



NETFLIX

KEY PRINCIPLES OF NETFLIX MARKETING

Netflix's marketing strategy is integrated, agile, and customer-driven to make the maximum impact. It follows principles that integrate marketing for effective targeting and makes the best use of content marketing for data analytics. It's principles include:

CUSTOMER-CENTRICITY



"PERSONALISED
CONTENT"

Netflix knows what TV shows and movies its users like to watch. it creates customized recommendations, allowing them to find the content they enjoy and also ensure that users are always getting the latest and greatest content. This enhances their experience and Increases their chances of return to the site

INTEGRATED VIEWING EXPERIENCE

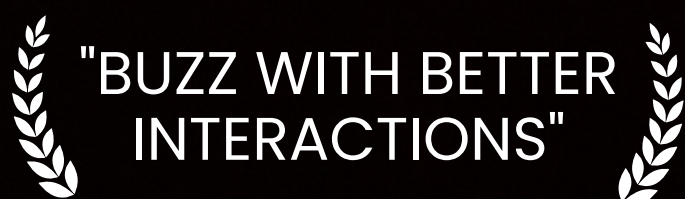
INNOVATION



"MULTI-MODE
EXPERIENCE"

You can open Netflix on TV, computer, smartphone, and tablet with seamless content continuity being watched. The company shows zero restriction in meeting the customers wherever required.

MARKETING STRATEGIES



"BUZZ WITH BETTER
INTERACTIONS"

The company thinks of out-of-the-box ways to grab attention from users. Bringing standalone products and unmatched experiences. It allows the audience to be involved in the story and make decisions. This move has been a game-changer for revolutionizing future television and engagement.



"EMAIL
MARKETING"

Netflix is one solid example of creative email marketing. It helps gather more user data and preferences and segments the data into multiple user groups for precise and effective customer targeting.



"BLEND
TECHNOLOGY"

There won't be two Netflix accounts with the same interface/suggestions. It keeps on having new features to gain maximum engagement. Machine learning is a technology trend to transform marketing research to the next level. This strategy is a blend of ML into advertising.