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FANCY MARKETING SECRETS FROM APPLE

The first secret is to not sell the product. People buy things that others have. The advertising of the popular player “iPod” is considered neither emphasis on the function of the gadget nor accent on the presentation of its capability is given. The secret is that the company is not trying to sell the player. Vice versa, they call everybody, to start a community of happy people with iPod.

The second secret is to not become pioneers and improve existing products. A huge number of books and publications on start-ups repeat one and the same idea. Find demanded no one niche markets to become a pioneer and be the first to reach success on it. The founders of Apple did not even think to create anything like that, they have not invented a laptop or player. However, this did not prevent them substantially improve the already well-known worldwide designs and functions of selling technology.

The third interesting secret is to turn customers into product marketing assistant. Being hooked on users jumping with joy with iPod in hand is generally more effective than the most carefully rehearsed marketing strategy. Most of iPhone buyers have wasted for a popular toy several of their monthly salaries. These people are happy to put on a free T-shirt with the logo of the company or place a sticker with a picture of your favorite brand of all that turned up under the arm.

Intriguing memorable message is the forth marketing secret of Apple. Today's online marketers have just a couple of seconds to win the attention of the user. Apple's strategy in this case is the most successful and a shining example. «Computer for All, a thousand songs in your pocket, the Internet in three steps» is easy to remember, useful and informative.

The last but not the least important secret is to “jump the gun”. Each activity of the company should be soaked by marketing; especially in sales. The effort to be taken is to concentrate on the feelings of clients in the best sense of the word.

The five described above marketing secrets from Apple, have helped the company production to become one of the best-selling around the world.