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Project on Casper

Casper Marketing Strategy

Casper is a private, e-commerce company in the United States that sells mattresses online. It was founded in 2013 and started selling the product on January 2014. By that same month, they raised 1.85 million and made 20 million in 10 months without having and spending a lot of money in advertisement as much as in others mattresses company. It have been one of the most successful mattresses company in the United States due to its marketing strategy. Although they sell the mattresses online, they have showrooms in Los Angeles and New York to bring the product closer to the customers. Their biggest priority is the satisfaction of their customer. Its strategy is based on customer service and policies, quality and delivery. According to cbsnews.com, the founder of the company Philip Krim stated that “the biggest thing that will separate Casper from the competition is the speed at which you can pick out a mattress online and then have it in your home”. Casper company tries to satisfy the customers by delivering the mattress at the same day of the purchase in New York by Uber or bike and nationwide only takes from 1 to 5 days with free shipping. Also, for portability, the mattresses are compressed to fit into a box which makes the delivery easier. In addition, their customer service team and their return policies are some of the things that have made them successful. For example, according to

marketwatch.com, “Casper has a fun, tailored social-media strategy that includes posts of sleep-related articles, responding directly to customers — even gifting bottles of Champagne and a beer helmet as a Valentine’s Day promotion”. Also they provide the customers 40 days to return the product with full refund. The mattresses quality is another characteristic that makes them successful which consist of dunlop latex foam, memory foam, and polyurethane support foam. The company also do research to know what they are doing right and what they are doing wrong to make better satisfactions. In addition, for their company, they try to hire candidates that has had successes as well as failure because they learn from these experiences. Casper company is related to chapter six because they used Business to Customer marketing since they sell the product directly to the customers. Also, they incorporated the term micro marketing by targeting their product in one area which is New York City and satisfying the similar needs of new yorkers.