



# MARKETING TACTICS USED IN NETFLIX

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**Abstract:** This study tried to analyze different marketing tactics used in most widely used online platform, Netflix. The problem of the study is stated as “Marketing tactics used in Netflix”. Content Analysis method was used to find different strategies used in it. Different mode of marketing strategies was identified initially. Later they were analyzed separately in Netflix app. The study identified about 13 tactics used in Netflix app including colour psychology, font and writing style, mere exposure effect, that’s not all technique, cliff hanger method, affect heuristic, scarcity heuristic, social proof marketing, usage of eye contact, personalization, reverse marketing, availability heuristic.

**Keywords:** Tactics, Netflix tactics, Marketing strategies, Colour psychology, Font style

## 1. INTRODUCTION

Netflix is an American media production and service company located in Los Gatos, California. It was founded by Reed Hastings and Marc Randolph in 1997 to enable users to watch a variety of TV shows, including documentaries, movies, TV series, etc. Netflix gave users unlimited viewing of content without watching a single advertisement. Marketing strategy is used by different companies to work with consumers. It is also used to educate customers about the company's features, specifications, and benefits. It essentially focuses on encouraging the target audience to purchase those specific products and services. Identifying the target audience is a basic and necessary step in choosing a marketing strategy. Providing appropriate demographic information help to choose the marketing plan that suits a particular business. Creating a hypothetical process of buying is also good to test audience. Once the buying behaviour of a target audience is understood, a more appropriate marketing strategy can be chosen. Many psychological strategies are used when marketing the Netflix app. There are some suggestions that marketing should be defined as applied business psychology. The essence of marketing is firmly rooted in the context of motivational needs. The concept assumes that the various efforts and goals of marketing professionals are aimed at achieving beneficial results for all participants involved in marketing communications. The main purpose of marketing is to play a beneficial role in helping consumers meet their needs, so as to ensure that the communication relationship between consumers and the organization works well. Perception is a series of mental processes that enable people to experience and conceptualize their environment through the active cognitive process of choice, organization, and interpretation. The original sensory information received by the sensory system allows vision, hearing, taste and touch to be understood based on a person's innate ability, previous learning and past experience.

### 1.1 Aim

To analyze the marketing tactics present in Netflix app

## 2. METHOD

### 2.1 Materials

2.1.1 Collection of materials regarding Netflix app in printed form

2.1.2 Paper

2.1.3 Pencil

## 3. PROCEDURE

Different mode of marketing strategies was identified initially. Later they were analyzed separately in Netflix app.

## 4. RESULTS

13 marketing tactics were identified and they are shown in tables

**Table.1. Identified marketing tactics**



Contents Tactics	Logo	Email	Pop up notifications	Advertisements	Hoarding	YouTube notification
Color psychology	present	present	present	present	present	Present
Font and writing style	present	present	present	present	present	Present
Mere exposure effect	present	present	present	present	present	Present
That's not all technique	nil	present	present	present	present	Present
Cliffhanger method	nil	present	present	present	present	Present
Affect heuristic	present	present	present	present	present	Present
Scarcity heuristic	nil	present	present	present	present	Present
Social proof marketing	nil	nil	nil	present	present	Nil
Usage of eye contact	nil	present	present	present	present	Present
Personalization	nil	present	present	present	Nil	Present
Reverse marketing	nil	present	present	present	Present	Present
Availability heuristic	nil	nil	present	present	Present	Present

Table.2. The tactics analyzed in Netflix app

Color psychology	Font and writing style	Mere exposure effect	That's not all technique
Logo of Netflix can provide strong emotions like attention and power	Netflix has its own font size= Netflix sans= gives unique identity Crown= serif style =traditional, respectable Luke Cage = Decorative font = bold Ozark = serif font = money sign Dear white people = Serif bond= challenging, critical Black mirror= proxima nova bold=creepy feeling	Notifications in you tube, mobile phone, pop up notifications, hoardings, direct mails and websites	30 days trials No annoying contacts Download and go which saves mobile data Unlimited entertainment at low prices 3 different packages are available



**Table.3. The tactics analyzed in Netflix app**

Cliffhanger method	Affect heuristics	Availability heuristic	Scarcity heuristic	Social proof marketing
Contains mostly series which evokes anxiety	Netflix provides a positive environment for audience	Repeated advertisements	Notification and recommendations about movies which is not offered by others  No screenshots  Netflix productions	Obama and michelle produced contents for netflix

**Table.4. The tactics analyzed in Netflix app**

Usage of eye contact	Personalization	Free sample marketing	Reverse marketing
Present in posters, advertisements and notifications	Personalized recommendations and offers through email, pop up, you tube recommendations	Free trial for 30 days	Television advertisements, Magazine, hoardings, Online media

