

Apple: Strategic Planning

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Introduction

The Apple Company is a very popular and widely known company for its electronics and revolutionized technology. The company is defined as a “design, manufacturer, and market smartphones, desktop, and mobile computers, tablets, wearable watch amongst other products”. (Max, 2019) Apple offers a wide variety of products including their Apple iPhones which are updated and released every couple of years. Furthermore, they offer a variety of fitness watches and personal audio devices. Apple's worldwide popularity has helped boost its ratings and help shape it into the company they are today. The goal of Apple is to bring jobs and constant innovation to the world and show what they have to offer.

Apple is no stranger to the problems they are facing within the company. Like many companies, Apple has faced some financial issues due to the COVID-19 Epidemic and now the recession. Even for a company as large as theirs, they still faced problems. Furthermore, with their products being priced so high, it makes it hard for the average individual to afford their products. They are marketed as a luxury retail company whose prices reflect just that. They are also experiencing financial and marketing problems due to their stiff competition from companies like Google and Microsoft. They have to constantly update and upgrade their features to stay at the top. Unlike its competitors, Apple does not offer a universal adaptation with other products other companies may offer. They force their customers to stay in the “Apple Universe” or Apple family and use only their products. This can be a drawback to many. Lastly, even though they are labeled as a luxury brand, its products themselves have been reported to have defects and issues.

Goals and Objectives

According to Apple their goal “is to obtain stellar products and services within tight timeframes, at a cost that represents the best possible value to our customers and shareholders..” (Apple, 2022) They also want to “bring the best personal computing experience to students, educators, creative professionals, and consumers around the world through its innovative hardware, software, and internet offering” (Apple, 2020) This shows that they have the desire to build up their technology and products to better help the customers needs and wants. The awareness objective is to raise awareness of the benefits Apple has to offer among adults 18-30 increasing by at least 15% within the first year of marketing. They are not just the product, they are a business platform here to help. The output objective they have set forth is to Create 50,000,000 impressions through 500 placements in national online outlets that mention the benefits of Apple products by the end of next year. The output objective and the awareness objective have a similar end goal, to help their customers with their technological needs. The attitude objective is that Apple is showing that they are superior to other brands. They are also trying to “retain its faithful customers while also building new relationships with future customers.” (Smith, 2021) Lastly, their action objective shows that they are trying to reach their goal of having stellar products while also bringing the best experience to their customers through the changes and upgrades in their technology as well as showing that they “don’t design products for some people or even most people,” but develop products “for every single person” (Accessibility, 2018, para. 2).

Key Publics

The key public based on our goals and objectives are very broad and reach a vast array of individuals due to their luxury branding. The overall key public includes existing Apple customers in the “Apple Family”, and future customers. This is because their main goal is to have a stellar product and bring the best experience to their users. In order to do this, they must strive to strengthen their relationships with the already existing customers and build new relationships with new ones to help maintain the market. Since our awareness objective shows that our customer range is 18-30-year-olds who are financially stable enough to own a high-end product our future customers would be singles and small families that are in the middle to the high-class range. This is a global market and in order to have the reach desired they have to expand further. Media consumption would need to be high in order for Apple company to use a social media campaign and use of sponsorships and ads. They also need to entice people who are luxury spenders who value high-quality products. Overall, this is the strategy that needs to take place in order to acquire the loyalty of the customers and be the reason they choose Apple over the competitors.

Theme

The theme for Apple is innovation and technology for all. Apple’s “Think Different” slogan has been around since the close to the very beginning of its inception. I think an excellent way to add to that would be by making the new overarching theme “A New Perspective of the Luxury Technology of the Future”. This helps tie in that they are a luxury technology company while also tying in that they not only have stellar products, but stellar products

with the technology to help boost and assist those that need it. Apple may already be a big company, but it can always grow and develop in the digital age.

Action Strategies

Create and Educate using Adobe and Apple Inc.

As the first action strategy, Apple has chosen to partner with Adobe to bring a whole new experience to students of all ages, educators, and creative professionals. This partnership helps bring more creative opportunities to those who would otherwise not be able to experience this. I would use the ethos tactic with the Adobe company to educate the users. Apple is using the credibility and character that Adobe shows off to provide credibility and ethics to persuade the public. Since both companies in themselves are larger and have a wide reach, this partnership would benefit both parties. With Apple having around 345 partnerships while Adobe has well over 2700 partnerships, this can help boost Apple's credibility and economic stretch substantially. (Partnerbase, 2022) This aims to increase awareness among existing and future customers of the benefits Apple has to offer among adults 18-34 increasing. The media platform being used needs to have a wide stretch while also increasing awareness fast. Therefore, the media platforms being used will be Twitter to attract the younger side of the demographic while Facebook will be used to attract the older side of the demographic reported. "Facebook offers some great advantages, apart from access to a large global audience. These features can be used to build great relationships, as well as excellent and lasting connections." (Pratap, 2018) Unlike other social media platforms like TikTok and Instagram, Apple's presence on Facebook has helped boost its credibility and help them connect not only with customers but with other important companies like Adobe. Twitter on the other hand will and has been used as a way for customers to state

their issues with the company and show the public that they are striving to fix every error that may arise. Twitter in a way is being mainly used as a customer support platform for them. In conclusion, “This is a smart use of social media tools for customer service and engagement” (Pratap, 2018)

Apple, who would have thought?

The social media aspect of the marketing strategy will be done through the use of influencers who do not have a huge presence yet but have enough reach to influence and give credibility to Apple company. This will be done through the use of logos. In this campaign, Apple will reach out to different Micro-influencers on social media apps like Instagram and TikTok that have enough of a following to reach potential customers but not too many to not seem personable and credible. These influencers will also have a niche in their demographic. This includes those in school, educators, and professionals in the creative field. Apple will then provide the influencers with a complimentary product/products in return for honest feedback on their prospective platforms. This will help accomplish the output objective by providing the reach for positive social media reviews of Apple products. This strategy also helps reach the acceptance objective of changing the negative attitude towards the price of Apple Products. The influencers are chosen, when giving a positive review of the product shows a positive impact on the company because these influencers are personable and trusted by their peers. A positive review from them is far more valuable than a 5-star rating on their page. The key visuals in this strategy would be the Apple products being reviewed that would benefit a student, educator, etc. and the overall message being portrayed is gaining trust and credibility with their future and existing customers. In this case, TikTok would be the most valuable social media platform. The influencers' videos

can be watched on repeat and even saved to the user's camera roll or saved folder within the app. This can create repeated views and website visits from just a single post.

Infinite Opportunities

Apple has the opportunity to broaden its already extensive reach by becoming more in tune with its target demographic. Through the use of a social media campaign, they can gain insight and develop a relationship with their consumers. This will be done through the use of pathos. The campaign will have a celebrity like John Legend as its spokesperson. Similar to their “think different” campaign, this campaign will use their consumer's uniqueness and special qualities to share the message. The title of the campaign will be “Infinite Opportunities” and use the hashtag #createwithApple. The campaign's guidelines are that they should use the hashtag created and make an ad that shows off the benefits of the Apple brand and showcase their wonderful products. This campaign will allow the general public to post about something that they are proud of and something that shows off the Apple brand. Those that use the hashtag, will be entered into a raffle to win a free Macbook computer as well as a new iPhone of their choice. They will also have the chance for their ad to be featured on the Apple website. Using the hashtag completes the action objective of gaining 25% new customers as well as the goal to help students, educators, etc. Customers will be drawn in to share because of the big prizes. This campaign will take place on Instagram.

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