

Analysis of Development of Social Media Marketing Based on Social Media Platforms——Using Apple as an example

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Abstract. This paper tries to indicate the popular social media marketing strategy, using Apple as an example to describe the current market situation. Social media platforms have become the main focus of entrepreneurs and small companies. They try to elaborate their business through social media to achieve higher brand exposure and product exposure. Apple did not act in this market and adopted a unique approach from other companies. Technology is developing because people have decided to gain information from social media rather than newspapers and TV. But Apple is still using the old fashion way, so this paper is trying to use the interview and case study method to analyze Apple's successful unique strategy in social media platforms and the future development of Apple's social media marketing perspective. Because Apple still has to catch up with the mainstream market, so they still have to take action to ensure their brand competitiveness. Social media platforms play a significant role in their future blueprint.

Keywords: Development; Social Media Marketing; Social Media Platforms; Apple.

1. Introduction

1.1 Research background

Social media marketing is a topic that concerns an increasing number of individuals nowadays. Platforms for social media are extremely important in people's daily lives. It has become the mainstream way for people to communicate with each other. There are more than 4.7 billion people currently in the world using social media. The primary way people obtain information is also shifting to social media. Companies look for opportunities to increase their brand exposure and profit from it as it evolves through time.

The common strategy of social media marketing promoting the "flow" of the company is to use a Key Opinion Leader to increase brand exposure and let people know about the company and brand. Social media platforms also provide a stage for companies to get closer to their current customer and give the company a chance to let potential customers get to know the company's central idea and unique perspective. The key point of this is to build brand exposure, brand core competitiveness, and brand core value. Companies have different target audiences and financial resources, and social media provides various options for small companies and entrepreneurs to use different sources according to their needs.

Apple is one of the biggest tech companies in the world. Apple did not post anything on social media besides one pinned tweet unlike other companies. Although, Apple still has over 13 million followers on Facebook, 7 million on Twitter, 15 million on LinkedIn. In contrast, Sony has made 30 thousand posts, and Google has made 120 thousand. Sony and Google followed the strategy of communicating with their customers to achieve brand exposure and information exposure. In this era, people are reckless. Due to the development of the internet and social media platforms, spaces have become crowded and overwhelmed. People usually feel bothered by the overwhelming information posted by different companies. So that's why Apple focuses on its unique social media strategy: "Less is more".

Apple has opened several other Twitter accounts like iTunes music, iBooks, and Applestore games. These sub-Twitter accounts fulfill the need of different target audiences. The audience will not be disturbed by other information they do not want to know about. This strategy creates a private space for customers on the Internet. Apple is an entrepreneur with humongous financial and media resources.

Apple gets to make its own rule of how it will use social media to help the company's development, but Apple still plays it differently. They use slogans like Think differently, Here's to the crazy ones. These slogans are short and simple but very inspirational. It is not only a simple slogan but also represents Apple's product-focused. It has demonstrated the central value and idea that Apple is trying to pass on to its customers.

1.2 Literature Review

Soegoto and Utomo found that social media or new media is one of the most inclusive forms of communication for a well-studied community. This technique's stated goal is to spread commercial messages via social media. A comprehensive picture of all relevant circumstances. The findings explain how social media marketing communications, such as Instagram social media marketing, the most widely used social media in modern culture, might affect customers' interest in buying goods offered through media. Use social media for marketing. Consequently, one of the outcomes of assisting online retailers in managing their businesses is the media marketing strategy. This marketing strategy immediately benefits clients and is more appealing to internet firms created and sustained by numerous customers [1].

This article states the market concentration, business expansion, and innovation strategies of the top Internet companies, including Google, Facebook, Apple, Amazon, and Microsoft, based on a systematic review and evaluation of business reports, documents, statistics, literature, and press releases. The results demonstrate market fragmentation, the democratization of the Internet, or the increasing openness and collaboration of the R&D and innovation processes. Market concentration, control, and power struggles are better categories for describing the core dynamics of the commercial Internet than decentralization, democratization, and open innovation [2].

Jatt states: In the twenty-first century, people no longer have the leisure to socialize. Social media aids in connecting users to social networking sites, which allow users to maintain connections while distancing themselves from one another. Additionally, to platforms like Facebook, a devoted relationship exists between the product and the customer, creating several promotion options. Similar to this, other social media platforms, like blogs, provide a place for commenting on any event that needs visibility and may also be utilized as a marketing strategy to attract new users and increase brand awareness. Users are currently gaining subscribers and followers and sending them to your social network accounts. These media outperform other mass media in a competitive market such as TV [3].

1.3 Research Gap

Many papers have researched the social media marketing strategy due to the rapid development of social media platforms. Most companies want to seize the chance of social media's benevolence. The researchers did a lot of research on many mainstream successful cases of entrepreneurs' marketing strategies and got the analysis of their data. In contrast, as an entrepreneur, Apple went completely different than other companies. This article is to contrast Apple's marketing strategies with mainstream marketing strategies.

