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STIVE JOBS' MARKETING STRATEGY SUCCESS

Marketing is the process used to determine what products or services may be of interest to customers, and the strategy to use in sales, communications and business development. It generates the strategy that underlies sales techniques, business communication, and business developments. It is an integrated process through which companies build strong customer relationships and create value for their customers and for themselves.

Nowadays there are a lot of kinds of innovative companies in high tech. Such as Sony, Samsung, HTC, Microsoft and so on. However, the founder of the «Apple» most successful innovation companies in the world is Steve Jobs. To date, the marketing strategy «Apple» is very interesting, like a textbook on marketing and sales. Initially, to create products Jobs has developed some very simple rules. For example obey "rule of thirty seconds", offer simple packing and instruction, create a simple website, arrange a simple presentation and remember the presentation should be so simple for users, create interesting design and remember, that minimum doesn't mean simple and uninteresting.

Many people have attempted to express their "Rules of Success". Steve Jobs has been more successful than most. Here is his attempt. 1. Do what you love. 2. Put a dent in the universe 3. Make connections. 4. Say no to 1,000 things. 5. Create insanely different experiences. 6. Master the message.

Here are five reasons why one should follow Apple's marketing strategy. The company focuses on one thing and makes it great, trains their customers, it is green, it doesn't have sales and it knows and markets to its customers.

Steve will long be equated with the small letter "i" - at once meaning the Internet, innovation, inspiration but most importantly individual. He leaves a legacy as our generation's Thomas Edison: both proud, determined inventors who would not rest until they sparked equal technological and cultural revolutions literally empowering people to reach higher and bigger dream.

To sum up, using these tips or trying to consider like Steve Jobs tyou will have unbelievable success. Try to remember, that successful marketing - is the one that makes the company a market leader in this ever growing world.