

Analysis of the Marketing Strategies Applied by GoPro



Today, GoPro is about thirteen years old since its beginning in 2002. It is an American based entity with its founder, Nick Woodman as the chief executive officer. However, the company has registered positive sales in its products in the competitive market. The company's sales level depends mostly on its marketing strategies. It is based on the good performance that the research finds interest in analyzing the marketing strategies that GoPro uses in ensuring its success. Decent and planned marketing strategies are what facilitate the GoPro's realization of its enormous sales.

Every company works towards ensuring that its products remain highly ranked in the market. The most efficient way to ensure high sales is by convincing the customers on the advantages of the company's products. Various researches performed have shown that customers do need adverts that are made in the form of a story. Nielsen from his research concluded that 92% of consumers enjoy advertisements that uses story like information while marketing a products. People tend to listen less to facts or data when companies use them in passing information. GoPro proves one of the companies that use the best strategies for marketing its products. It is in the interest of its quantity of sales per year that the research traces its validity.

Moreover, some of the advantages that have seen the company thrive in its sales include the use of content that is highly visceral and immersive in

advertisement. Other factors encompass their use of perfect videos that match the world social media platform, and indication of the affordability of their products among others. It is the use of such factors that has seen the firm competes fairly in the market. It comes clear that through the application of best marketing strategies, a company stands to gain good market reputation.

The first marketing strategy is the ability of the company to accept users to post videos of their own experience. The main aim of doing this is to enable the company polish such videos and post back to the people. It is a fair way that the organization uses to attract people's attention to its products. Furthermore, quality plays a vital role in the products of a company. GoPro, therefore, uses his highly qualified staff to facilitate the polishing process. The final videos from the company thus prove more attractive to the respective individuals. It is in this opinion that, customers interpret themselves as part and parcel of the GoPro entity.

More so, the company through its story like adverts scores on both customer attraction and their retention. Most people prefer reading stories since they easily remain in their memories for a long time. In the contrary, many individuals tend to shy away from facts and data. GoPro has qualified and competent staff who can amicably present the adverts in the most desirable manner. Moreover, they factor in statements that appear attractive to their clients thus increasing the customers' trust. Adverts play vibrant roles when it comes to customer attraction for any commodity. The content of an advert is a factor of consideration in winning consumers' attention towards a particular product. In GoPro, they ensure that advert content suits the class of the consumers that it targets. More so, the language and its nature

matters a lot when advertising any commodity. A company must consider the possibility of receivers to get the full interpretation of the message contained in the advert. Communication is a factor of consideration in advertisement since the ultimate goal is the meaning consumers get from an ad. If clarity is not considered then, the announcement serves no purpose.

Furthermore, GoPro contemplates the need to constantly improve technology to suit modern requirements. Every sector in the economy experiences technological changes in one way or the other. It sounds appropriate for any organization to channel its operations in a manner that fits the current technological requirements. GoPro adverts have won in this line in many ways. The areas include the users' requirements to edit, upload, and share their videos. The mentioned areas experience regular technological changes from all dimensions. Any company is, therefore, required to modify its products to accommodate the changes. GoPro has achieved in this line since it provides its users with an opportunity to edit, upload, and share their videos using their phones. The marketing strategy proves incredible, possessing multifaceted benefits. The approach is beneficial following its ability to remain recognizable by the users. It also instils a sense of excitement and entertainment in the customers. The approach thus leads to the attraction of more customers in the industry while retaining the previous ones. Adapting to the modern technology proves the best way to maintain customers in any business line. GoPro as a company enjoys the technique to ensure that its sales remain high. In reality, the marketing strategy has ensured that the company remains at the top all the time.

Another advertisement aspect that has ensured that the company remains

on the top is the selective use of celebrities in adverts. Partnering with the well-known figures in such professions as athletics and music proves vital for advertisement. GoPro is one entity that considers the involvement of prominent professionals in their marketing strategies to ensure customer attraction. People do consider particular figures in deciding on what product proves appropriate for consumption. A company may then decide to take the advantages of such behaviors to promote what it realizes from sales. For a company to be successful it calls for its sacrifice of resources in various areas. One area is where it features selected celebrities in its adverts with an aim of attracting more consumers. Different people do identify with varied athletes and musicians globally. Sporting a person who is your cherished character attracts much of your attention in many respects. The use of different celebrities, therefore, proves an assurance for attracting the attention of many consumers during advertisement.

Partnering with the travel brands forms the next marketing strategy that ensures GoPro remains the leading in the area. Most people attend these places making them the best sites for placing adverts. It is due to the presence of promising consumers in such areas that the GoPro find them relevant for advertising its products. The company partners with many travel destinations globally in pursuit of its mission. The places include approximately 17 Marriott hotels in the Caribbean and Latin America. The marketing strategy ensures that many consumers interact with its products thus widening market for the commodities.

In conclusion, it comes clear that proper marketing strategy forms the main contribution towards high sales. GoPro is one company that has maintained its percentage of market command following its marketing strategy. Among

the methods used include appealing advert content and the incorporation of celebrities in its adverts. Furthermore, the entity employs competent personnel in the marketing sector. Quality of work goes with the qualifications and the level of competency in the personnel. No advert can, therefore, be incredible without the engagement of the relevant specialists. Other companies need to begin by recruiting the relevant manpower for the marketing sector. More so, they must emulate the same procedures to ensure their products sale at a higher rate.