1.4 Research Framework

First, this paper will indicate the mainstream marketing strategy based on social media to let the audience know about the current market status and present a brief introduction to let the audience seize key information. Second, Apple is an odd company that does not follow the mainstream but remains the best tech company in the world. This paper will also analyze Apple's successful case and how Apple manages its social media advertising and marketing. Last, try to bring out the future framework of Apple's social media marketing development.

2. Method

2.1 Interview

Interviewing a target person is a common research strategy that enables researchers to obtain data and analyze the subject's thinking. This article will employ various interviewing techniques, including qualitative, unstructured, and personal interviews.

This paper uses the analysis of the user's interviewing reflection. People will get information about the satisfaction level of Apple's commercials. According to the reaction, the person will also be asked about their opinion on different social media platforms. Based on their knowledge of social media platforms, the audience can get an overall idea of what people are thinking about the social media marketing strategy they are experiencing.

2.2 Case Study

A case study is a research methodology that produces a thorough, multifaceted understanding of a complex problem in its actual setting. It is a well-known research strategy widely applied in various fields, especially the social sciences. This paper uses the analysis of Apple's unique successful case to make comparisons with other mainstream strategies to demonstrate the advantages and disadvantages. Furthermore, this paper also evaluates the future path for social media marketing's development.

3. Result

Due to the current status of the social media market. Companies decide to use social media platforms as a tool to achieve brand exposure. They post different information on the platforms to inform the audience about the brand and advertise themselves. But Apple did not post anything except the pinned tweet. According to data, Apple has the fewest posts but achieves a high number of turnovers [4]. Apple decided to be the different one nowadays. Not only because Apple is one of the largest tech companies that control various financial and advertisement sources. But also because of Apple's brand core competitiveness and brand core value. Many companies try to use social media platforms to build their value. But as the market develops and people focus more on the importance of privacy, sometimes this action will do the opposite and bring out the customer's stereotype of the company.

Apple uses social media platform as a method to demonstrate the brand value and message they want to pass to the customers. This is a renovation on purpose for social media marketing strategy and it applies to all of Apple's social media channels. It works as a potential advertisement, although Apple did not post anything on social media, but it demonstrates Apple's central idea and attitude towards the customers. Apple is a product-focused company that attracts customers by brand and product characteristics. As Apple develops, it also has its history and wealth. Apple did other advertisements in the old fashion way, such as TV and Newspaper. In order to persuade potential customers to purchase the goods, marketing entails selecting the specific channel via which a product or service will be promoted in niche markets. Selling goods and services to end users is just one aspect of marketing. Apple is particularly good at this: it raises customer knowledge of its products, implements effective marketing strategies, and concentrates on generating demand for its products in various market sectors [5]. This is another company's ultimate goal to create core competitiveness to target a specific group of customers and enlarge the customer group.

Social media platforms can be used to increase companies' private traffic. But companies do need to focus on product renovation to create loyal customers. If the advertisement goes too much, the customer will start to wonder why a company needs that much advertisement to try to tell people about the brand if they already have matured and good products. Lots of posts on different social media platforms targeting different groups of target customers will bring the company a short-term burst in flow. But it does not help to achieve future goals for small companies.

Companies think that social media platforms provide a stage to build a channel to interact with current and potential customers. But Apple interacts with its customers differently. They build up great online and offline customer experience centers to help customers and take advice from customers to improve on products and renovation ideas.

Because of the development of social media platforms, Apple still has to shift its marketing strategy to social media. Because social media has become the main way people get information, some product trailers on social media platforms would help Apple interact more with customers. The Internet can help Apple locate its customers more accurately through data analysis to achieve client diversion. Apple is a company with superior thoughts and marketing strategies. But a company has to keep improving to maintain market share. People do admire Apple's product-focused brand central idea. But it also needs social media platform marketing to prompt the expression of the information. According to data, in China's market. Apple joined social media marketing on Weibo at a late time. So, it has lost a fairly great amount of market share. So, Apple has moved by posting an ad on Weibo, and the Apple CEO also registered an account on Weibo to keep updated about Apple's current action. In China's TikTok, Apple also joined Livestream-commerce to increase the selling of their products.

Apple will still maintain its dominance on electronic devices globally. Once Apple's advertisement got involved with social media. Apple can also focus on posting advertisements on its website and platforms to get attention. Social media marketing is unlike the old fashion media source where the company only expresses information to their customer. Nowadays, it's more focused on renovating media, content, and communication between customers and the company.

Apple should pay more attention to the social media perspective. In contrast, Apple is trying to avoid this from happening through transparent customer tracking from small companies. People are fascinated by Apple because of the product's characteristics and renovation. But Apple is facing the problem that the mainstream marketing strategy is developing fast. Apple has to take action on shifting advertising emphasis to social media platforms. It would be hard for them to join the market because other entrepreneurs already take a large share. This also represents the opposite company's central idea of keeping privacy and making everything simple to the customer's central idea. Apple is currently in an awkward position; it has the resources and power to shift and seize market share, but it cannot set the dedication despite the company's central idea. Customers might feel betrayed and think Apple is just like other companies. Apple, a company with various new ideas, will lose its original advantage.

