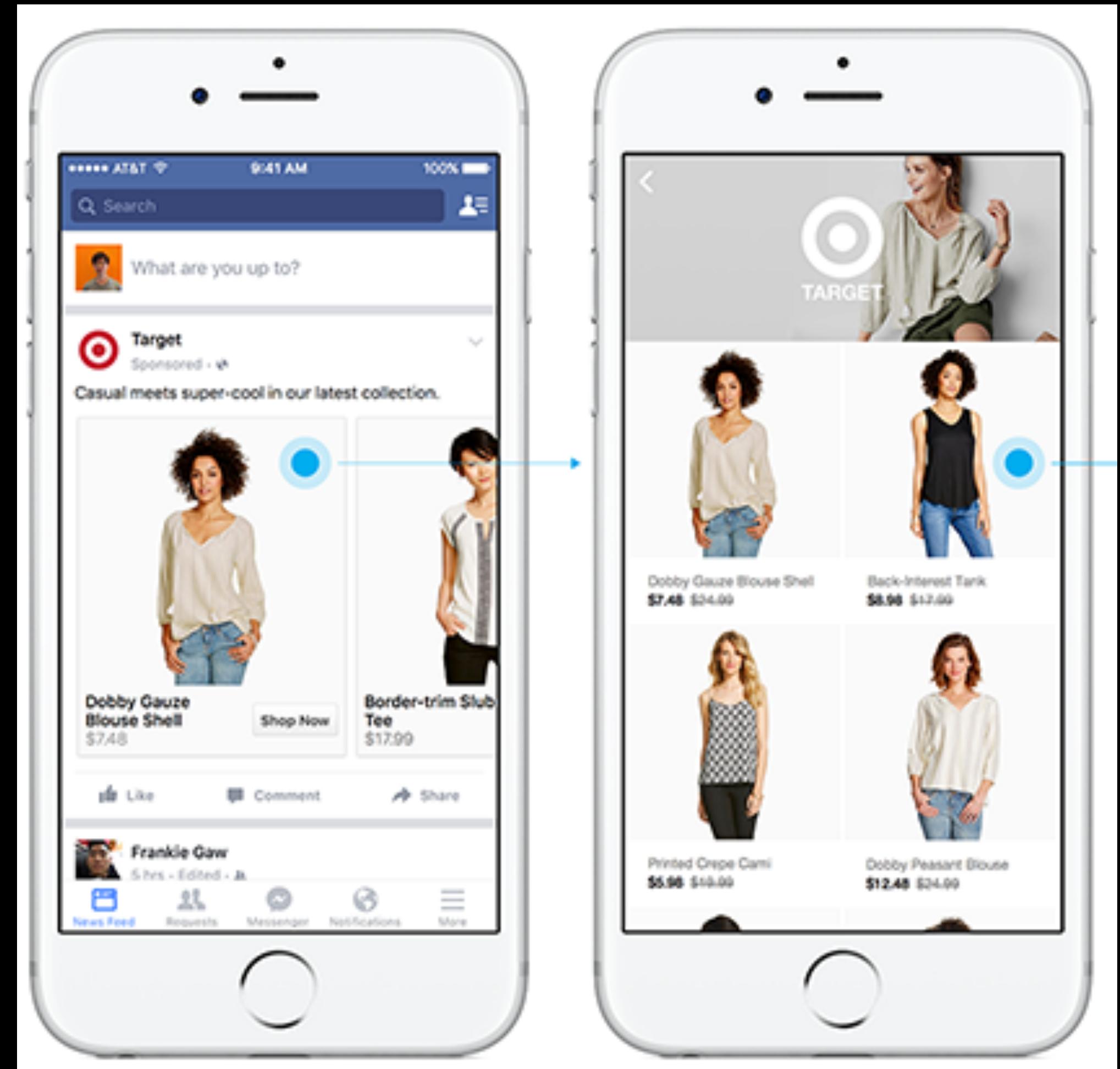
# Promote: Instagram and Snapchat

- Unified “Apple” accounts on both Instagram and Snapchat
- 5-10 second videos demonstrating new Apple products, tips, and launches throughout the day
- Marketing via Snapchat filter feature: listing new product features, launch dates, and prices
- New product information goes viral as Snapchat users post pictures with Apple’s filters



# Sell via “buy buttons”

- Build upon promotional strategies and embed “buy buttons” into banner advertisements
- Facebook, Instagram and Twitter allow purchases directly from standard feeds
- Seamless buying experience with no wallet: shipping or GPS integration to pick up item at local Apple Store
- Similar to QVC approach: watch promotion and then pick up the phone to make the purchase



