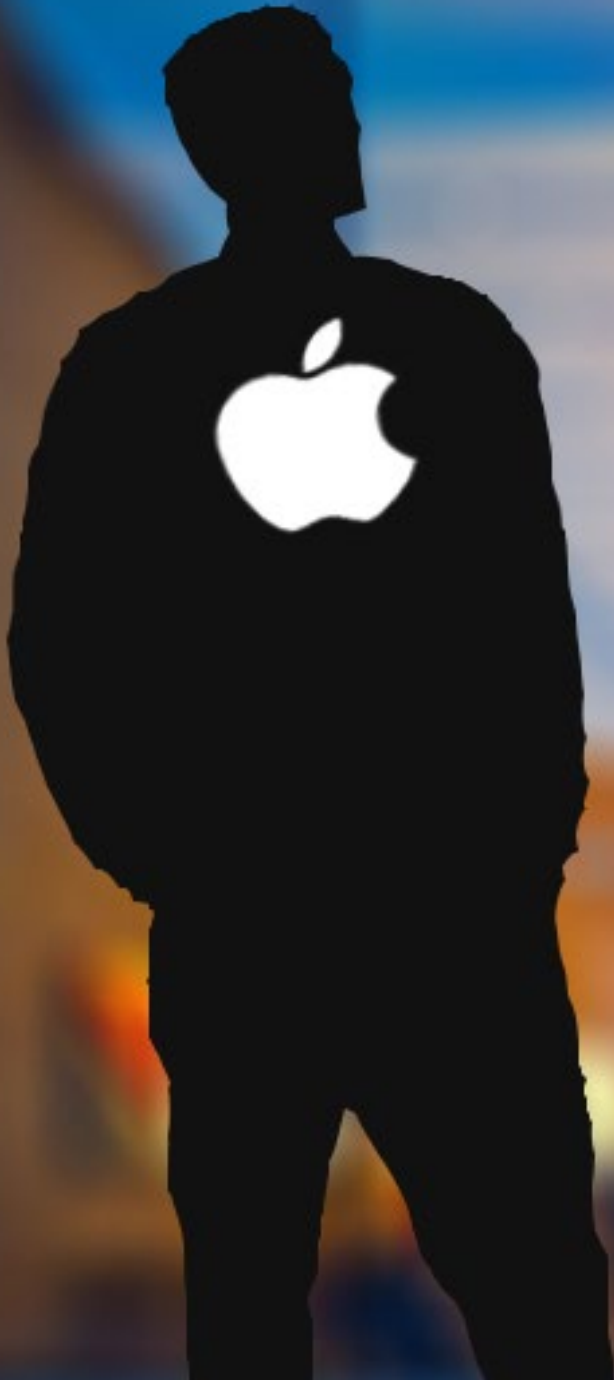


*Lachlan Rawlins*

# Apples Soul Is Its Customers

Genius of Apples Marketing



# Genius of Apples Marketing

Lachlan Rawlins

With Apple Inc. being almost a part of everyone's day to day life, it makes you wonder how Apple has been able to become so integrated into everyone's life. This can be best observed through the use of their marketing tactics to make their customers feel like they are important and special to apple.

Target audience is a huge part of how Apple does their marketing and to establish why Apple's marketing works, you need to know who their target audience is. With their main age group focus being between 20-45 years old, they focused on targeting middle to high class income within these age groups. By making different versions of their products enabling Apple to target both their high and middle class income audiences.

Apple's goal is to create long lasting relationships with customers, and is a customer centered company. They focus on creating experiences that can enlighten

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people's perspective on Apple products. However, they don't just create products to serve a need as Steve Jobs says, "it's really hard to design products by focus groups. A lot of times, people don't know what they want until you show them.". Leading Apple to focus their marketing on finding the right product for people not creating the perfect product for their audience. A great example of this is the apple store. Each employee is taught a multitude of skills on how to interact with customers. They are given a hand book and many acronyms that give them exact things to do in a multitude of situations. For example A-P-P-L-E where A is for approaching customers, P for Probe customers for questions, P for Present products to customers, L for listening to customers and finally E for ending the conversation and giving a good farewell to customers. This simple acronyme and steps are drilled into all employees and are what they follow to create a great experience for their customers. By following these tasks

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Apple is able to make sure that each customer is being treated well and given all the attention and needs that they want. Creating a special connection between the audience and Apple, leaving their customers with a valuable experience that will make customers want to revisit the store and share their experience with their friends.