4. Discussion

The paper demonstrates that common social media marketing strategies are promoting flow and market, using KOL's experience for the target audience, achieving brand exposure, building a connection with current and potential customers, and providing customer support. Apple is a well-known company in the whole world. Due to its development over the past 46 years, Apple has developed its brand core value and competitiveness. They control various media resources that allow them to decide how to deliver the messages to the customers. They do not need influencers or KOL to expand brand exposure since the company and products have already been known worldwide. Apple has built its customer support based on the customer experience. They divided customers with different needs into groups to send out direct messages to the customer. This provides privacy to the customer and makes the customer experience high-quality customer service.

Apple gets in touch with its audience by separating the main account into sub-accounts like apple music, iBook, iTunes, and apple store. It can increase the audience's satisfaction because they get to experience and gain information from sections they want to know about. But, due to the development of technology and people's thoughts toward social media platforms. Social media platforms become the opportunity that every company has to seize. Apple is already behind when Samsung, Xiaomi, Oppo, and Huawei take action on social media platforms ahead of Apple. People are trying to cut market share and cover as much of the audience as possible to increase brand exposure and build

connections between the company and the audience. Successful companies like Samsung have posted many advertisements and introduction videos on platforms like Instagram and Twitter. This creates competition between the entrepreneurs [6]. However, Apple wants to retain its unique marketing strategy to maintain and process its brand core value. But they still need to step into the land of social media platforms despite the stereotype that Apple is silent on social media.

It's also a disadvantage for Apple that they have not developed a mature social media marketing strategy or been very active on social media platforms. On September 7, 2022, Samsung made a post on Twitter: "Let us know when it folds", "What the flip, Apple" [7]. These tweets were aggressive against Apple. These tweets were an attack on the new product of Apple. But Apple does not have a platform to comment back. It usually causes a lot of discussion under the post, and it leads to competition between each other. So, this is a disadvantage for Apple of being silent. Apple has a solid base of customers. These customers have a steady connection between them and Apple. So, it's needed for Apple to post something more often, like new product features, and build up a discussion stage for the customer to tighten up the relationship [8].

Although Apple has many target and potential customers, the social media platform is like a new area with many active users. These users can be their existing customers, potential customers, and customer that already built up a strong relationship with Apple. Apple is already behind on social media advertisement. But Apple is a company that is unique and obtains a special company culture and brand core value. That's one of the biggest reasons customers feel attracted to Apple [9]. So, Apple has to take a modest way of starting to post things on social media to try to get closer to their customers. It can also help Apple develop more mature after-sales service and customer service. Customer service can be helpful for a brand to increase its customer satisfaction. People care about the experience and service they get once they pay for a company's product. Apple's genius bar already provides outstanding offline service. Once they build up a mature online service for helping and discussing with the customer, their turnover will be even higher.

Apple has no brand ambassador due to the complete confidence in their product. But Apple should work with the KOL (Key Opinion Leader), not to increase brand exposure. But on UI, UX, and technology hardware and software perspectives [10]. Different KOL has different target customer groups. When customers see the product detail, sometimes they have difficulty understanding the professional term and ambiguous data. KOL can help their target customer understand the product and explain why it is better than other companies' products. It's easier for the customer to accept the contents and message sent out by the KOL. Because they trust the KOL and they feel like they are familiar with the KOL. For potential users, it's hard to build a relationship with this group of customers. So, KOL can work as a medium to close the distance between the company and potential customers to develop this group of people into loyal customers. This will also allow Apple to express the advantage and unique features that other companies' products don't have.

5. Conclusion

The paper concludes by arguing that Apple, one of the most successful technology companies, uses its product-focused persona and distinctive social media strategy to achieve brand competitiveness. But due to the development of social media platforms. Most companies focus on social media marketing as their main source of expressing information and building connections with their customers. Apple did not post anything on social media platforms to keep privacy and avoid disturbance for their customers. Apple has to set new strategies to use the social media market but keep its unique company characteristics.

Apple is a company with distinctive features. They do not want to follow the mainstream and keep their brand's core values. But social media has made a huge impact on people's lives, so they have to take action to shift their focus in order to get their market share. Nowadays, social media platforms are not only a tool that allows people to gain information but also build a stage for the brand and customers to communicate. Apple has a very mature after-sales service. But they also need a stage to

communicate with their customers to receive comments and analyze data to increase customer satisfaction.

However, some limitations should be noted. This paper uses primary data from the interview to analyze customers' opinions to demonstrate customers' thoughts and combine their advice and thinking with the company strategy. This paper will use more secondary data charts in the future by providing precise evidence to support the core value of this paper. It can also help the paper to provide contrast with the contents that pass to the audience. The sample cannot represent all of the customers, and random samples can only represent a certain target audience group. In the future, the study will also use surveys to increase the size of data collection.

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