

# APPLE'S OFFBEAT E-MAIL MARKETING STRATEGIES



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## INTRODUCTION

Apple is one of the Tech giants founded in April 1976, for selling the personal computer. The brand became popular within a short time by selling personal computers, software, and phones and increasing its customer base. The company would launch the next-generation of Apple Watch in 2020 for faster cellular speeds.

Most of the Apple products create the right buzz, and the credit goes to the unconventional e-mail marketing strategies implemented by the brand. The e-mail campaign of Apple could make the right connection with the customer at a convenient time to reap the best sales and revenue.



## TACTICS USED IN E-MAIL MARKETING STRATEGY OF APPLE:

The tactics which are used in the e-mail marketing strategy of Apple are:






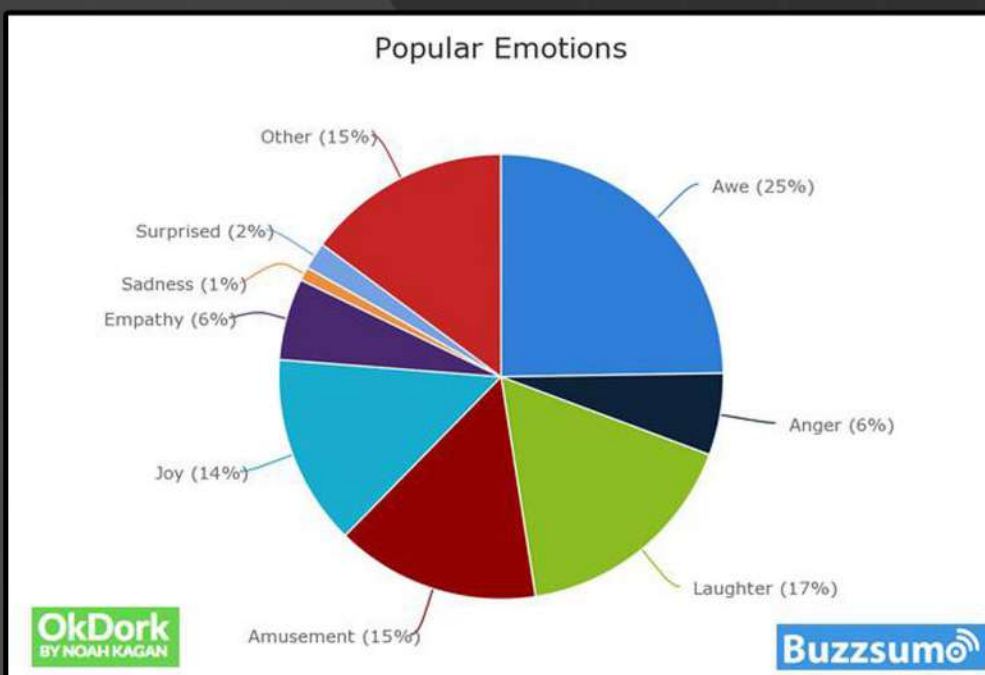
- 🍏 **Its design:** The majority of the customers would have noticed Apple uses a sufficient amount of white space and images for its e-mails. It's design touches the right chord with the customer and makes them want for more.
- 🍏 **Emphasis on logo:** Apple never pulls back in putting the right emphasis on the logo.



In the left corner side of the e-mail you can see the prominent display of the logo. It's subtle promotion of the product, service, logo is one of the unconventional approaches that most of the brands do not implement.





-  **Exclusivity:** The exclusivity of the brand is what most of the customers like about the brand. They become a part of the cult-following.
-  **Content:** The relevancy of the content holds a special place in the e-mail marketing strategy of Apple. The brand gives importance to the content that can hold the attention of the customer.
-  It uses the words that evoke emotion among the audience.




**25%** of the content aims to evoke feelings of awe in the customer.


## HOW APPLE USED THE E-MAIL MARKETING STRATEGY

 The email-marketing strategy of any marketing brand revolves around sending e-mails too often so that they would notice their product and purchase it in the future, while Apple follows a different path.

