

# AMAZON

Amazon has a variety of users all over the globe. Launching Prime membership in 2005, users have the opportunity to avoid the long shipping method. Along with quicker shipping Amazon Prime also offers other unique benefits to each subscriber. Within the last few years the memberships have almost doubled.



## USERS



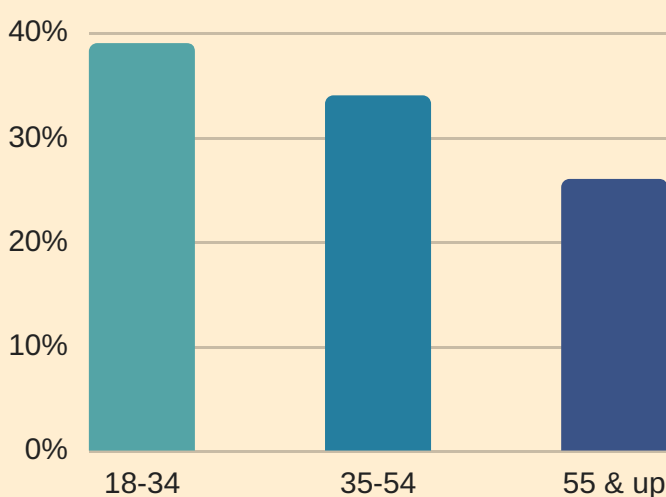
- College Students
- Stay-at-Home Mothers

## INFLUENCERS

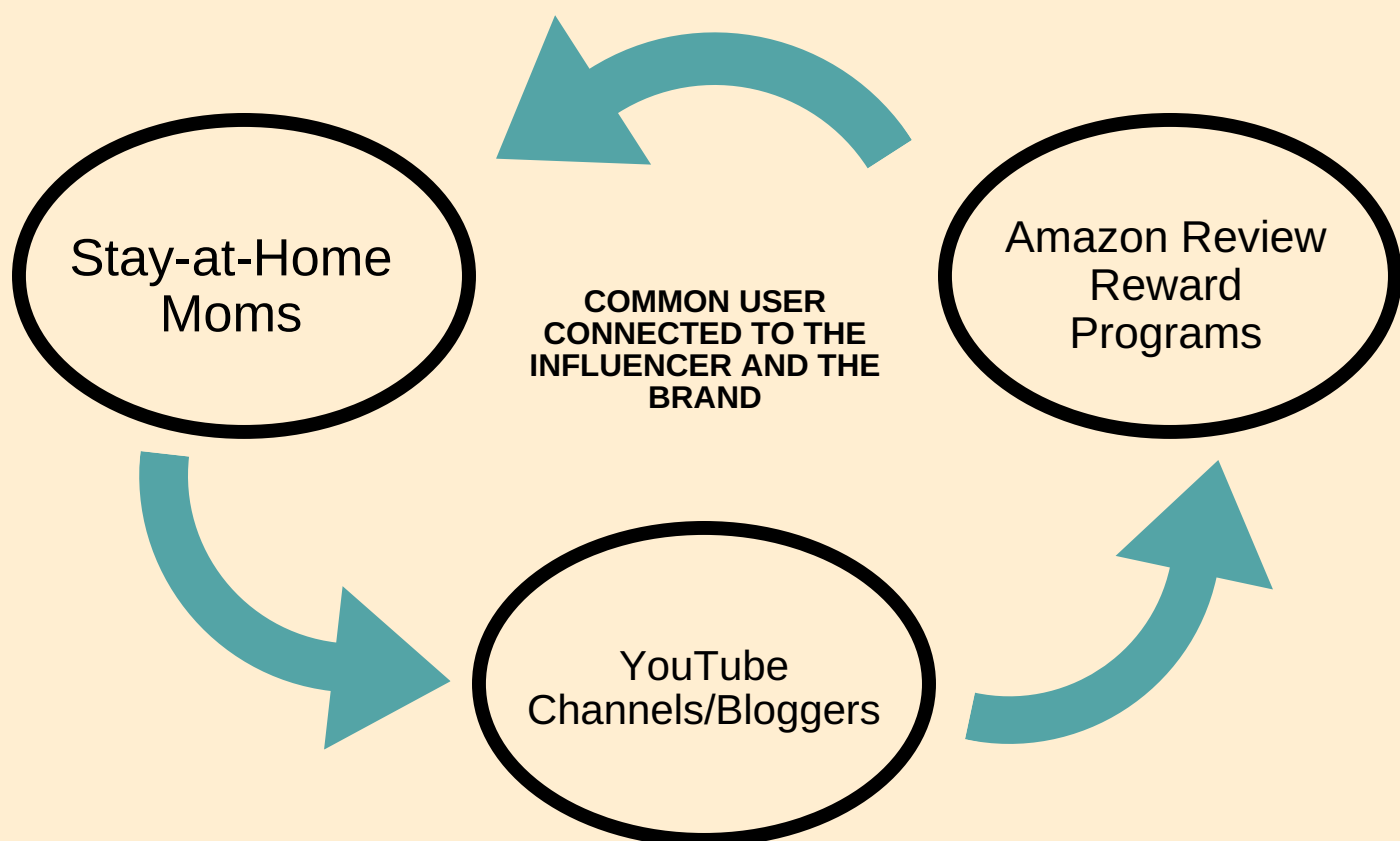
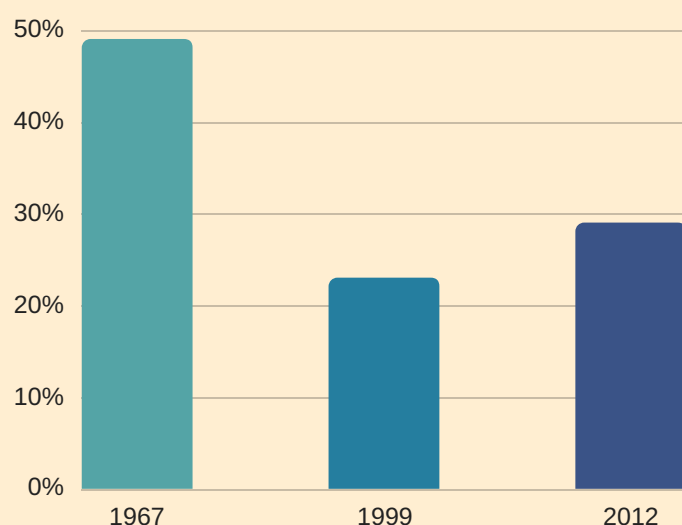


- YouTube/Bloggers
- Celebrities

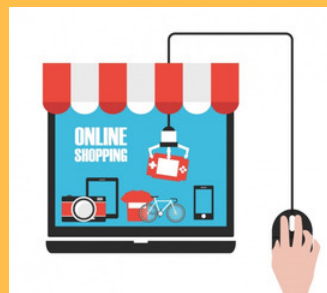
Distribution of Amazon Prime Memberships by age (2017)



Stay-at-Home Moms in the U.S.



## MARKETING OPTIONS:



- CREATE A PROGRAM TO ENCOURAGE THE COMMON USER TO PROMOTE PRODUCTS FROM AMAZON AND RECEIVE INCENTIVES
- GIVE FREE OR TRIAL PRODUCTS TO USER TO SHARE WITH OTHER USERS VIA SOCIAL MEDIA
- HOST EVENTS, LIKE A PRODUCT EXPO WILL ALLOW THE COMMON USER, TO SHOWCASE THE DIFFERENT PRODUCTS THEY HAVE USED FROM AMAZON, WHICH LEADS TO OTHER USERS WANTING TO JOIN