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Love them or hate them, you definitely know them because Starbucks is the world's largest coffee brand, with over 30,600 stores in 80 countries. To make this happen, Starbucks has created a strong identity and consistent product with powerful messaging. The company started in 1971 as a coffee roaster opposite Pike Place Market in Seattle, and it wasn't until 1984 that they opened their next store, but they've grown at an incredible pace ever since. A good reason for the company's growth is that Starbucks' marketing strategy has created a cult brand and identity. Starbucks is a global network because they listen to their customers and keep their identity first all they do. Starbucks started as a roaster in 1971 when three students opened a store. Howard Schultz was a client in 1981 and became part of the company a year later. In 1983, Schulz went to Italy and fell in love with coffee culture in the country of espresso. He loved how the Italian cafe scene felt that the cafe was the third place between work and home - an extension of the house but also a community. Schultz left Starbucks that same year to start his own company, Il Giornale Coffee House. When Starbucks went on sale with eight locations in Washington and Vancouver in 1987, Schultz secured some financial assistance from Bill Gates Sr. and Starbucks age Schultz went full steam ahead. The Starbucks brand has also bought several companies that are considered their competitors, such as Teavana, Seattle's Best Coffee, Torrefazione Italia and La Boulange Bakery. Tazo Tea is another example of Starbucks' industry dominance: they bought the brand in 1999 for \$8.1 million and sold in 2017 to Unilever for \$384 million. They have always tried to make customers feel welcome and made friends with friendly baristas with a safe and comfortable environment to relax and work. Starbucks prides itself on its social stance, too, and has long been a proponent of hiring veterans, using sustainable coffee, attending Earth Day, advocating for charities and more. Winner of the World's Most Ethical Company Award for 11 consecutive years, there may not be a company more aware of its identity than Starbucks. From the early days, their beverage manufacturers were known as baristas, just as they would have been known in Italy. This has set the company apart for a long time, but now it's the usual cafe jargon. There's a precision that consumers have come to expect from Starbucks, knowing that they can visit any place in the world, and that high Americano or Grande Mocha Frappuccino done in the same way. It all depends on them which is where Starbucks is even more prominent than McDonald's about how carefully they train their team and exactly how they prepare their products. Starbucks created that community feeling in its stores early on, offering its employees a full medical while working more than 20 hours a week, as well as stock options and other incentives that showed them that they were valued as employees. They kept employees longer, too, creating better relationships with their customers, which further helped cement the company's brand in third place. Today, employees are still supported in a way that goes far beyond most companies - they are often encouraged to continue their education or further training. Starbucks always focused on ingesting people rather than coffee experts because although they couldn't make anyone likable, they knew that their in-depth training would build coffee knowledge. The company's training is the answer is illustrated by its rare but bold option of closing every American place to study, as it did in 2018 after a scandal erupted at one of its stores in which SBUX admitted that they had let people of color down. They closed 8,000 stores during the day and taught the diversity of every barista in America. Ten years ago, in 2008, shops closed for the entire day of Espresso Excellence Training. CEO Howard Schultz wrote in his autobiography that no matter how big Starbucks has grown: The only number that matters is one. One cup. One client. One partner. One experience at a time. And it is the spirit that has kept its customers loyal, year after year. Starbucks has understood the value of social media from the early days. They were early social and saw it as an opportunity to continue to build relationships and hear their customers. This is something Starbucks has done well since the early days - they have always been talking to customers to see what they enjoyed or were disappointed in the store visit. But now, social gives them a way to connect one-on-one, around the world, all hours of the day. The company has adopted all channels - Twitter, Facebook, Pinterest, Instagram and it goes - and they don't leave it as a job for some interns to handle; they realized that this is a new way forward with connectivity and marketing. Starbucks is succeeding in capitalizing on its user-generated content on its platforms by sharing photos of its fans' drinks and Starbucks-related experiences. More importantly, they use social listening firms to monitor all Starbucks mentions online, intercede and interact with consumers online, and to manage their online communities. With such online monitoring, they don't just keep customers happy, they learn that stores satisfy consumers. They also hear reviews about drinks, food, apps, service and everything else doing that means they learn about what works, what

