

Amazon

Pre Transaction – Amazon has a great reputation as the leading major retailer in the world, as they stock almost every product a person would need, so when you combine this with their home delivery, customers will constantly flock towards the website as it is so convenient, and it has everything the customer will need. As the brand is so big, it advertises itself as everyone knows what Amazon is, however, they may still advertise when a major product is coming out, just to let people know that they can get the product from Amazon, to increase the sales of that product.

In Store – As stated before, Amazon may only advertise when necessary as the brand is so big, and they may not go through the same traditional methods of advertising such as money off, as they usually set products at the recommended retail price, and will only reduce the price when something new is coming out, to make sure they keep some interest in those products for the meantime. They may also use advertising techniques such as cookies, in order to promote products that customers may be interested in, in order to maximise spending potential.

Post Transaction – As Amazon are online, they will rely mostly on online methods of advertising in order to keep interest, so they will send customers emails to remind them of certain deals and products, to entice them to come back. As stated before, as customers are browsing online, they will collect data on what customers are looking at, in order to make sure the customers are interested in coming back to site, to ensure they continue to buy the products in the future.

Preview from Notesale.co.uk
Page 4 of 4