

The background of the entire slide is a vibrant red with a sunburst or radial pattern. The pattern consists of numerous thin, dark red lines radiating from a central point, creating a starburst effect. The lines are more densely packed in the center and spread out towards the edges.

NETFLIX

STRATEGIC MARKETING PLAN

Zoe Stevens, Jacob Shepard, Lily Rott,
Catcher Brown, & Liz Volz

The background of the entire image is a vibrant red with a sunburst or radial pattern. Numerous lines of varying shades of red emanate from the center, creating a dynamic, starburst effect.

23 MINUTES

Per day browsing through content options!

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PRODUCT

ABOUT THE PRODUCT - STANDARD+



AI FEATURE

Optimizes search times and recommendation algorithms



PREMIUM BENEFITS

Early access to certain titles,
2+ devices



02

MARKET ATTRACTIVENESS AND COMPETITIVE POSITION

HOW ATTRACTIVE IS THE MARKET?

PORTER'S FIVE FORCES:

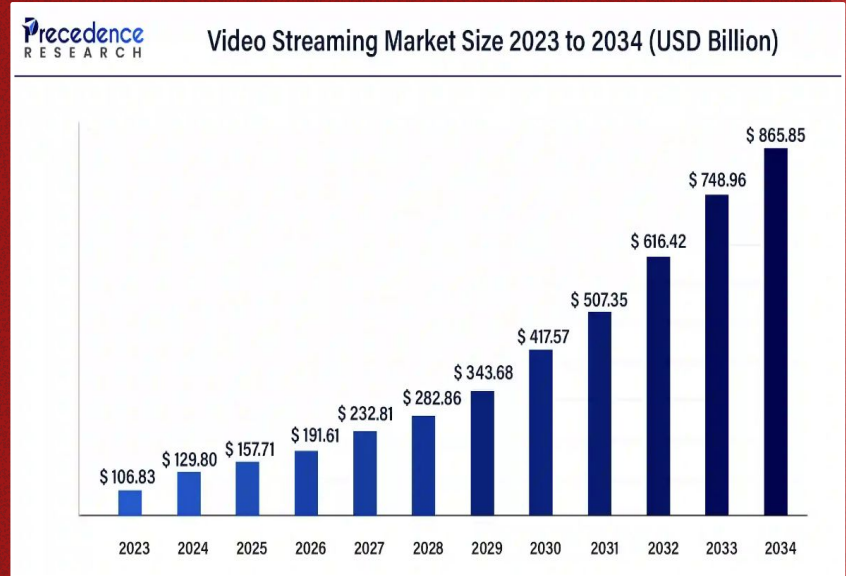
- Competitive Rivalry: HIGH
 - Many players in the market →
- Bargaining Power of Suppliers: MEDIUM
 - Content suppliers have many platform to choose from
 - Netflix makes its own content
- Bargaining Power of Buyers: MEDIUM
 - Many platforms for customers to choose from
 - Can exit platform at no extra cost

Streaming Platform		Users (in millions)
1	Netflix	247.2
2	Amazon Prime Video	200.0
3	Disney+	150.2
4	Max	95.1
5	Paramount+	63.4
6	Hulu	48.5
7	Peacock	28.0
8	ESPN+	26.0
9	AppleTV	25.0
10	Starz	15.8

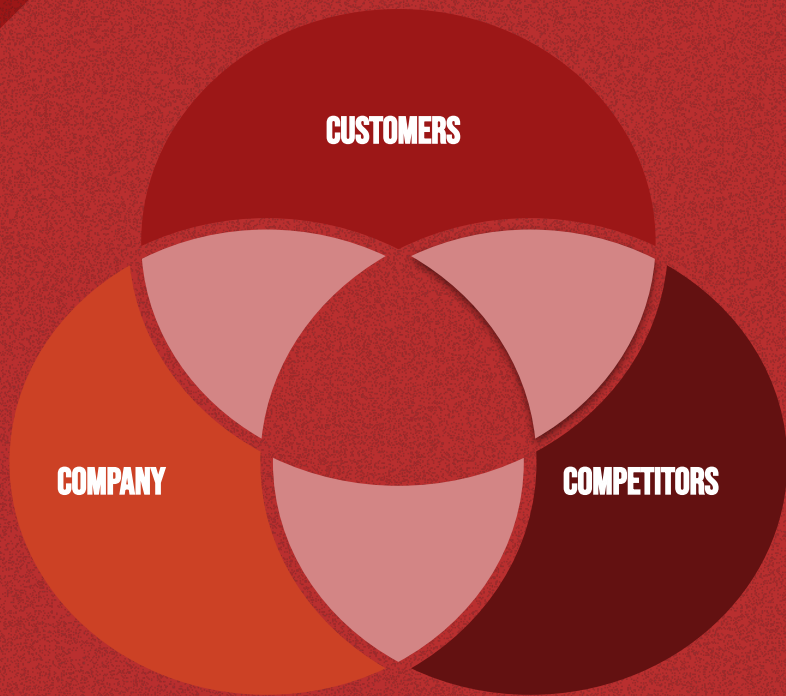
HOW ATTRACTIVE IS THE MARKET?

