# **Marketing Strategy of**



Bondareva Evgeniya

### Love brand



"We have no patent on anything we do and anything we do can be copied by anyone else. But you can't copy the heart and the

soul and the conscience of the company" -

Howard Schultz, CEO of Starbucks Coffee





# Modern concept of holistic marketing



A marketing strategy for a company requires commitment from the company with all departments and employees working together towards the same

- goal
- Functions of the marketing strategy
  - to identify the target market
  - develop a successful marketing mix

**Product** 

**Place** 

**Price** 

**Promotion** 

**People** 

**Process** 

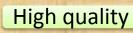
**Physical Env** 

## **Product**









Big range of drinks and snacks Global standards with localization of some products





## **Place**



#### The concept of "third place"



#### **Promotion**



- Marketing strategy of "word-of-mouth" advertising, allowing the high quality of products and the legendary service promote the brand
- Viral marketing



#### **Process**





building a personal relationship with each customer

- learning customer's names
- specific drink preferences,
- customer's occupations, and often personal information concerning the customer's family and life events

## **Price**





# Key points of Marketing strategy





Perfect Cup of Coffee
Third Place
Customer Satisfaction



**Creating a Starbucks Community** 



Smart Partnerships
Innovation
Brand Marketing



# Thanks for your attention!