 Apple is known for its innovative practices and brings new ideas to the market, which is seen in its email-marketing approach. It followed the offbeat approach in its e-mail marketing strategy to reach customers across the world. The process it followed are:

**USP:** The unique selling proposition is the key feature that helps to differentiate the product or service from other brands in the market. Apple highlighted its special feature the right way to extensive customers.

 The brand understood that it should not get lost in the crowd, and stand out to be visible to the customers. The brand used this strategy to avoid competing with other brands and price cuts.

 It convinced its customers why they should pay more for its product, and successfully achieve the target.



**Simple e-mail design:** Many brands in the market include too many elements in the e-mail that becomes difficult to comprehend.



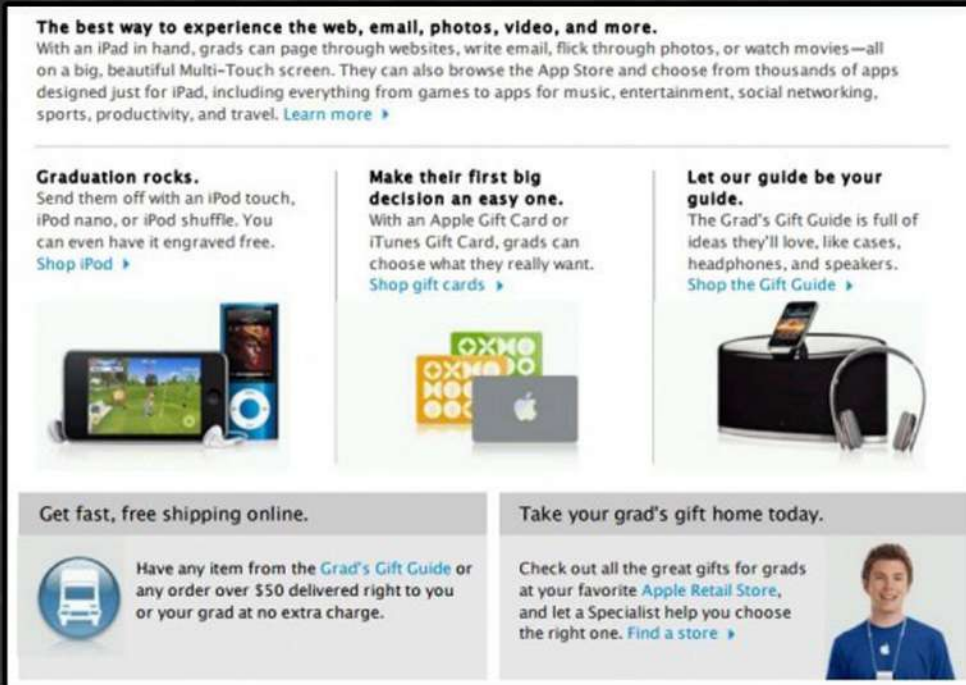
Apple does not make the e-mails complicated so that the prospect easily understand their message. It follows a simple approach to designing emails, that are straight forward.

Apple highly prefers simplicity as it believes the sophistication that simplicity provides could not be achieved by other loud e-mail promotion services.





That also, it is found that Apple sends most of the e-mails on Thursdays. The subject lines of the Apple's email-campaign are also found to be effective with following the rule of 86 characters.



This is one of the e-mails sent by Apple on Thursday.



"Get fast, free shipping online", heading with the content, "order over \$50 delivered right to you at no extra charge" is the motivational line for the customer.



**Trade-in wars:** The trade-in wars is an email-marketing strategy followed by Apple where the company motivates its existing customers to exchange the old phone with the new one



In this offer ,Apple is giving the customer an opportunity to trade their old phone with new models such as **"7s Plus"**, **"8,"** and others. It also mentioned that customers could get a \$260 claim in exchange of a new iPhone.