PORTER'S FIVE FORCES:

- Threat of New Entrants: LOW
 - High market growth, attractive to large players thinking of entering →
 - Most potential competitors have already entered the market
- Threat of Substitutes: MEDIUM to LOW
 - Many other forms of entertainment available: cable TV, YouTube, etc.



THE 3 C'S



COMPANY

Industry leader,
original content,
complex
algorithms

COMPETITORS

High quality
content, live
streaming options,
exclusive content

CUSTOMERS

Fast and simple
needs, want
tailored
recommendations

NETFLIX'S COMPETITIVE ADVANTAGE



INDUSTRY LEADER

Streaming Pioneer,
First-Mover Advantage



WIDELY ACCESSIBLE

Wide Range of
Subscription Tiers



DENSE CATALOG

Huge Assortment of
Content



SELF-SUSTAINABLE

Creates Much of
Own Content



BRAND-RECOGNITION

Easily Recognizable
Brand to Market



GLOBAL REACH

Presence in 190+
Countries

03

TARGET MARKET

NETFLIX USER DATA

NETFLIX

Who's watching?



You



<3



BFF



Mom

GEN Z

OR MILLENNIAL

\$35-\$55K

INCOME







21%

BORROWED
PASSWORDS

80%

WATCH WITHOUT
ADS

ADULTING ADELADE

	Goals or Objectives Wants to find a way to relax after a stressful day of college classes and studying	Preferred Method of Communication Social Media
Name "Adulding" Adelaide		
Job Title Student	Biggest Challenges <ul style="list-style-type: none">Bored with current entertainment options; feels like she has watched her favorite shows too many timesLow budget	Favorite Netflix Shows Gilmore Girls, Outer Banks, and Ginny and Georgia
Age 18 to 24 years		
Highest Level of Education Some college, no degree		
Social Networks     	Lifestyle and Values <ul style="list-style-type: none">Enjoys spending time with her roommates and college friendsShops at H&M, Target, and Princess PollyActively involved in her sorority and photography clubIn her free time, enjoys running, drawing, and cooking	

04

**POSITIONING AND VALUE
PROPOSITION**

WHY WOULD OUR TARGET CUSTOMER BUY THIS SERVICE?

WHAT MAKES IT RELEVANT & DIFFERENT?

- Saves time
- QR code AI chat bot
- Highly detailed & personalized responses
- Surge of AI & future growth opportunities



POSITIONING STATEMENT

For Gen Z & Millennial users who are looking for more personalized content, Netflix offers Standard+ which utilizes AI chat features on mobile, TV, & tablet to ensure a seamless customer experience.



ANSOFF'S MATRIX

This decision for Netflix aligns with **Product Development**.

