Marketing Strategy for Samsung Gear S3 Smart Watch

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**Introduction**

I will market the Samsung Gear S3 smart watch. The product has excellent features and an exceptional design. The model is a new brand and is yet to make inroads in the world market. The project hereby will inform and enlighten the world on what the watch is about and why it’s the best, with the power of the internet this can be achieved through accurate strategies. The product will be marketed through popular avenues namely, the Electronics for You magazine, the New York Times newspaper, Instagram, Facebook and Amazon.com.

**The Electronics for You Magazine**

The magazine specializes in technology and offers its readers technical knowledge. It has a wide berth of readers, comprising of students, engineers, circuit design professionals, hobbyists and test and maintenance professionals.

This cohort’s approval, will create public confidence in the product. The magazine talks of vast electronic equipment, the product in the marketing will be pooled over other watch models. Considering the unique features in the Gear S3, it definitely has the edge to be among the best brands. This competition will be to its advantage.

The magazine has recorded a readership of more than half a million and is India’s bestselling magazine as noted by Dehghani & Tumer (2015). India has a high population; this speaks for itself in terms of market potential. Acquiring segments within the magazine to publish articles and images related to the product will boost sales. In this segment, information on the model and how it can be accessed will be available and information on the watch’s salient features.

**The New York Times**

The New York times is the largest weekly newspaper in the United states, it is ranked first in terms of reaching American opinion leaders. According to Tuten & Solomon (2014), its online presence attracts readers from different parts of the world it has recorded highs of over 20 million exclusive visitors.

According to Min *et al.,* (2015), The New York Times newspaper has received 122 Pulitzer awards, it has a radio station and is known for producing the most popular blogs. With this much coverage, the product can reach millions. Getting an advertising opportunity within the New York Times will be a milestone.

The New York times has a science and technology segment that is widely read, having an article on the features and brilliance of the Samsung gear S3 will be fruitful as it will be online and in the newspaper. It is the best platform for marketing the Samsung gear S3 model. This channel will push the brands uniqueness to several subscribers and readers considering the large viewership the newspaper enjoys. It is an effective way to reach the world.

**Facebook**

According Dehghani & Tumer (2015), advertising on the most visited social media platform such as Facebook is an effective strategy. The use of images with well thought captions will pull a user’s attention. The images posted on this platform will contain hyperlinks to the website hosting the product and features that facilitate easy sharing.

As a marketing strategy, experience of using the watch will be demonstrated on this site. The demonstration will be clear and precise. The Samsung enthusiasts will be eager to see what the watch has. Facebook will provide the avenue to make them know of the new product and a hyped presentation on the platform will increase sales. Engaging the social media users on conversations about the products details and answering queries will be important as it is a new product.

**Amazon.com**

Amazon.com is arguably the world most popular website where online shops are hosted it has about 700 million visitors (Tuten & Solomon, 2014). In Amazon, we can promote the product through advertisement and sell online to interested buyers. It is the hub of advertising and supports a visionary marketing strategy. The rates of advertising at amazon are friendly for new products and buyers aren’t charged.

Having an online shop at the Amazon market place where the features of the new products are well illustrated through catchy images and vivid illustration will attract new sales.

**Instagram**

Instagram is fast growing platform, it uses visuals to get the users’ attention and attract comments. The design of the Samsung Gear S3 is attractive and a well captured image will go viral on Instagram. Fashion lovers on Instagram will have something to say about the magnificence of the watch as well as they might turn out potential customers.

In Instagram, there are options to have photo adverts, video adverts, carousel adverts and story advert it also has numerous features to edit these images (Heymann, 2012). Having sassy adverts on Instagram will attract those who keep up with trends.

**Conclusion**

The Samsung Gear S3 is a new product that has excellent features. A productive marketing strategy will make it a breakthrough in the market. The EFY magazine, Facebook, The New York Times newspaper, Instagram, Amazon and other mentioned avenues are going to boost its sales. The edge being of its luxurious nature which speaks for itself, the platforms outlined above are key to reaching new markets.

**References**

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