# Why sell via social media?

- Dramatically increases Apple's reach with over 1.6 billion additional points of sale
- Mobile buy button access: nearly 1 billion Facebook users, 400 million Instagram users, 80% of Twitter's total user base
- Negotiate partnership plans for low up-front payments and then percentage of social media sales
- Puts Apple in additional regions as Apple Store app available in limited countries
- Minimal engineering resources required

Nest Learning Thermostat 2.0  
[fancy.to/l70dng](http://fancy.to/l70dng) via @fancy



Nest Learning Thermostat 2.0  
\$250000000 • Fancy Merchant

Buy now

# AppleCare via Social Media

- Build upon @AppleSupport Twitter account
- Actively search for people to help on Twitter, Facebook, and Instagram via keyword and trend searches
- Snapchat-based support: send a short video demonstrating problem; receive a solution back with a video, image, or text reply
- Integrated within existing AppleCare strategy

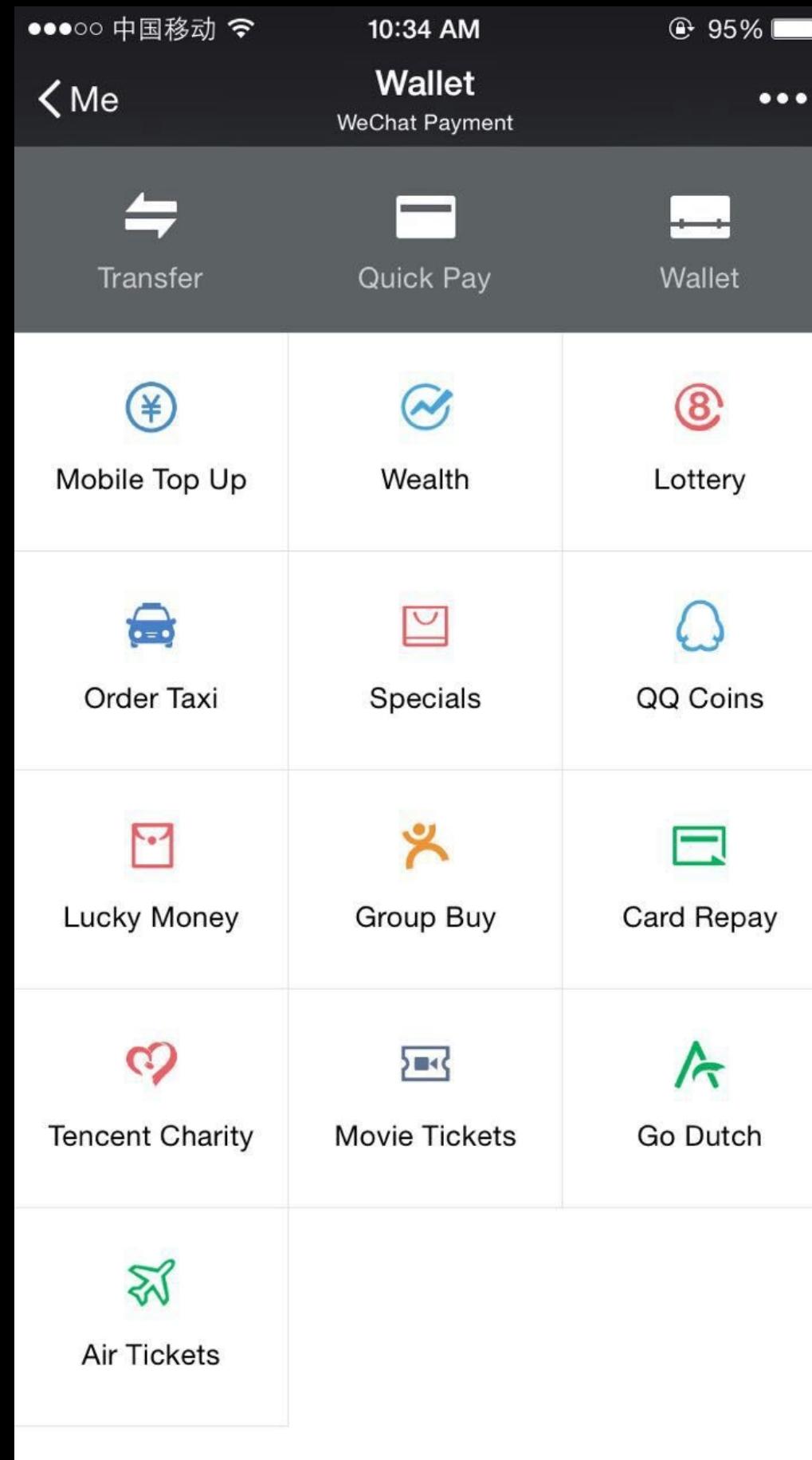


# Social Media Support Hours

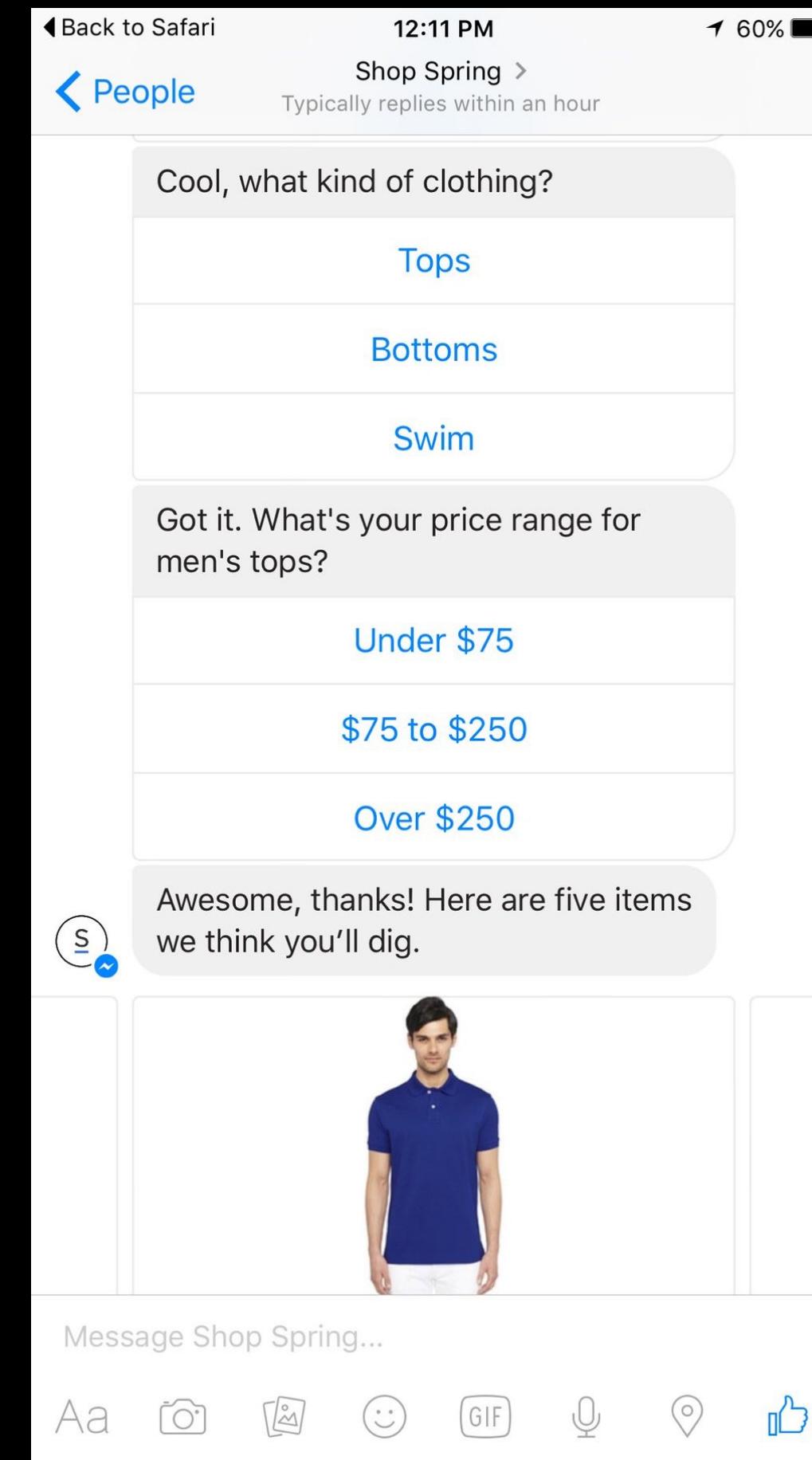
- Existing AppleCare phone and online support staff allocated four hours per week to social-media based support
- Low overhead, existing salaries and work hours
- AppleCare representatives assigned to monitoring searches on Twitter, Facebook, and Instagram and replying with assistance
- Managing Snapchat-based support in special rooms with Apple products and iPhone to film video replies



