

7 Key Strategies That You Must Learn from Apple's Marketing

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Here are the 7 key strategies:

1. Rethink the Need for Advertising

- Apple relies most on two completely different strategies: product placement (especially with celebrities and in popular shows) and the buzz created by positive reviews in the media.
- Even if you don't have Apple's resources and budget, you can still take advantage of this approach.
- But, you may be asking yourself "How could it's possible to implement this Apple marketing secret in your own business?"
- You can absolutely approach insiders and influencers. If you persuade an influencer that your product or service is worthwhile and relevant to their audience, they'll share it with their followers.
- Another way to use this Apple secret is to embrace a free trial program. Offer a free trial of your service or product, in exchange for a positive testimonial.
- If a free trial of your product isn't feasible, then get in touch with your existing satisfied customers and ask for a positive testimonial or review. Publish those testimonials on your site.
- Don't forget to attribute each testimonial with an image or avatar, the person's name and a link back to their own website, if possible.
- This adds more social proof to the customer's positive review of your brand.
- You can also implement this winning Apple strategy by creating more case studies.
- Adam Sutton of MarketingZeus.com suggests that you use an outline to create your case studies:
 1. Challenge — describe the problem your customer faced, or describe the opportunity she needed to seize.
 2. Action — Quickly mention how the customer found your company, then dive into the steps you took to solve the challenge. Be specific and demonstrate your expertise and ability to work hand-in-hand with the client.
 3. Results — Demonstrate how you eliminated the challenge and brought benefits to the customer.
- Last but far from least, if you are going to launch a PPC ad campaign, make sure you go about it the smart way.

- Choose your PPC network carefully; create a clean, well-written landing page with a clear call-to-action and make sure your ad copy and landing page are completely aligned.
- If you need more help with PPC ads, the following resources will help:
 - ❑ [Why Your PPC Ads Aren't Making You Any Money \(and What to Do About It\)](#)
 - ❑ [The Beginner's Guide to Online Marketing: Find Customers Through Paid Channel Advertising](#)

2. Avoid Price Wars by Emphasizing Your Unique Value Proposition

- Competing on price can actually hurt your business – and Apple knows this.
- Dropping prices and competing on price leads to a “race to the bottom.”
- This might sound like a great idea, but it’s really short-sighted. “You get what you pay for” has never been more true than when businesses and freelancers try to underbid each other.
- Apple focuses on their UVP (unique value proposition), which is beautiful design that works right out of the box with ever-smaller packaging.
- And the cost? Well, let’s just say Apple is absolutely not competing on price! In fact, you’ll almost certainly pay more – sometimes a lot more – for an Apple product than you would for a competitor’s version of the same product.
- Apple doesn’t view on it’s competition. Where others focus on a single killer feature, Apple focuses on the entire product, and it shows.
- You can implement this same strategy, no matter what niche or industry you’re in and regardless what your business model may be.
- Whether you’re selling products or services, the key to making this strategy work for you is to make sure that you justify that higher price.

3. Keep Your Marketing and Your Products Simple

- Apple understands that technology consumers often get overwhelmed. That’s true of other niches and industries, as well.
- Apple helps reduce that consumer confusion by simplifying their web and sales copy. They completely eschew jargon or industry terms.
- Instead, they use simple, direct words and they continually stress the benefits that consumers absolutely need and will be thrilled by.
- Apple keeps it simple and their customers love it.

- Apple also follows through with this principle in the ads it does run. Remember those classic “Mac vs. PC” spots?
- What Apple’s ads and marketing convey isn’t specifications and features, but rather how the product can change your life and make it better. But Apple doesn’t stop there.
- They carry this philosophy of “simpler is better” through to their product lines, too. They don’t overwhelm prospective customers with too many choices, parameters or options.
- Even the products themselves are kept sleek and minimal, with simple color schemes and clean, uncluttered design.
- How can you follow Apple’s example in your own business?
- Start by making sure your website and blog have scannable content. Research shows that only 16% of website visitors read every word on a page.
- The vast majority of users – 79% of web users, in fact – simply scan the page.
- To make your content scannable, use bullet points to convey benefits. Make sure that your headings and subheadings are clear, vivid and surrounded by plenty of white space.
- Don’t try to put every single feature of your product or service on the page. Instead, focus on the most valuable UVP for each product. Then, stress that.
- If you have levels of services or products or packages, make it easy for consumer to compare and contrast each level so they can see, at a glance, which set of features/benefits appeal to them most.
- Select a clean, minimalist design for your landing pages. Reduce clutter around the important sections of your page’s content, such as sidebars and widgets. Then, the user’s eye is drawn to the product or copy itself.
- Finally, if you have the budget, hiring a professional copywriter, especially on crucial product and services sales pages.
- It’s not easy to give enough information to trigger a conversion or a sale while still keeping that streamlined, simplified approach.

