



Amazon Echo Marketing Plan Log

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Marketing Plan Purpose

Help you improve learning - by doing and by forcing you to step back and look at what you have done

Team Meeting Minutes

Feb 13 2017

The group agree on the project outline

1. Our market plan research started with identifying the product.
2. Amazon echo has been selected as a product.
3. After Amazon echo has been selected as a product, we decided to analyze the whole market that could affect our product. Started with gathering the information and collecting the data our market analysis covers the following:
 - Market demographics
 - Market needs
 - Market trends
 - Market growth
 - Buyer behavior
 - Customer segments
 - Competition Analysis
 - Positioning/Value Proposition
 - (TAM) Total Available Market
 - (SAM) Serviceable Available Market
 - (SOM) Serviceable Obtainable Market
4. After we gained a clear idea of how the general market can affect our product, we analysed the company in order to provide significant support to our market strategy. Our company analysis included the following:
 - Tangible assets
 - Intangible assets
 - Company Strategy
 - Amazon Prime customer behavior and preferences
 - Company partnerships
5. Analysis of the voice speaker / “voice first device” market
 - There is only one real competitor (“Google Home”)
 - Customers are unlikely to switch to a different voice platform

- The voice of the cloud, “Alexa” “Google Home”, has been integrated into complementary “smart home” controls and appliances as well as vehicles.
- 6. After the whole voice speaker market has been understood and Amazon as a company analyzed, we introduced our objectives to match with our previous research and capability. Our objectives included the following:
 - Selling 13 million additional Echo units by Jan 1st, 2021.
 - Secure marketshare of Amazon Prime customers so that they won't by “Google Home”
 - Encourage customers to use the Echo in new ways by aiding the proliferation of complementary products such as Alexa compatible vehicles, smart home devices and appliances.
 - Financial Revenues Margins Growth Rate
 - Future Revenue Growth
 - Nonfinancial Goals
 - Sales compared to new products
 - Loyalty

Should we expand and cover all three pieces of Alexa hardware? IE Echo, Tap, and Dot.

Feb 19 2017

- Added some notes on adjusting our overall strategy.
- Echo etc may disappear as other partner products integrate Alexa into their hardware.
- Use same Outline used from mid-term marketing plan, but re-structure to get to the point faster.
 - Add notes on restricting each section's length.
- Created Outline
- Assigned sections
- Feedback on Presentation: **“Make sure to calculate TAM and SAM. Clearly identify your market segments and your positioning (Chapter 7). What is the value proposition compared to competition?”**

Feb 21 2017

- Uploaded some Amazon corporate and Echo articles for review
- Group started filling in the marketing outline with some ideas for content
- Group agreed to meet on Sunday at 2pm
- Will have a draft ready on Tuesday
- Planned to take responsibility for completing our own sections and collaborating with others in order to complete their parts that require data that depends on other sections being completed

Feb 26 2017

- The group proposed that Alexa needs to penetrate into the car, airport, and aerotropolis, in addition to the older strategy of penetrating into the home.
- Alexa in the airport and aerotropolis will be the beachhead for the business markets
- The group proposed leveraging the INRIX partnership in order to partner directly with car manufacturers and their autonomous vehicles
- The group proposed partnering with airlines to use Amazon services as a medium for customer entertainment, navigation, and information in order to reduce their overhead costs and increase their customer satisfaction
- The group proposed partnering with U.S. cell phone carriers to preinstall Alexa in smartphones
- The group proposed using Amazon's "word of mouth" marketing strategy and thus market to "opinion leaders" who use airtravel. Amazon customers have a profile that is similar who "opinion leaders"
- The group proposed integrating Alexa in government infrastructure ASAP before Google does. Governments are increasing vehicles purchases/lease by 20%, INRIX is critical for vehicle routing. Car manufacturers are marketing to governments now.
- Questions about the Budgeting and Control section, but that is dependant on the other sections being completed beforehand. Group agreed to do research on how this section is to be done

March 5 2017

- Researched opinion leaders. Found report of computers simulation concluding that highly sociable opinion leaders area good for fast diffusion. On the other hand, opinion leaders with connections that run far and deep are best for maximum cumulative diffusion. Will now research what kind of people have the farthest and deepest connections. Probably just the airport customers are enough

March 7 2017

- Met early to clean up presentation
- Discussed budgeting options - not enough time or know-how to fully detail the cost for each of our marketing activities. Would make excellent further research.