Furthermore, besides just the customer service, the layout of the apple store is also perfectly crafted to create an amazing customer experience. Although the store has changed over time it always has the idea of customers in mind when being designed. For example the first Apple store opened in 2001 was broken down into 3 sections. First section entrance was a showcase of all the apple products that had been made at the time broken down into the target demographic. This enabled people to check out the different levels of the apple products and look at products they could afford or

wished for, allowing them to get a grasp of what apple was offering them. The second section was the center of the store which was a collection of displays showing how different aspects of apple products would work. They were broken down into the music, movies, photos and kids section all displaying different aspects of these areas of apple. This would further develop people's understanding of apples products while also displaying it in an interesting and engaging way. Last section was the back of the store which was the "genius Bar" which was an area where customers could interact with employees and get tech support for their apple products. This was one of the main contact points between customers and employees and where a lot of people's opinion and loyalty for Apple would form. Leading it to be one of the most important sections and where employees would have to use all of their training to make sure that they understood each customer's

problems and were able to fix or provide solutions for customers problems.

To conclude, Apple focuses on creating experiences for their target customers and uses their apple store and employees to create these experiences.



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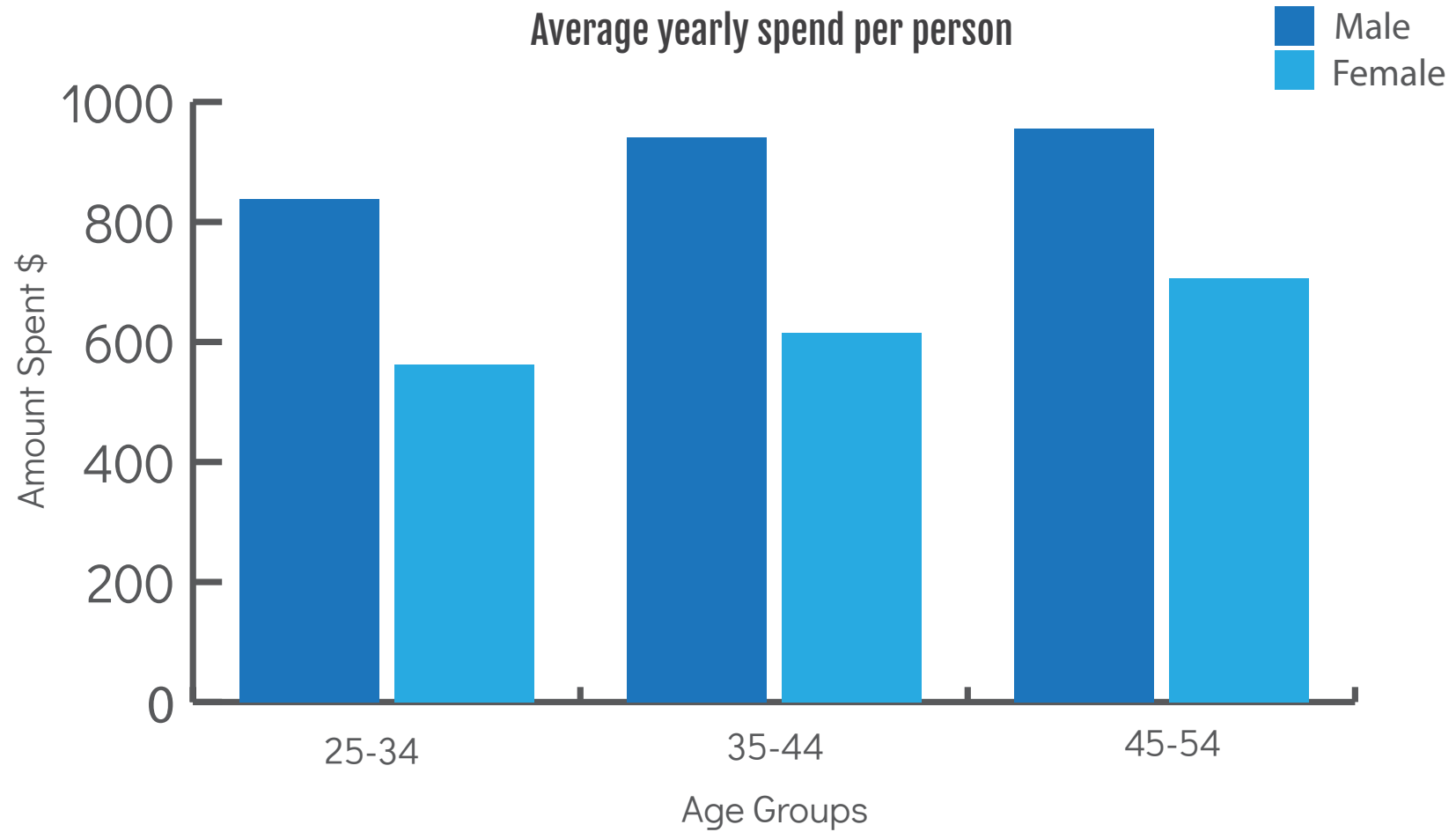
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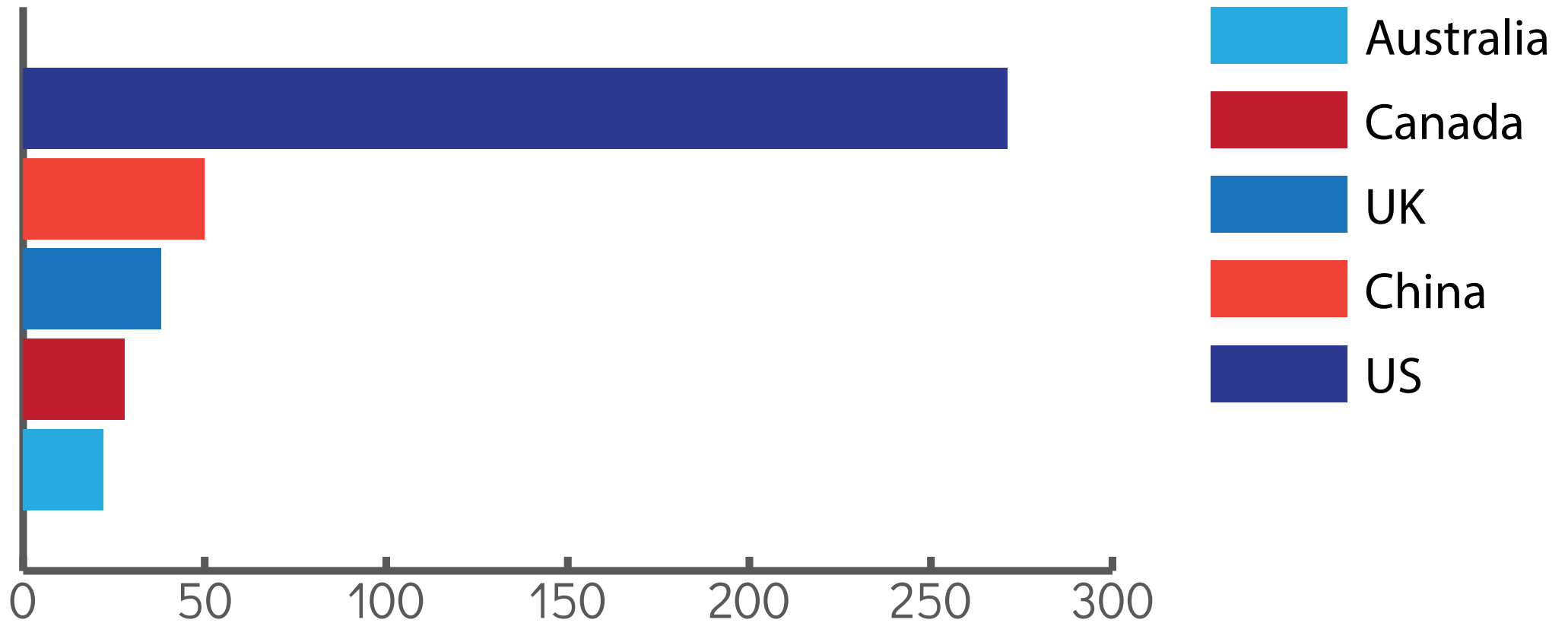
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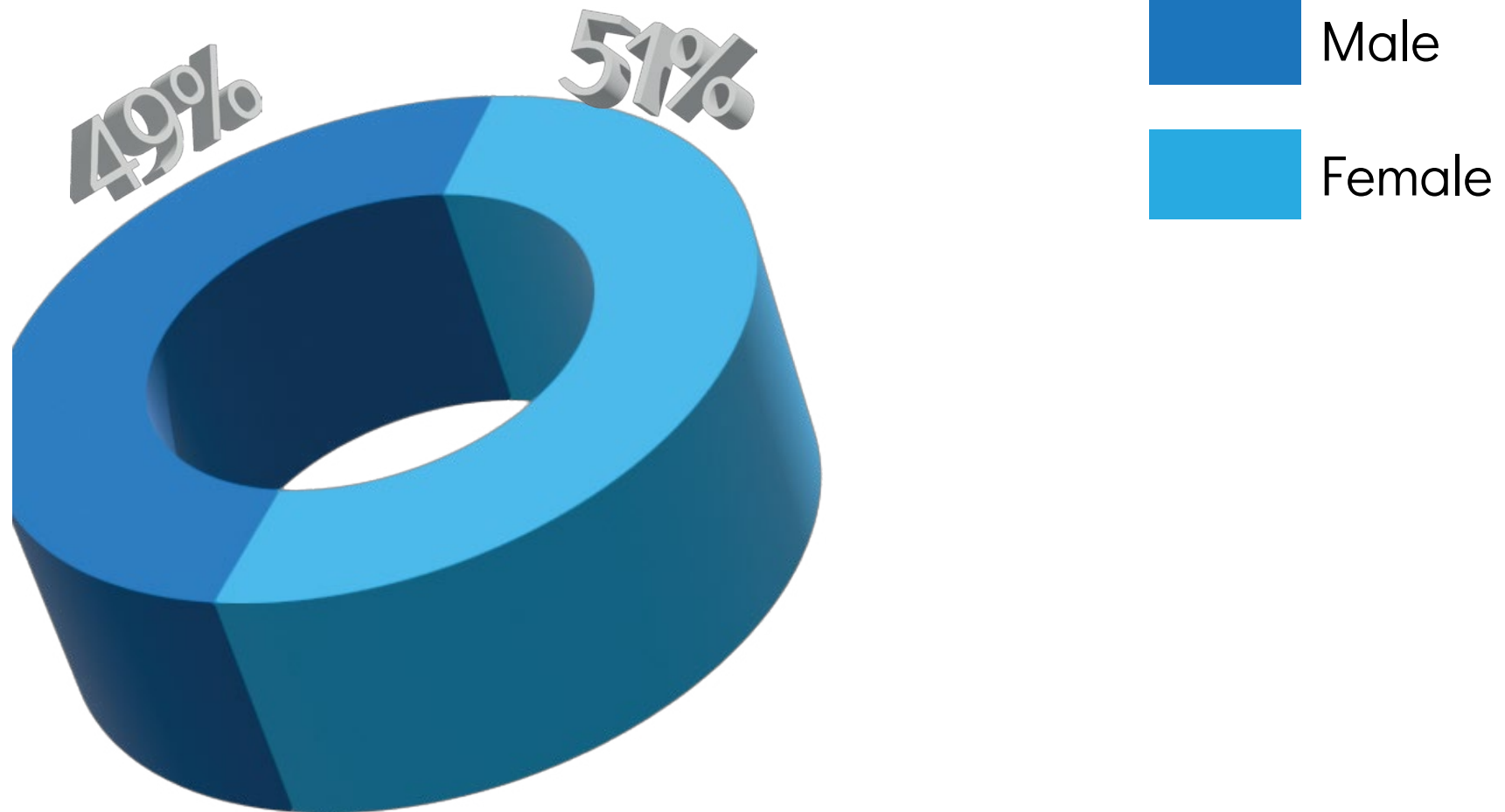
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