doesn't, and what might be a lucrative new direction to move in. Starbucks has always been at the forefront of innovation in retail, coffee and branding. One look at their social media history makes this clear. The Internet is off or off, as long as the company exists, they have been constant on their branding, logo and third place, as well as their proximity to continuing conversation with their customers. They've done all that with just a few dozen stores and they're still doing it with 31,000 stores. Today, almost every store or restaurant has smart gift cards available for purchase, but Starbucks was one of the first adopters of this brilliant gift-supported technology. And the marketing team hit the home run, too, urging the public to say it with Starbucks, a slogan that is now the backbone of the company's massive social gift strategy has been rolling out in one of the newest but most important markets of 2019 for them - China. Another area where Starbucks wisely got a jump in the market was in having proprietary apps. The company has spent a lot of money for the top-tier team to develop an intuitive smart app that receives raves from users, with a rating of 4.6 on the Apple Store of more than 27,000 users. The smartphone app has now evolved into a point where it tracks points, logs and tracks customer cards, sets orders and even allows customers to pay with the app in the store. Allowing consumers to order in advance to have their order ready means optimizing staff time and reducing frustration with those who are the most loyal consumers, making sure they keep coming back. Compared to 2019, about 20% of purchases were made through the app. Rewarding loyal consumers have always been stocks in trading at Starbucks. Starbucks' loyalty program is a genius because it rewards customers by giving them points for its system, something that has kept customers coming back again and again since 2009. But while other companies are making rewards programs more stringent, Starbucks has doubled its loyalty program by increasing its reward options, increasing the points earned from one per visit to two per dollar (2016) to now make it easier to use. In 2019, the company announced it would allow easier foreclosures on more items with lower thresholds, like the ability to get a taste shot at 25 points or a bakery treat for 50. The company believes that to do Easier to use and more reliable in rewarding can encourage more people to join the program. The result of this is that people believe they can pay forward to future indulgence by spending money to get points today. It's This. Now - keep a later mentality in part why loyalty rewards members make up 40% of Starbucks sales in U.S. stores. That's why Starbucks is leading a membership train through China, encouraging the world's largest market to buy into Starbucks' loyalty rewards program. With 17.2 million active members, they have proven that rewarding customers really keep them loyal. For some, there are only two times a year for Starbucks: pumpkin spice lattes being and a sad time when there are no pumpkin spice lattes. By keeping things rolling with different seasonal starts, a magical week or two Frappe Hours and other temporary meals and drinks, it is often a reason to prioritize a drop in Starbucks. Starbucks does frequent product tests, too. Specialty drinks can become a hot topic on social media like Unicorn Frappuccino, which went viral in 2017 and has so far been talked about, with articles like Will Unicorn Frapp return this year?, despite being in stores just days away. The company also launches special meals and other retail purchases that can only be for a short time, forever deploying new mug designs or special coffee roasts. By doing this, they make the Starbucks grocery line and store shelves a great place to browse. When delving into Starbucks' marketing analysis, this example of how listening to your customers is the key to being the best you can be. Their customers complained about long queues and busy stores, and Starbucks heard it and made an industry-leading proprietary app that would compromise life - order ahead, pay quickly, get a reward that accounted for 16% of orders and payments in just one quarter of \$6.8 billion in 2019. Starbucks is easily one of the best-selling companies in the world and they are the true leaders in showing how to maintain an existing customer base through service, spirit and messaging. They thought about what kind of company they want to perceive as, too, supporting veterans, LGBT people and other members of society, as well as all kinds of social causes. By constantly listening, attracting, rewarding and luring its audience, Starbucks is one of the strongest and still growing brands in the world. 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