**Publicity Methods Currently Used by Amazon:**

Diverse Product Range:

* Amazon sells a wide variety of products across different categories, ranging from electronics and clothing to home appliances and more.
* The diverse product range attracts a broad customer base, promoting Amazon's brand as a one-stop shopping destination.

Competitive Pricing Strategy:

* Amazon employs a competitive pricing strategy by analyzing its competitors' prices and adjusting its own prices accordingly.
* This approach helps Amazon attract price-conscious consumers and maintain a competitive edge in the market.

Global Reach and Accessibility:

* Amazon's online platform is accessible in over 200 countries, allowing customers worldwide to access a vast selection of products.
* Efficient shipping and fulfillment hubs contribute to Amazon's global success, making it possible to deliver products quickly to even remote areas.

Multichannel Marketing and Advertising:

* Amazon employs a variety of advertising channels to reach its target audience, including websites, newspapers, TV, billboards, and social media platforms.
* Regular ads, sales, discounts, and affiliate partnerships contribute to building the Amazon brand and driving sales.

PPC Advertising on Amazon:

* Amazon utilizes various forms of pay-per-click (PPC) advertising on its platform, including headline search ads, product display ads, and sponsored product ads.
* These ads enhance product visibility, drive traffic, and promote sales for sellers and brands.

Strong Social Media Presence:

* Amazon leverages popular social media platforms such as Facebook, Instagram, Twitter, YouTube, and Pinterest to promote products and engage with customers.
* Each platform is used strategically to share company news, advertisements, contests, and valuable content.

Amazon's YouTube Strategy:

* Amazon creates attention-grabbing and valuable YouTube ads that make viewers feel special.
* This approach helps Amazon stand out and ensures its ads resonate with the audience.

Influencer Collaborations:

* Amazon collaborates with both big and small influencers to reach a wider audience effectively.
* Influencers from diverse backgrounds contribute to Amazon's marketing campaigns, enhancing brand visibility and credibility.

Reference: <https://www.simplilearn.com/tutorials/marketing-case-studies-tutorial/amazon-marketing-strategy#:~:text=It%20uses%20a%20lot%20of,social%20media%2C%20among%20other%20places>.

**Networking and Social Media Tools for Amazon's Outreach:**

Facebook:

* Facebook is a widely used social media platform with over 2.8 billion monthly active users.
* Benefit for Amazon:

1. **Massive User Base**: With over 28.7 million likes on its Facebook page, Amazon can tap into a vast audience for brand promotion and engagement.
2. **Customer Interaction:** Amazon can actively engage with customers by quickly responding to comments, addressing concerns, and providing helpful information, creating a positive brand image.
3. **Personalization:** Amazon can personalize interactions by addressing commenters by their first names, adding a human touch to its responses.
4. **Promotions and Coupons:** Amazon can use Facebook to highlight products, offer date-related coupons, and share discounts, driving sales during specific occasions like holidays or special events.
5. **Product Reviews:** Leverage the social aspect of Facebook by showcasing product reviews written by users' Facebook connections, adding authenticity to recommendations.

Pinterest:

* Pinterest is a visual discovery platform with engaged users seeking inspiration and ideas.
* Benefit for Amazon:

1. **Visual Discovery:** Amazon can create appealing Pins featuring its products, attracting users searching for purchase ideas and driving them directly to Amazon's platform.
2. **Direct Purchase:** When users find a Pin from Amazon, they can click through to purchase the product directly or complete the purchase through Amazon, streamlining the buying process.
3. **Niche Marketing:** Pinterest's user base leans towards specific interests, allowing Amazon to target niche audiences based on their preferences.
4. **Promotion of Bespoke Lines:** Amazon can use Pinterest to promote specialized lines such as Handmade at Amazon or Amazon Style for Women, directing users to explore these offerings.
5. **Inspiration for Users:** By curating content related to lifestyle areas, Amazon can inspire users and showcase products within the context of their interests.

Amazon Spark (Amazon's Own Social Network):

* Amazon Spark is an integrated social network within the Amazon app focused on shopping engagement.
* Benefit for Amazon:

1. **Direct Shopping Integration:** Spark enables users to discover products within the app and make purchases directly, enhancing the shopping experience.
2. **Engagement and Data Generation:** Spark generates engagement through comments, recommendations, and likes, providing valuable insights into user preferences.
3. **Community Building:** Spark fosters a sense of community where users discuss products and interests, allowing Amazon to nurture brand loyalty.
4. **Targeted Advertising:** Spark's data on user interests and aspirations can inform targeted ad campaigns, ensuring personalized recommendations for users.
5. **Innovative Engagement:** Amazon can utilize Spark to experiment with innovative ways of engaging users and creating a more interactive shopping environment.

Reference: <https://etaileast.wbresearch.com/blog/amazons-engaged-buyers-drive-social-media-revenue>