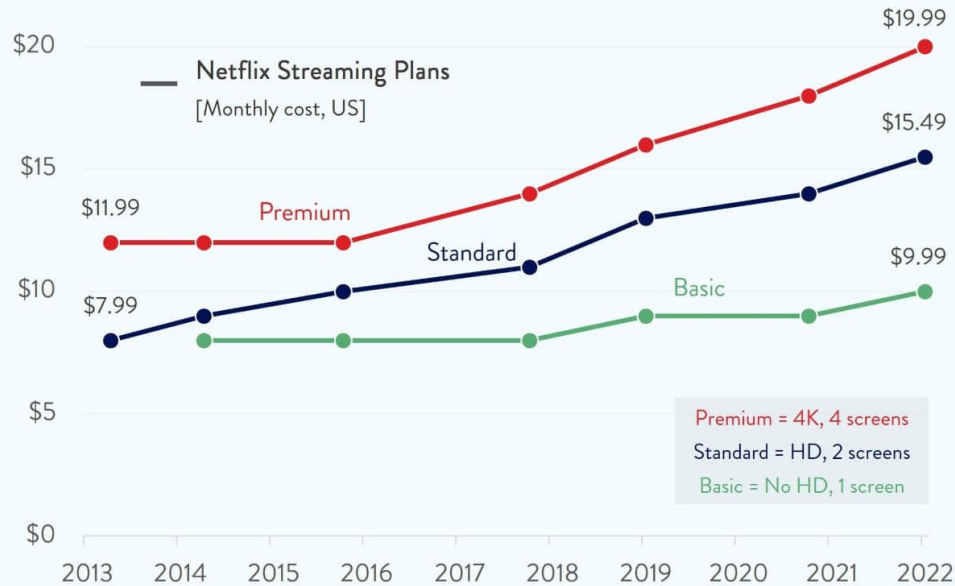
By introducing the AI chat tool, Netflix enhances its existing product offering for its current subscribers.

05

MARKETING STRATEGY

PRICING TRENDS

NETFLIX Price Rises: A Brief History



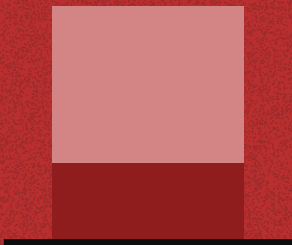
Source: The Verge, Netflix

chart

- Steady increase in pricing year-to-year, without any real value add
- Find a middle ground between Standard and Premium
- Charging a fair amount to our target given their incomes

PRICING

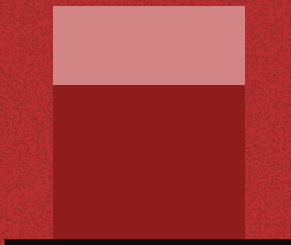
\$15.49



STANDARD

Most popular tier
2 devices, no ads

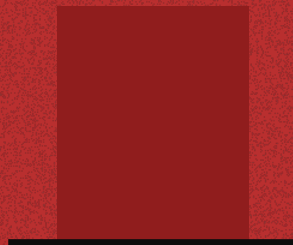
\$19.99



STANDARD+

Proposed
2 devices, AI, early
access

\$22.99



PREMIUM

4 devices, no ads, 4k
uHD

*Can add additional
accounts for \$7.99*

PROMOTIONAL STRATEGIES: DIFFERENTIATION AND OPPORTUNITIES



TIME SAVING

Average of 23 minutes
spent scrolling for
titles



NETFLIX ORIGINALS

Utilize stars and
titles to promote
product rollout



BUNDLING OPPORTUNITIES

Potential to
partner with
other services



AD FREE VIEWING

8% of users have
ad-supported
viewing in 2023:
willingness to pay
for more



USER FRIENDLY

Compatibility on
all devices
Visibility of
category codes



STUDENT PRICING

Given the target
market, could offer
student pricing at start
to generate buzz

USER FRIENDLY

"netflix.com/browse/similar/NETFLIXID"

Category Name	Category Code
Scary Cult Movies from the 1980s	2
Tearjerkers from the 1970s	4
Gay & Lesbian Psychological Movies	5
Showbiz Movies based on real life	7
Exciting Film Noir	8
Education & Guidance directed by Dean Gordon	9

- Existing library of over 4100 genres
- Currently only available on website, not visible
- Optimize browsing times and searching capabilities
- Integrate into Standard+ subscription and app

NETFLIX'S SWOT ANALYSIS



STRENGTHS

Strong global brand,
abundance of user data



WEAKNESSES

Heavily dependent on
North American market,
lack personalization



OPPORTUNITIES

Consumer search journey
becoming longer,
continuing developments
in AI



THREATS

Inflation, increase in
digital piracy, password
sharing

06

LIMITATIONS

OBSTACLES & UNKNOWN TO CONSIDER



INCOMPLETE RESEARCH

Did not use A/B testing, primary research, or algorithm testing



NEWNESS OF AI

Will require extensive product development and testing



PRICING ASSUMPTION

Unsure how the new price will affect sales of the premium plan

N

THANK YOU!
QUESTIONS?

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