**5. ANALYSES**

The purpose of the study was to analyze the marketing tactics used in growing trend app Netflix. Netflix is an American media-services provider and production company headquartered in Los Gatos, California, founded in 1997 by Reed Hastings and Marc Randolph in Scotts Valley, California.13 marketing tactics was identified initially and they were analyzed in Netflix app separately. The 13 tactics are color psychology, Font and writing style, Mere exposure effect, reciprocity or that’s not all technique, cliffhanger method, Affect heuristics, availability heuristics, scarcity heuristic, social proof marketing, usage of eye contact, personalization, Free sample marketing and reversible marketing. Color plays an important role in how you view your brand. The importance of color will help you better attract and keep in touch with ideal customers. Color psychology can be used to create strong and recognizable brands. They think and act based on the brand and how they interpret the information. The first analysis was conducted on the Netflix logo. Its logo is presented in red capital letters on a black background. Red can attract attention. The meaning of red is related to excitement, passion, danger, energy and action. In color psychology, red is the strongest color, so it can evoke the strongest emotions. Red can also be dangerous, so use color with caution. It is a very powerful and vibrant color that reflects our physical needs, whether it is an expression of love or a symbol of fear, fear and survival. Red is also very exciting. A color can represent friendliness and strength, but it can also be demanding and aggressive depending on the context. Black is a popular color in the retail industry. In color psychology, the meaning of black is a symbol of mystery, power, elegance and sophistication. It is also a popular text color because it is an easy-to-read color. The next tactical assessment is about the font and writing style used in the Netflix application. He discovered that they had opened a new font called Netflix sans for their logo. They choose to create its own signs because it gives its own identity and uniqueness to the app which is attention seeking. The writing style and typography were also evaluated between the presentations of movies and TV series provided by the app. There are comedies, dramas, science fiction, epics, puzzles, and action movies, but there are so many different shows to choose from, and these shows need a unique appearance to fascinate the audience. Television series like The Crown, with a serif title gives it a "traditional and respectable appearance", just like the royal family itself. Luke Cage has a decorative font that requires bold letters on the cover of the comic. When we watch the show, we can see that the granite letters are very suitable for the bulletproof heroes of Harlem. The Ozarks signature "Z" stands for banknotes. Here, they carry the message they are trying to convey. Dear white people", use the title, serif. The font praises the boldness of the show and the theme of challenging and criticizing social norms. The "Black Mirror" poster uses a special sans serif font to give the show a creepy feel. A modern font with a crack in the middle indicates that something in the technology is broken. It also reveals the impact of a mere exposure effect. This means that merely repeating information will produce a sense of familiarity and a more positive attitude towards it. Netflix creates a sense of familiarity in us through several ways like notification in you tube and mobile phone, pop up notifications, hoardings, individual mails and advertisements. This enables the user to choose Netflix over other entertaining apps. That’s not all is another technique gaining compliance in which requesters offer additional benefits to target people before they have decided whether to comply with or reject specific requests. Before deciding whether to allow or deny certain requests, people will give some people extra benefits. Netflix is using this strategy to provide some discounts before subscribing,



such as a 30-day free route. They offer about three subscription packages, ranging from 500 to 800 per month. They mentioned that Netflix offers unlimited entertainment at low prices.

A cliffhanger method is a type of narrative or action device in which the ending is strangely abrupt, so that the protagonists get into a difficult situation without offering a solution to the conflict. It can have more than two seasons. Netflix has several of its own film and series releases. It causes a lot of concern among users about subscribing again in the future. The affect heuristic includes how we feel and then think. Netflix takes advantage of this strategy by providing a positive environment to appeal to audiences to think positively about the offers. By opening the application, individuals get an environment that suits their personal preferences and choices. The availability heuristic is a mental shortcut that relies on immediate examples that come to mind to a particular person evaluating a particular topic, concept, method, or decision. This strategy is used by Netflix in a way that generates repeat ads and online media marketing. Users will have their first Netflix preference when it comes to entertainment. The scarcity heuristic is a mental shortcut that assigns a value to an item based on how easily it can be lost, especially to competitors. The scarcity heuristic is based on the idea that the more difficult an item is to acquire, the more value that item has. This tactic is discussed when there is a Netflix release of series that cannot be found in any other application. Screenshots are restricted. It provides notifications of the latest movies and series not offered by others. People tend to imitate others. The actions of other people give us intel in any given situation. Social proof is a key persuasion principle to make our decision-making easier. Social proof is strongest when we are not sure what to do or what to do. Social Proof can be analyzed on Netflix. Recently, Barack Obama, the former President of the United States, and his wife Michelle Obama unveiled their first projects in development with Netflix that will have a greater impact on viewers as they are the most favorable personalities. The use of eye contact is another tactic that is analyzed. We can see this technique in all Netflix posters and advertisements because it exerts an influence on the users who attract it. Personalization can also be seen on Netflix, here preferences for each individual customer are offered and unique offers make their profit increase. Free sample marketing is another important tactic that is being discussed. Netflix offers 30-day routes to anyone new to Netflix. Reverse marketing is another technique that is being discussed on Netflix. This helps them to get customers to seek out business rather than seeking them. It can be seen mainly in magazines, television commercials, print media, and online.

## 6. CONCLUSION

It seems to have about 13 tactics identified in Netflix. Color psychology, font and writing style, mere exposure effect, personalization, heuristics, and cliffhanger method are major tactics used in Netflix for their growth and development

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