Creating the mystery around the brand: Apple loves to create the mystery before launching any new product in the market. It makes customers think that a new arrival is going to make their life easier and productive. The hype and buzz created around the product is the way to go here.



**The product e-mail:** The product e-mail sent by Apple includes content, CTA, logo, header, and the right image. The e-mails would not be cluttered with much information, and it would have strong Call-To-Action to push the customer to go further.



## TYPE OF E-MAILS SENT BY APPLE

There are different types of e-mail that Apple sends to its customers:



**Event e-mail:** Event e-mails are the ones that are sent during the festive season of the year. Each of the event e-mail has the header CTA, the right logo, content, images, with the actionable CTA.

**Email: Post Christmas**  
**Type: Event**  
**Date: 31<sup>st</sup> December, 2008**

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p><b>Great services online.</b></p>  <p>Need advice? Call 133 MAC (622). Experts from the Apple Online Store are available to answer your questions and help you find what you're looking for.</p> <p>Buy a printer with your Mac. Purchase any Mac and a qualifying printer and receive up to \$130 cashback.* <a href="#">Learn more &gt;</a></p>  | <p><b>Expert help in store.</b></p> <p>Learning that's all about you. Become a One to One member and enjoy weekly training sessions with a Mac expert. <a href="#">Learn more &gt;</a></p>  <p><b>Shop with a Specialist.</b> The Specialists at the <a href="#">Apple Retail Store</a> can help you choose the perfect gear. Drop by anytime or make an appointment in advance.</p> |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|




**Product e-mail:**  
 The product e-mail revolves around the product launch and its upgradation

**Email: MacBook Pro**  
**Type: Product**  
**Date: 26<sup>th</sup> February, 2009**

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                                                                                                                                                                                                                                                                                                                                                           |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
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|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|



 **Software e-mail:** The software e-mail that also revolves around the launch but not around the product but around software.

**Email: iLife**  
**Type: Software**  
**Date: 30<sup>th</sup> January, 2009**


Get fast, free shipping.  
 Spend \$90 or more at the [Apple Online Store](#) or call 133 MAC (622) and have your order delivered to your door at no extra charge.



Come to shop. Return to learn.  
 Visit an [Apple Retail Store](#) to take iLife '09 home today. And come back for [free workshops](#) to learn about all the new features in iLife '09.







## APPLE TARGETING THE RIGHT CUSTOMERS

 The brand just knows how to target the right customers. The business can target different sections of customers such as white-collar professionals, writers, middle-age consumers, teens, artists, and others in the best way.

It segments the customer based on behavior, geography, age, personality, and other factors. The strategy of differentiating its customers based on their lifestyle significantly works for the brand.



**Apple has different target groups such as:**

-  **Common crowd:** It includes the group that uses the service such as the Apple Iwatch, Apple TV, Apple Pay, etc.
-  The group that is fond of music and uses the Apple Ipod.
-  The gadget lovers who look forward to new products and are excited by the latest innovation.
-  In marketing, positioning of the product is crucial and Apple follows the right strategy of positioning its products by the accurate segmentation and sending e-mails to customers. The e-mails are customized as per the requirements of every section of customers to make up their mind to purchase Apple's products.



## APPLE'S FREQUENCY OF SENDING E-MAILS



There is no strict approach that Apple follows to send e-mails, they just follow the rule of sending e-mail with strong CTA, with the right highlighting of the features of the products.

The CTAs are clearly seen here, where the recipients are motivated to call, to get the right advice and go for the product. CTAs evoke the right emotion among the recipient to take the further step resulting into the desired action of the marketer.

**Email: Post Christmas**  
**Type: Event**  
**Date: 31<sup>st</sup> December, 2008**

Create services online.



Need advice? Call 133 MAC (622). Experts from the Apple Online Store are available to answer your questions and help you find what you're looking for.

Buy a printer with your Mac. Purchase any Mac and a qualifying printer and receive up to \$130 cashback.\* [Learn more >](#)



Expert help in store.

