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Walt Disney Company Marketing Strategies

The Walt Disney Company, or better known as Disney, has grown to be one of the most successful companies in the world. From movies and TV networks to theme parks, they offer more than just a few products or services. The company used some marketing strategies to become the giant.

Publicity For Advertising

Over the years, Disney has used an incredible amount of advertising, which soon brought the expected result. Although they still allocate money for advertising, but publicity helps much more. In order to put a message on the site, money is needed to be paid, while publicity is when someone else notices what you are doing and decides to publicly expose you.

Make Buying a Privilege to the Customer

Disney has a way of making their customers feel great about using their hard earned money. It is an amazing strategy, and there are plenty of different ways to do it. When you think of this, you might just assume I am talking about promotions and discounts.

That is, you attract your customers with various promotions and discounts on goods and services, and in return they fulfill their dreams and your customers feel great about spending their money with you. Give them more reasons to buy from you instead of only offering your regular products and services. If you can master this strategy, you will have no problems finding new customers.

Emotionally Connect with Your Audience

Disney has done a fantastic job with connecting to their audience at an emotional level.

If the creators have a movie that is aimed at children, they will do everything possible to get their attention. It may be costumes, masks, stickers, magazines with the image of the main cartoon characters.

It does not matter which industry your business is in, you should be able to come up with content that will relate to your target audience to have them interested in what you are offering.

In conclusion, the strategies used by Disney can help to get an idea of some ways to improve marketing in business. However, Disney was not always a large company as it is today. It is necessary to start with something, yo learn from large companies and implement their successful strategies.