

Marketing Skills That Take You to the Next Level

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Practical Applications of Advanced Mathematics

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Abstract:

Marketing is a tool that is almost always used in business. This tool allows customers to familiarize themselves with the products they are purchasing or are interested in purchasing. Companies spend billions of dollars annually marketing their products to hopefully attract consumers. Apple often markets their company as the ones who “Think Different”, but they reached the one billion dollar marketing amount around the end of 2011 (Austin, 2012). Surprisingly, Apple’s spending amount on marketing is fairly low compared to their amount of sales and the size of the company. Apple is able to keep the cost low all thanks to marketing strategies. The researcher of this project will test to see “What types of marketing skills does Apple use to increase their sales?” through conducting a survey dealing with two different advertisements. One of the advertisements was from Apple selling their iPhone 5, while the other advertisement was from Samsung selling their Galaxy 4 smartphone. The respondent was directed to choose one of the two advertisements based upon appearance and content of each. The logos and key words were blocked out and the graphics were blurred to prevent bias opinion towards the two advertisements. The results concluded that more people favored the Apple advertisement over the Samsung advertisement. The variety of colors and the simplicity of the Apple advertisement was the reason why many chose one over the other. The Samsung advertisement was more content based and had more of a darker gradient of colors throughout the advertisement. This survey concluded that Apple’s strategy of simplicity does allow them to have higher sales. That was just one of the examples of Apple’s marketing strategies compared to other companies. Apple does seem to execute the “Think Different” motto into all aspects of the company, including the marketing strategies.