Learning that's all about you. Become a One to One member and enjoy weekly training sessions with a Mac expert. [Learn more >](#)

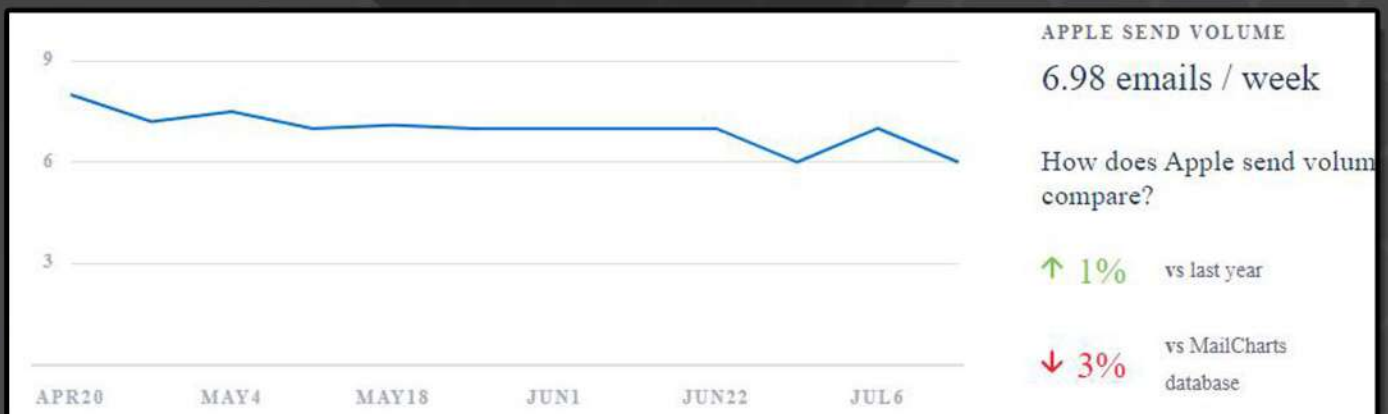


Shop with a Specialist. The Specialists at the Apple Retail Store can help you choose the perfect gear. Drop by anytime or make an appointment in advance.


But there is not a specific trend that Apple follows:



In one of the e-mail campaigns, the e-mail frequency of Apple was found to be 6.98 mails/ week. The strategy worked in favor of Apple. The brand never shies away from innovative practices and new e-mail marketing strategies that help to reap the best results for the brand.



# APPLE'S TACTICS OF SENDING AMAZING E-MAILS OF DISCOUNT OFFER, AND CUSTOMIZATION OPTION :

 Apple follows a tactic of sending e-mails that provides amazing offers to the customers. As you can see below, the brand is providing gift card up to \$200 on selected Apple products.



## Unwrap amazing offers this Friday.

Get an Apple Store Gift Card of up to \$200 on select products during our four-day shopping event.\* Friday through Monday.

[Learn more](#)

Why Apple is the best place to buy.



Convenient pickup at the Apple Store

[Learn more >](#)

3%

back in Daily Cash with Apple Card.<sup>1</sup>

[Learn more >](#)



Get credit toward a new product

[Find your trade-in value >](#)



Make someone's holiday.

[Shop latest gifts >](#)



[Shop Online](#) | [Find a Store](#) | [1-800-MY-APPLE](#) | [Get the Apple Store App](#)

\* Gift card values vary based on products purchased. Full terms apply.

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If you prefer not to receive commercial email from Apple, or if you've changed your email address, please [click here](#).




Here you can see, the brand is offering **20%** off on Apple Care.

**Pretty. Freaking powerful.**

Featuring a sleek, all-in-one design, brilliant Retina display, and faster processors, graphics, and memory, the new iMac has something for everyone. It's the total package — powered up.

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Up to **2.4x** faster CPU performance<sup>1</sup>

Up to **80%** faster graphics<sup>2</sup>

Up to **8-core** 6th-generation Intel Core i9 processor<sup>3</sup>

**Trade in your computer and get up to \$1100 toward a new iMac.\***

Trade in your eligible computer for credit toward a new iMac. Get an instant estimate of the trade-in value from Apple. See what it's worth.

