

MKT-265 Final Project 2

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MKT-265-J1857 Social Media & Marketing Communications

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Overview: Netflix's Marketing Campaign

Netflix Facts

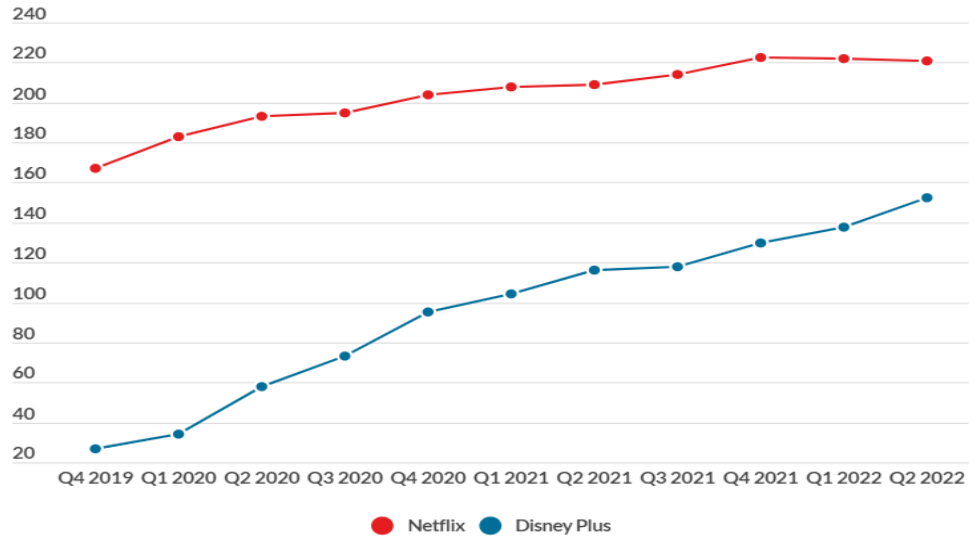
- Netflix has 84,108,839 followers on Facebook (2022)
- Netflix has 21.7 million followers on Twitter (2022)
- Netflix has 21.4 million followers on Instagram(2022)
- Netflix has 24.7 millionsubscribers on YouTube (2022)
- Netflix has currently 222 millionsubscribers (2022)
- Current Marketing Campaign “One Story Away” for September
("One Story Away' campaign celebrates the power of storytelling - About Netflix", 2022)



Demographics of Netflix Users

- 35-44 is the average age of Netflix User
- They are typically democratic, or liberal.
- 43% of Netflix's users are men while 57% are female (Remington, 2018)
- Average user makes less than \$50,000 a year
- 43% are white
- 70% have some to no college education
- 74 million subscribers in the USA and Canada, 70 million in Europe, 60 million between Africa, Asia, and Middle East.
- 31 % of the users were not paying use the Netflix Platform

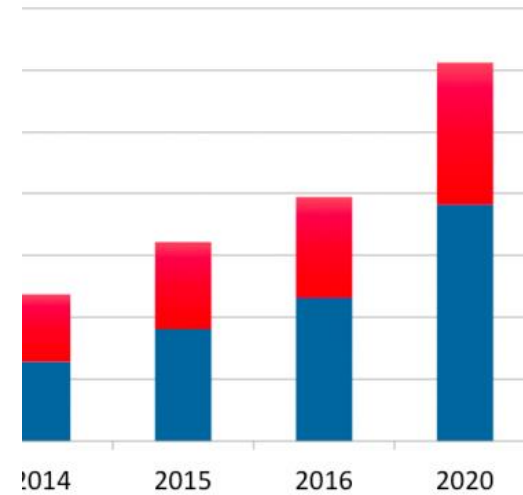
Netflix vs Disney Plus: subscribers



Note: Disney and Netflix have different fiscal years. We have pushed Disney's fiscal one quarter back to match Netflix
Source: Company data

Share

Business of Apps



■ Netflix
■ Others



Vs Others

hulu

amazon
instant video

NOW TV

apple tv

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Evaluation of Netflix's Digital Strategies