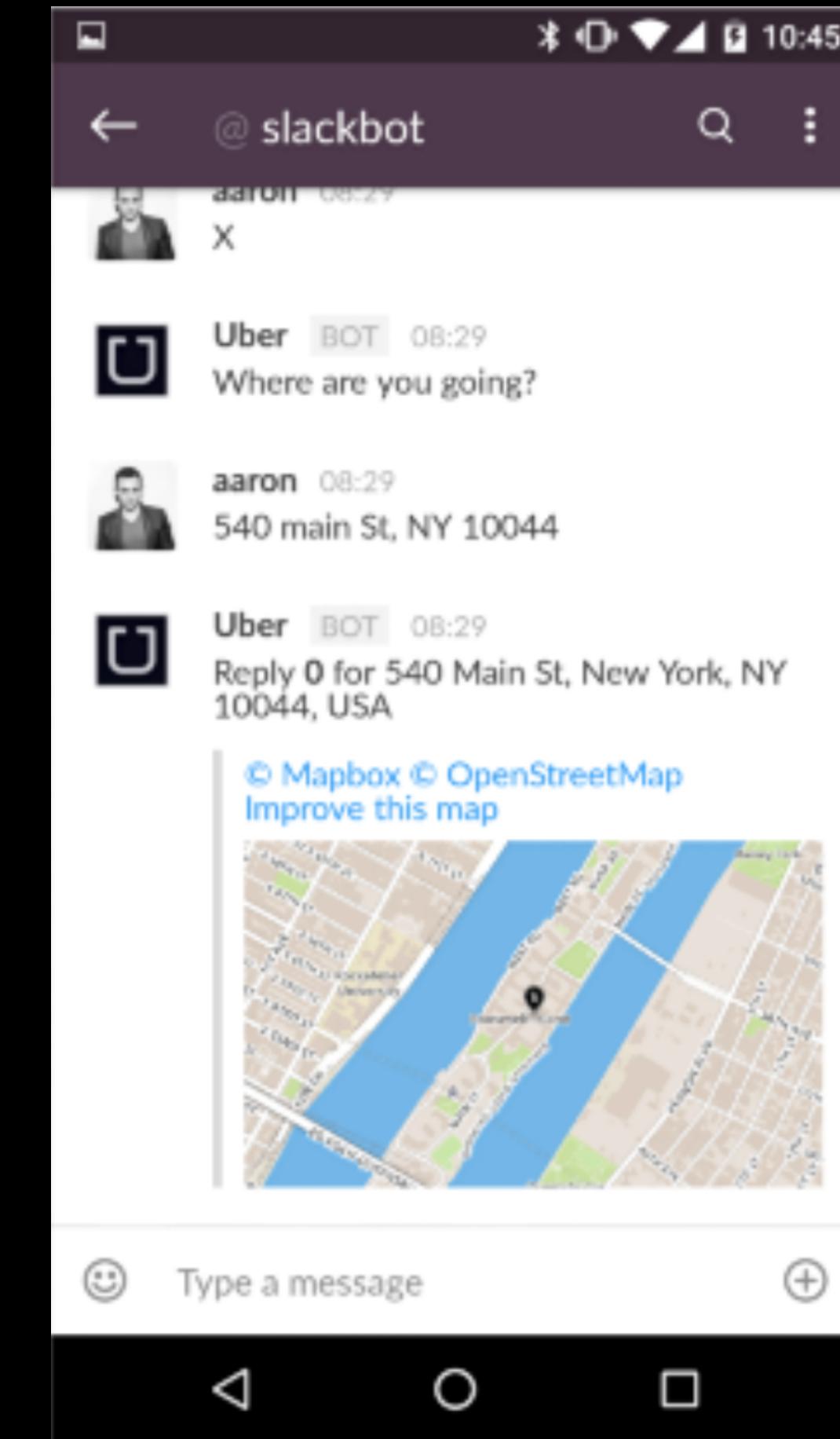
# Chatbot-integrated social media apps



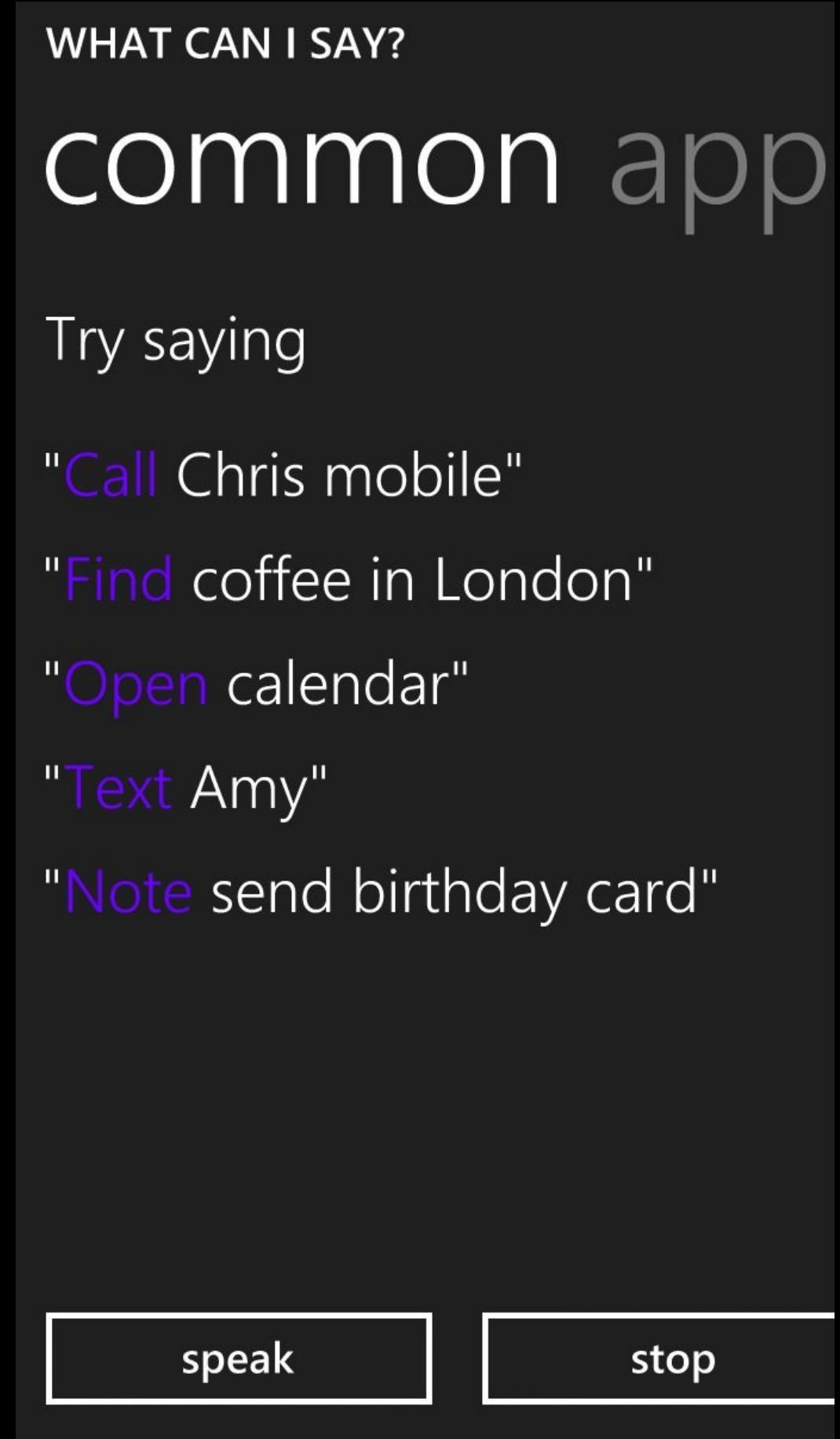
WeChat



Messenger



Slack



Cortana

# P.S. via Apps

- A free “Apple Store” plugin/chatbot developed for the popular messaging apps
- Bot monitors comments about popular technology keywords and can offer up promotions, buy buttons, and support options
- Integrates with GPS technology to navigate users to Apple Stores to purchase products or get support

“My Android phone broke.”

“The new iPhone is only \$399”

Where can I fix my Mac?

“Click here to navigate to the closest Apple Store”

# Social Media Marketing Group

- Social Media Marketing group inside of the Worldwide Marketing division, reporting to the Senior Vice President
- Run by Musa Tariq as Senior Director, Social Media Marketing
- Tariq: Former Burberry and Nike Digital and Social Media executive
- Lean organization sourcing current Apple employees and resources
- Engineers, designers, business development executives, social media account managers



# Goals

- Dramatically boost customer satisfaction and improve support services
- Allow Apple customers to buy and get support from any medium: in-store, online, over the phone and now through social media and apps
- Sell more iPhones in developing/growth regions like India and China
- Combat growing competition
- Expand Apple's reach to additional cultures and ideals



# Q&A Session