

HIGH FIVE OR SIMPLE SECRETS OF DOMINO'S SUCCESS

Have you ever thought on why you buy this or that product? What influences your decision? Is it a convincing advertisement? Do you buy a good based word of mouth? Large companies put much effort capturing more market share. These companies show really strong marketing management. One such great example is Domino's, which stays ahead the game in the pizza delivery business. We are going to discover the five best examples of their marketing strategy.

Faster than ever

Domino's' story started in 1965 when two brothers, Tom and James Managan, opened a small pizza place. They became the first company incorporate a policy to deliver pizza within 30 minutes or the customer doesn't have to pay. This simple promise helped them to communicate the main idea of the company: "fast delivery with an excellent choice".

"Mommy, I want only this pizza!"

By the way, the idea was then mentioned in Ninja Turtles movies and cartoons. Children loved Ninja Turtles, even asking their parents to buy them the same pizza the character, Michelangelo, adored (pepperoni, smoked ham, pineapple, and jalapeño). Here is a great example of product placement. Few people able to say "No!" to their kids.

It's a good choice for every event

Another great campaign which helps influence buying decisions is their claim that Domino's "the official pizza of everything". The aim was to give an idea that Domino's is a perfect choice big and small events, including family gatherings and even weddings. Their "official food of recovery" after New Year's campaign caused a real buying spree on holidays.

Being on the ball

Domino's is not just the company that delivers products fast, it is the one that introduces innovative digital solutions. They launched an app that helps people order pizzas then track the process the moment of the order being placed to then delivered at your doors. Moreover, it remembers your favourite choices therefore making the delivery process really fast and convenient. To make it even attractive, they made some commercials with celebrities, such as Eva Longoria or Richard Sherman, endorse Domino's by ordering with the help of different gadgets: smart TV, smart watch, Twitter etc.

Showing respect is a key point of success at international market

Being presented in 85 countries, the company has identified the right strategy on international market well. They target their menu according to the typical preferences of the countries or regions. They carefully choose their set of products in every country, for example, you are not able to order pizza with toppings made of beef in India. They replace the meat of the holy animal spicy chicken options.