Netflix has developed a monthly marketing campaign

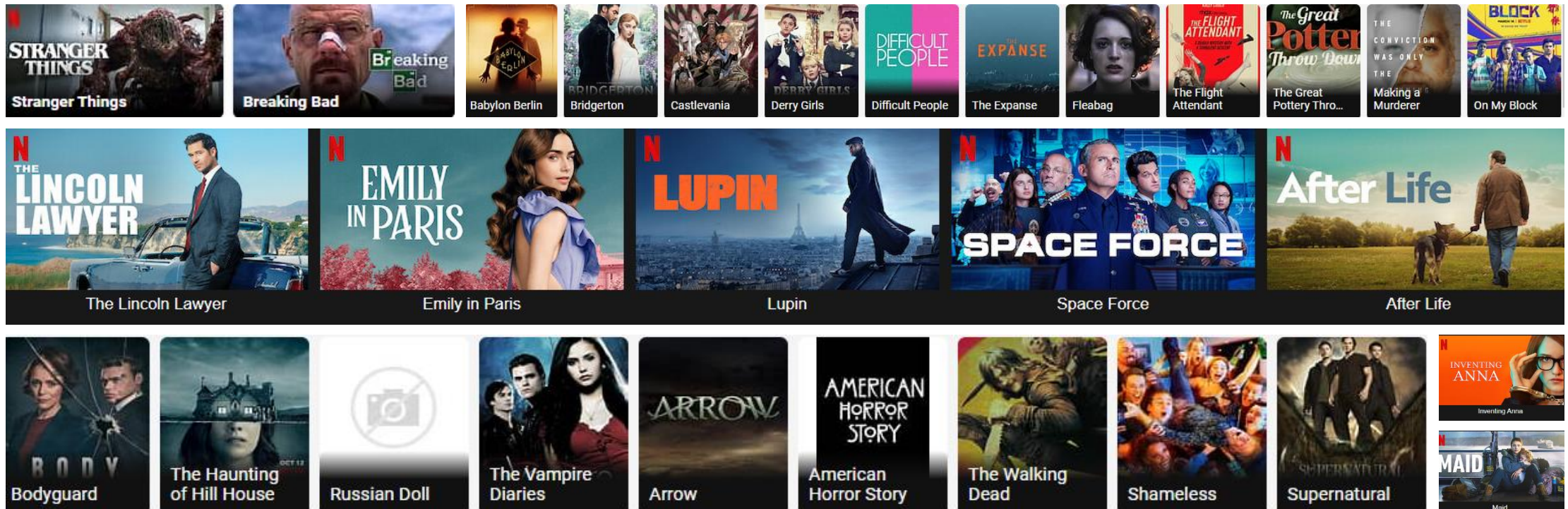
They engage with their followers

They always introduce new content

They are consistent daily with posts and responses

Their platforms offer different content

Binge-Worthy Shows



("The Best Shows To Binge Watch On Netflix Right Now", 2022)

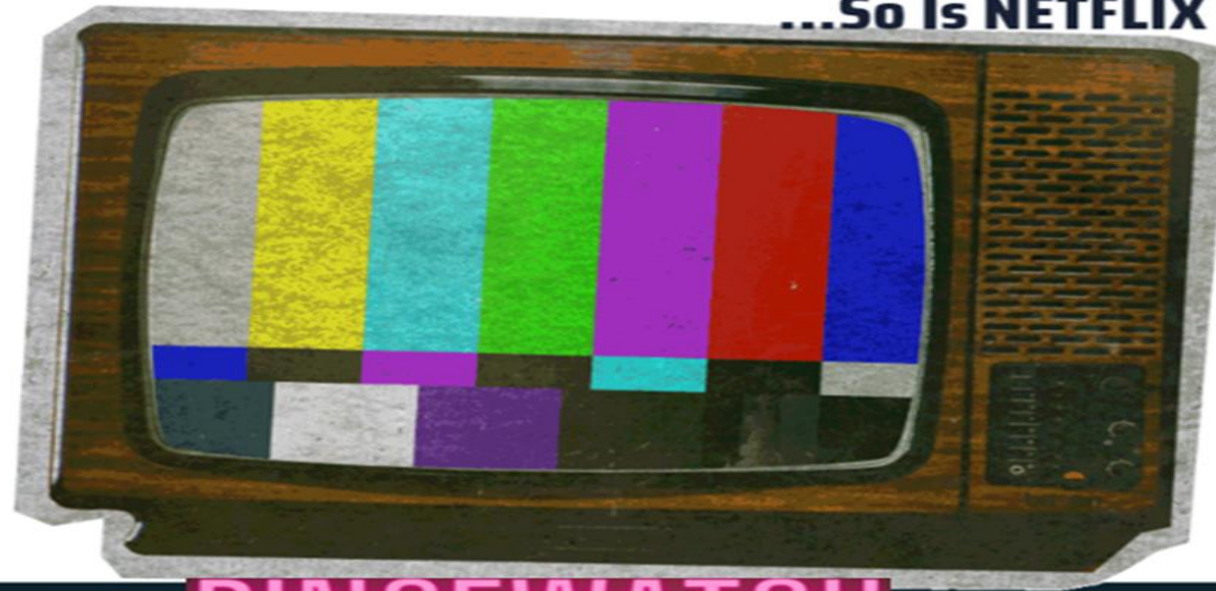


My Digital Campaign

Digital Campaign

is “Nowhere else can you watch endless shows and movies that you just can't stop watching. So, what's stopping you?” –Netflix

HONEY THE COUCH IS CALLING FOR ME
...So Is NETFLIX



BINGEWATCH

TREAT YOURSELF RIGHT...BINGE WITH NETFLIX

Digital Campaign



Digital Campaign



Digital Campaign



Overview Research



- Netflix has lost 200,000 subscribers in Q1 2022
- Q2 has been predicted loss of 970,000 subscribers
- Why is this happening?
 - Cutting off shared access to accounts
 - Multiple Streaming Platforms offered Prices
 - Not enough content
 - Not enough reach



The background features several thin, curved lines in light gray and white, some solid and some dashed, creating a sense of motion or a stylized globe.

Legal and Ethical Concerns

- Data Privacy Rights
- Emotions
- Honesty
- Don't plagiarize content
- Bias
- Crisis Plan
- Give me a like or a share

References

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The image shows the Netflix logo in a bold, red, sans-serif font. The letters are evenly spaced and have a slight shadow effect, giving them a three-dimensional appearance. The logo is centered horizontally and occupies the lower third of the page.