

MARKETING STRATEGIES AND BRAND POSITIONING: STARBUCKS

Vinnytsia National Technical University

Анотація: У статті розглядаються маркетингові стратегії Starbucks як одного з найбільш впізнаваних світових кавових брендів. Аналізуються ключові принципи бренду, маркетингові інструменти та особливості презентації бренду. Особлива увага приділяється позиціонуванню бренду та глобальному маркетинговому підходу компанії.

Ключові слова: маркетингова стратегія, позиціонування бренду, Starbucks, ідентичність бренду, глобальний маркетинг, клієнтський досвід.

Abstract: The article analyzes the marketing strategies used by Starbucks to maintain its strong brand position in the global coffee market. The main brand principles, marketing approaches, and features of brand presentation are discussed. The role of emotional branding, digital marketing, and global brand expansion is also considered.

Keywords: marketing strategy, brand positioning, Starbucks, brand identity, global brand, customer experience.

Introduction

Marketing plays a key role in the development of modern global companies. Strong marketing strategies help businesses build a recognizable brand, attract customers, and maintain competitive advantages in the market. One of the most successful examples of effective marketing is Starbucks. The success of Starbucks is largely based on its innovative marketing strategies, emotional branding, and unique positioning in the global market.

Statement of basic materials

Starbucks is an international coffee company founded in 1971 in Seattle, USA. Today the company operates thousands of coffee shops in many countries and is known not only for its products but also for its strong brand identity and customer experience. Starbucks uses several important marketing strategies that help the company remain one of the most recognizable brands in the world.

One of the key strategies is *emotional branding*. Starbucks does not simply sell coffee; it sells an atmosphere and a lifestyle. The company focuses on creating a comfortable environment where customers can relax, work, or socialize.

Another important element is *personalization*. Starbucks is known for writing customers' names on cups, which creates a feeling of individuality and personal attention. This simple strategy strengthens customer loyalty and improves the brand experience.

Digital marketing also plays a significant role in Starbucks' strategy. The company активно uses mobile applications, loyalty programs, and online ordering systems. These tools allow customers to order drinks in advance, collect bonus points, and receive personalized offers.

Starbucks also invests heavily in *content marketing and social media promotion*. The brand actively uses platforms such as Instagram and other social networks to promote seasonal drinks, share brand stories, and interact with customers.

Another important marketing aspect is *brand principles*. Starbucks focuses on quality, sustainability, and social responsibility. The company supports ethical coffee sourcing and environmentally friendly practices, which strengthens the brand's reputation.

The company's *market positioning* is also unique. Starbucks positions itself as a premium coffee brand that provides high-quality products and a special customer experience rather than simply selling beverages.

Finally, Starbucks successfully presents its brand on the global market. The company operates in many countries while adapting its menu and marketing strategies to local cultures and preferences. This approach helps Starbucks remain a global brand while still being relevant to local customers.

Conclusion

In conclusion, Starbucks demonstrates how effective marketing strategies can help create a strong and globally recognized brand. Emotional branding, digital marketing, personalization, and a focus on customer experience are key elements of the company's success.

The brand's commitment to quality, sustainability, and innovation allows Starbucks to maintain its leadership position in the global coffee market. As a result, Starbucks remains one of the most influential examples of successful marketing and brand management.

REFERENCES

1. <https://www.starbucks.com/about-us/>
2. <https://stories.starbucks.com/>
3. <https://www.forbes.com/sites/greatspeculations/2018/03/27/starbucks-marketing-strategy/>

Рудницька Тетяна Григорівна – старший викладач кафедри іноземних мов, Вінницький національний технічний університет, e-mail: rudnytska@vntu.edu.ua

Сазонова Марія Олександрівна – студентка групи 2MP-246, Вінницький національний технічний університет, e-mail: sazonovamasha21@gmail.com

Rudnytska Tetiana Hryhorivna – an Assistant Professor of Foreign Languages Department, Vinnytsia National Technical University, e-mail: rudnytska@vntu.edu.ua

Sazonova Mariia Oleksandrivna – student of group 2MR-246, Vinnytsia National Technical University, e-mail: sazonovamasha21@gmail.com