



Special Report:

“The Secret Behind Apple’s Success”



Have you ever wondered how a company like Apple has gotten to be so successful? Or how they are able to charge so much more than PC?

Well, it goes far beyond Apple making a good product. Although that is extremely important, that is not the secret behind their success...

Apple has done an amazing job on marketing ad branding and this is where the secret to their success is at... Branding.

Apple has done such an amazing job with their branding, they have gone beyond just building a loyal tribe of customers, they have built a culture!

Think about it...

Atmosphere

A friend once told me that “there is no other feeling like walking out of a Apple store with a new computer. It just makes you feel good about yourself”. Wow! Can you say that about your product or service? 😊

Apple has done an amazing job with the looks and feel of their products. Because they have built their products with quality materials and added a more “space age” smooth look, it causes you to feel like you have gotten something unique and special.

Add all of this up with their motto “Think Different”, they have created this image that if you get an Apple product it’s the best of the best... which must mean “I am the best!” And this makes me feel good about myself. See how this works? 😊

Apple has also done massive testing with colors, touch and even smells. They test which ones have caused people to buy and which ones didn’t.

Note: I recently just purchased my first Mac. I must say, the whole experience from friendly customer service, to no pressure to buy, to not even needing to stand in line to pay!... It was a great buying experience! :)

Price Point

Because everything that Mac produces is sold for a premium price, even if you are on a payment plan with them, this still can cause you to feel more successful. Like you own something that someone who is struggling financially would never have.

Striking to the heart of the emotions of their target market.

And when you can do that and offer that kind of experience, product, etc... You can charge a premium price and people will buy!

Loyalty

Have you ever talked to a Mac user about getting a PC? lol... There is no way you are going to change their mind that Mac is the best thing ever and nothing beats it!

I was talking to a friend of mine (a hardcore Mac Culture Member) and I was telling him about how much I like my Droid Incredible. Well, he wouldn't hear it! He proceeded to tell me that he has never heard anything good about the Droid since the iPhone 4 has come out! I have to wonder what rock he has been hiding under since the only thing that I was hearing when it first came out, was the reception issue with the iPhone 4. 😊

But it proves a point, some little ol' reception problem isn't going to stop a Mac user from getting the iPhone 4! That is loyalty!

If you think about it, why would they give up a product (brand) that works well and makes them feel good about themselves?

Your Brand

After reading this, now it's time to think about your brand...

Can you say an experience with your brand leaves people saying “wow!” Are you creating loyalty that consumers will stand up and say that your brand is the “best”?

These are things to think about and apply. Marketing has changed, the social media revolution has changed the game. And we must be willing to change with it.

Here are some ideas that you can ask yourself and take notes:

- Is my brand well defined and consistent?

- What kind of atmosphere does the customer/client experience with my brand?

- How is my price point? Am I backing up that price with a premium experience?

- Am I building a “Tribe” of loyal customers/clients/followers/fans? What’s stopping me from improving this?

- What Social Media Profiles should I be focusing on to build loyalty and boost my exposure?

- What strategies, prizes, contests, give-a-ways, etc. can I implement to build a solid brand and continue to build loyalty?

I hope you have enjoyed what you have read in this mini-report. There is so much more we could say about branding and Social Media. If you would like to learn more, please visit me at www.iBoost.Co where you can find much more information on Social Media Branding.

I wish you the best as you boost your brand!



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