

MARKETING STRATEGIES OF STREAMING PLATFORMS

TAKING NETFLIX AS AN EXAMPLE

THIS ARTICLE EXAMINES NETFLIX AS A CASE STUDY AND INVESTIGATES ITS MARKETING STRATEGIES IN TAIWAN, BASED ON LITERATURE REVIEW, FINANCIAL ANALYSIS, AND USER SURVEYS. THE AIM IS TO SUGGEST IMPROVEMENTS THAT ENHANCE CUSTOMER EXPERIENCE. JOIN US AS WE EXPLORE THE SECRETS BEHIND NETFLIX'S SUCCESS AND ITS FUTURE DIRECTION IN THE EXCITING WORLD OF AUDIOVISUAL ENTERTAINMENT.

The issue of parasitic accounts

Implement countermeasures.

The monthly fee is too high

Price optimization.

Big data analysis of preferences.

Enhancing customer loyalty.

Social media engagement.

Being close to people's daily life.

Understanding customer needs.

Developing new services.