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## Apple digital marketing case study

Proving the benefits of a product or service is a key element of marketing success. If the customer does not understand the potential benefits of the service or product, it is unlikely that they will commit to the purchase. A marketing use case is a sample that shows the interaction between the end user and the product or service. Although use cases are most commonly used in technology settings, these samples can help effectively communicate benefits to customers in a marketing presentation. As a merchant, you have the ability to customize use cases for each potential customer, based on how they interact with the product or service. You can customize the use case by take the time to ask your prospects about the goals you want to achieve and the problems you want to solve. If your prospect is business, you can also ask a representative how the business works to achieve the goal of providing your own products or services to your clients. Presentation of the use case to the client involves entry into the shoe prospects; that is, you will tell the story from the client's point of view. This allows a potential customer to become an active part of the sales process, instead of simply seeing the presentation as a playground. Stepping into the prospect of shoes also allows the prospect of a more thorough understanding of how he will use the product or service, and how the service or product will help him achieve his goal or solve his problem. Using visual cues, such as diagrams, can help your potential customer track your use case and can enhance the benefits of your product or service in your potential customer's mind. Create a flowchart that shows the likely interactions of a potential customer as a user of a service or product. The chart should show the steps associated with each type of interaction, which resolves your prospect's problem or achieves their goal. When you create a use case, provide a summary of the case from a prospect's perspective. This can help create a use case context. If possible, avoid using technical terms that your prospects are unlikely to understand - write a case of use in natural, conversational language to keep prospects engaged. You may also need to create multiple marketing usage cases for potential customers if your product or service can help meet multiple goals or solve multiple problems. Limiting each use case to one goal or problem can help you avoid confusing your prospects. October 26, 2011 min read Editor's Note: This is the second part of a short series of posts as I read Steve Jobs, a new biography of Apple co-founder written by Walter Isaacson. Read the first part. The first glimpse of what was about to become tech giant Apple Co. appeared in 1971 when electronic engineer Steve Wozniak developed a printed circuit board that evolved into an Apple I computer. But in a new biography by Walter Isaacson of Apple co-founder Steve Jobs, Wozniak says that Apple never existed if it wasn't for Jobs' vision for selling computers consumers. In the book, Isaacson describes a meeting between Jobs, Wozniak, and Wozniak's father, Jerry, a rocket scientist who usually discounted the merits of anyone who wasn't an engineer. During the exchange, Jerry told Jobs (in slightly more aggressive language) that he actually created nothing and did not deserve a 50 percent stake in the emerging business. To do this, Jobs, still a teenager, began crying and said he would leave and let Wozniak run the surgery himself. But Wozniak understood the harmony between him and Jobs, and he knew that the company would not exist without Jobs' entrepreneurial efforts. It was Jobs who turned his [Wozniak's] ingenious designs into a start-up, Isaacson writes. Related: Steve Jobs' Surprising First Business Venture Really, it was the job that promoted Apple's customer first, a computer for the rest of us marketing plan. Instead of creating the products they wanted to produce, Jobs focused on producing products that addressed the needs, feelings, and motivations of consumers. By 1977, as Jobs and Wozniak were furious, taking orders for the Apple I and seeking venture capital as they developed the Apple II, the men brought on investor Mike Markkula into the business. In addition to injecting \$250,000 into the company and becoming a third partner, Markkula wrote Apple Marketing Philosophy, a three-point call to action that served the company well. This can also be an example for other start-ups. Point 1: Apple's empathy should seek an intimate connection with customer feelings. We will truly understand their needs better than any other society, Wrote Markkula. Point 2: Focus To be successful, Apple should focus its efforts on achieving its core goals and eliminate all unimportant opportunities. Point 3: Impute Apple should always be aware that companies and their products will be judged by the signals they convey. People judge a book by its cover, wrote Markkula. We can have the best product, highest quality, most useful software, etc.; if we present them by slipping, they will be perceived as slipshod; if we present them in a creative and professional way, we attribute the desired qualities. What do you think was crucial to Apple's marketing strategy? Let us know by leaving a comment below. How loud can you scream? How outrageous can you be? These are the questions marketers have been asking for for almost a century. That paradigm changed when Doyle Dane Bernbach injected intelligence into advertising in the 1960s with their revolutionary Lemon print ad for Volkswagen. For them, it wasn't about how loud you can shout, it was about how interesting you are. Since the 1960s, there has been a mix of smart campaigns, but far outnumber screaming matches (thinkTimes Square). With the beginning of the web, the thinking that drove real-world advertising shifted to the online space. There was a mixture of flamboyant smart banner ads. But just as Doyle Dane Bernbach shifted attitudes in advertising in the 1960s, we're in a transitional phase in marketing. A new development in thinking is emerging in online marketing. It's not about how flashy your banner ad can be. It's not how loud you can scream. It's about how interesting and remarkable you are. It's not about saying you're remarkable. With the influx of peer-to-peer networks, it's no longer about you. It's the value consumers place on your product or brand. New thinking speaks to the importance of consumers. It's about being relevant and talking to the intelligence of your audience. What does a hair growth product matter to a 14-year-old girl browsing Facebook? It's white noise. However, what if you offered that 14-year-old girl your product. Given her connections in the social community, this could be useful. Key concepts: Reciprocity and participation -- have an active relationship with others in the community. If you've added another zero and the reader calls you on it, thank them. Intelligent user comments try to make your product better. Or, if you're on Digg and someone asks you to digg something for them, do it. When the time comes, you can invite them to repay them. Or, if you're promoting a new hair gel, go to hair enthusiasts bloggers and give them a product try. Let them claim it for you. If you gel really help curl your hair, it's much stronger if the blogger says it than your marketing department. Ethics - Remember working families for Wal-Mart? Supposedly an organization of Wal-Mart enthusiasts. There are legions of such people, but working families for Wal-Mart have been paid to write good things about the national food chain. Deceptive? Of course, wal-mart paid dearly. Paul Gillin discusses the storm of controversy from bloggers and eventually tarnished Wal-Marts online reputation in his book, The New Influencer. Honesty is a highly valued commodity in the blogosphere. A company that can detect errors and fix them instantly is highly credited in the digital world. Timeliness - Twitter trends come and go. Kanye West has been a trending topic for a few days and then disappeared until the next kerfuffle. Will Plate, fromCommand N, discusses the importance of timeliness in the blogosphere. Although Twitter trending topics are hard to predict, there are annual events that are predictable. Think about the December holidays. It's time for giving and charity. Why not create a tree on their website where users can donate time or money to charity? Speaking to BlogosphereAs New influencers discussing in detail, blogs are an essential marketing tool. There are over 184 million bloggers worldwide. Why? It's cheap, accessible, interactive and engaging. Not only can your company launch a blog, but you can take advantage of key influences in the blogosphere to talk about your product. Prioritize which bloggers made it into the top 10 or 20 popular list. Let's take an example from... To read more about digital marketing, go to the Sparxoo blog, digital marketing, branding and business development. Blog.

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