4. Know Your Audience and Talk to Them in Their Language

- It’s not that Apple doesn’t mention product specifications and technical details at all. In fact, every product page on the Apple website does mention those things.
- But, they put it below-the-fold. Visitors to Apple’s website first have to scroll past beautiful product images and large-font simple copy telling them about the product’s benefits.

- Initially, Apple customers won't find words like megabytes or gigahertz. They find words they know and understand:
 - "edge to edge glass" ● "retina display"
 - "LED backlighting"
- Apple knows its customers very well. And, they know how to speak to them in the language that makes them feel comfortable, not overwhelmed and confused.
- Is your website copy speaking your prospects' language? Creating a customer profile for each of your main audience segments is the best way to find out.
- Even better, the process of creating these profiles will help you to understand your audience much better.
- Then, you can give them what they're looking for – and make your content even more appealing and valuable to them.
- Here's how to make sure that you're talking to your users and customers in a way they understand and feel comfortable with:
- **First step:** Create customer profiles – or customer avatars – for each major audience segment of your business. The more detailed these profiles are, the more useful they'll be.
- Include factors such as age, gender, profession and other demographic information, plus psychographics – their pain points, fears, desires, etc. What motivates them to buy? What do they need before they'll trust you? How can you fill that need?
- **Second step:** Give each profile a name. Find a picture of a person – either from Google Images or a stock image site – that matches the profile. The idea here is to make each profile seem like an actual, living human being.
- **Third step:** Speak to these people in your marketing copy, with the language they understand. Look at each page on your website and revise anything that doesn't sound like the way you'd actually speak to these folks.
- Pretend you're actually speaking to that person and your copy will appeal strongly to similar customers.

5. Design a Better Customer Experience

- For example. One of the things Apple fans truly appreciate about Apple's computers is the ease with which you can set them up. It's literally as simple as opening, plugging in, turning on and, voila – it all just works.

- Yes, Apple spends thousands of hours on testing and designing and refining those designs. They do that so that what's inside the box matches the box, and the box matches what's inside.
- The Apple store experience isn't just a quick trip for most people. Most people who enter an Apple store end up staying, trying the products, asking questions of the "geniuses" who work there – and many of them walk out with a new purchase.
- To implement Apple's "eye for design" secret, start by charting out your customer's experience with your brand. Note each major step and where it takes place (i.e., on your Facebook page, a specific page on your website, etc.).
- Next, analyze each piece of that "experience puzzle" and score how well it fits with your overall brand. What can you improve?
- Think about ways that you can make each point of contact with your prospect or customer cleaner, clearer and simpler.
- Make each part of the journey more consistent with the look, feel, visual branding elements and personality of your brand.
- Then, think about going even further. What could you do to delight your customer? That's the Apple way!

6. Aim at Your Prospect's Emotions

- Emotional connections are the key to success in marketing. It's what makes certain stories, videos, and memes go viral.
- You've got to understand and publish the kind of content that your target audience wants most of all.
- What kind of content gets shared the most on the web's leading social media networks? Turns out, it's content that evokes either awe or laughter – or both.
- To evoke and build on your customers' emotions the way Apple does, use emotional language in your copy where it makes sense to do so.
- Make sure it flows naturally. One way to do this is to use emotion-trigger words in your copy.

Tip: To make sure copy flows naturally, record yourself as you read it aloud. Then, play it back. If it sounds stilted or formal, revise it until it sounds more conversational.

- Also, think about what emotional impact your product or service evokes in your customers. Then, look for or create images to use that evoke that same emotion.

- Finding the right images for your content can take some time and patience, but it's so worthwhile.
- Images not only create visual interest on your page and break up long blocks of boring text – they can also help communicate your message and convert readers to subscribers.

7. Build a Community of Users or Customers

- Apple has created a brand personality and culture that's cool, fun, and friendly — the opposite of some of its competitors.
- Apple makes customers want to belong to that community.
- Apple smartly capitalized on the universality of that self-perception, which made its customers believe that the brand understands them and is like them.
- Even small brands can build a community of devoted users and customers. You can start building a community before you even offer the first item for sale.
- The first and most critical step to take in building a strong, vibrant and engaged community of users is to get crystal-clear on your brand values and personality.
- You have to create a vivid and accurate picture of your brand in your own mind first — your brand's core message, its deeply-held values, its personality and what it stands for above all else.
- Then, your next step is to make sure that your pages, marketing copy and content all express those values and that personality.
- Every aspect of your website should be consistent with those words you chose to describe your brand, from graphics to fonts to color scheme.
- Last, but not least, show your readers and users you value them, as well as their opinions. Let them know that you're deeply interested in them with your content.
- How can you do this effectively on the web? You can try any or all of the following tips to start with:
 - Ask open-ended questions in your content.
 - Respond to comments on your blog posts – carry on a conversation.
 - Try to initiate conversations with your users/readers on social media.
 - Create a referral reward program for customers who refer other new customers.
 - Reach out to customers with email.