

# 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



High quality

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!**

