Facilitator

Student’s name

Course

Date

**Marketing Strategies**

Actually, marketing strategies arise from trends and data observed in the market place. In the article ‘Amazon knows what you want’, there are a number of things which justify why the company relies highly on online marketing instead of using other strategies. First of all the company takes time in identifying the kind of customers they have. This enables them to create appropriate adverts for a specific group of people. Some of the most commonly used products like tissue papers and soaps, for instance, are very much advertised in this site, and for this reason, it makes about $125 million more than other companies like Nike and IBM. The ability to identify what people need and creating more adverts on those items is the greatest strategy of Amazon.

When it comes to technological trend, you find that most people nowadays shop online. This has made Amazon come up with a trick of having members signing up for the site where they provide their addresses and personal information like the number of kids. The moment these people place orders they receive a more related advertisement that they might need. This has also enabled the company to grow due to the relevant varieties they provide to their customers once they receive their personal information. There are fewer assumptions when it comes to advertising their products, thereby giving the company a competitive advantage.

Looking at the latest trend, for instance, the kind of snacks being taken by most people, cheese is one of them. What Amazon does the moment it realizes that a product is high of a demand in created a lot of adverts over the same items. We realize that Cheese adverts have been shown on Amazon website more than six million times and a lot of orders have also been made as well. Therefore when it comes to trends, Amazons is always on the front line in identifying the customer needs and make appropriate adverts within the shortest time possible.

Work Cited

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