[Enter your trade-in value >](#)

**Customize your iMac. Only at Apple.**

Take choice to your needs by picking your processor, graphics, accessories, and more.

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**Get up and running with Personal Setup.**

Get to know you here to get the most out of your new iMac, online or in a store, free of charge.

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**Find the right iMac for you.**

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Choose free delivery or pick up available items today at an Apple Store.

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**Special financing**

Apply for special financing and earn rewards.

[Learn more >](#)

**Get help buying**

Have a question? Call a Specialist or chat online. Call 1-800-MY-APPLE.


[Contact us >](#)

In this example the brand is offering customizing the iMac.

**Apple. Beats. And more. Bring your ideas out to play.**

Shop for college with Apple education pricing. Buy a Mac or iPad Pro and get a pair of Beats on us.\* And save on Apple Music, AppleCare, and Apple Pencil.

[Shop now](#)



**Buy a Mac. Get more.**

[Shop now >](#)

**Beats Solo3 Wireless on us.**

Including new Beats Pro cables. Only at Apple.

**Up to \$200 off.**


On a qualifying Mac with Apple education pricing.

**20% off AppleCare.**

Add protection to your Mac for less.

**Credit for your current device.**

Choose your new Mac online, trade in an eligible device, and get up to a \$1000 refund with Apple Creditback.\*



**Buy an iPad Pro. Get more.**

[Shop now >](#)

**Save with education pricing.**

On all iPad Pro models.

**Powerbeats3 Wireless on us.**

Including new Beats Pro cables. Only at Apple.

**20% off AppleCare.**

Add protection to your iPad Pro for less.

**Apple Pencil for less.**

Go even more with your iPad Pro.


**Credit for your current device.**

Choose your new iPad Pro online, trade in an eligible device, and get up to a \$200 refund with Apple Creditback.\*

**Do more with Apple.**

**College Essentials**

[Shop now >](#)



**Apple Music**

45 million songs. Half price for students.\* Give your best student a soundtrack to only \$4.99 a month. Try it free! >

**Apple Creditback**


Get credit toward your new Mac or iPad.

Just trade in an eligible device at an Apple Store or online for credit. It's good for you and the planet. Get a trade-in makeover >

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Take your creativity further with inspiring sessions in photography, design, music, coding, and more. See what's happening nearby >



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## KEY TAKEAWAYS FROM APPLE'S E-MAIL CAMPAIGN

There are some key takeaways from Apple's e-mail campaign:

**Having the right product shot:** Every business should have the right product shot. The shots of the products from different angles add the right touch to a campaign, but most of the customers do not invest in the right budget to execute extensive photoshoot and include the photos of the products in the e-mail.



**Having a precise approach:** Apple follows a precise and focused approach to reach its customers. It does not put all the information in a single e-mail and keep the audience engaged and interested.

**Having a consistent design template:** Apple has a consistent e-mail design template. They put an effective header and the right photoshoot of the product in the e-mail design.



**The right communication:** It follows the communication process that instantly touches the right emotion of the customer and makes them eager to get the e-mails very often from the brand.

## CONCLUSION

-  Apple, as a leading brand, is revamping the email-marketing strategies with new approaches. The approaches are up to the mark and make the right impact on the customer, motivating them to purchase the product.
-  With the right development of the e-mail campaign, businesses can achieve the target, which Apple is achieving with its well-thought research and implementation strategies. Other brands can analyze the strategies of the organization to integrate into their marketing process and produce the desired results.



# InfoClutch

InfoClutch is a leading provider of b2b business intelligence solution for marketers of various domains across the world. With a strong international presence, the brand has taken center stage from its inception three year ago. InfoClutch offers a comprehensive collection of segmented consumer profiles to find profitable individuals and bringing them another closer to your products and services.

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