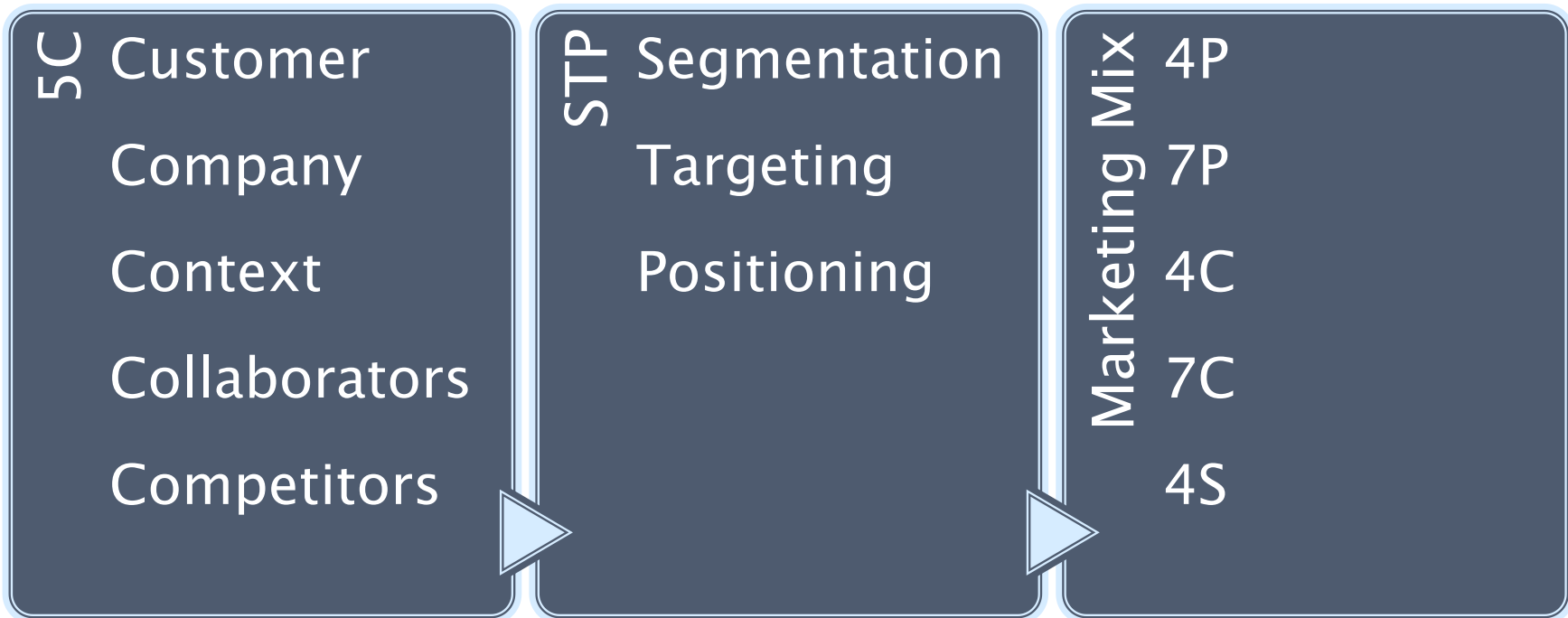



# Marketing Mix

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# Marketing framework



# What is marketing mix?

- ▶ The Marketing Mix is one of two interrelated components of strategy
  - ▶ The Marketing Mix is a set of controllable and interrelated variables that a company assembles to satisfy a target group better than it's competitor.
  - ▶ Marketing Mix strategy is choosing and implementing the best possible course of action to attain the organization's long-term objectives and gain competitive edge.
- 

# 4P – basic marketing mix

- ▶ Oriented on product
- ▶ Developed by E. Jerome McCarthy in 1960
- ▶ Used in many companies even today
  - Strictly product oriented
  - One way approach
- ▶ Is difficult to use it in service oriented companies

# Product

To satisfy the needs and wants of the target market.



# Price

To make the product affordable to the target market and reflect the value of benefits provided.





# Place

To make the product conveniently available to the target market consistent with their purchasing pattern.



# Promotions

To build and improve consumer demand. Promotions has four components called the Promotions Mix as follows:

- Advertising – to effectively inform and persuade the target market
- Public Relations – to offer a positive image of the company and the brand
- Selling – to get the customers buy
- Sales Promotions – to convince customers to buy immediately





# 5P

## People

They are the target consumers of the company.  
They are the ones who are the consumers  
They sell the products



# 7P


## Physical Appearance (Evidence)

Physical appearance is the first distinction of a product. A product could be easily recognized by it's appearance.





# Web marketing mix

- ▶ Created by Efthymios Constantinides in 2002
  - ▶ Oriented to the development of web pages
  - ▶ Reaction to the independent IT industry
  - ▶ Used by web and IT oriented companies
  - ▶ Using 4S
- 

# Scope

- ▶ What is our market?
- ▶ Who are potential customers?
- ▶ What are the main roles on web?





# Site

- ▶ What does customer expect from web?
- ▶ Why will customer use the web?
- ▶ What does customer motivate to come back?



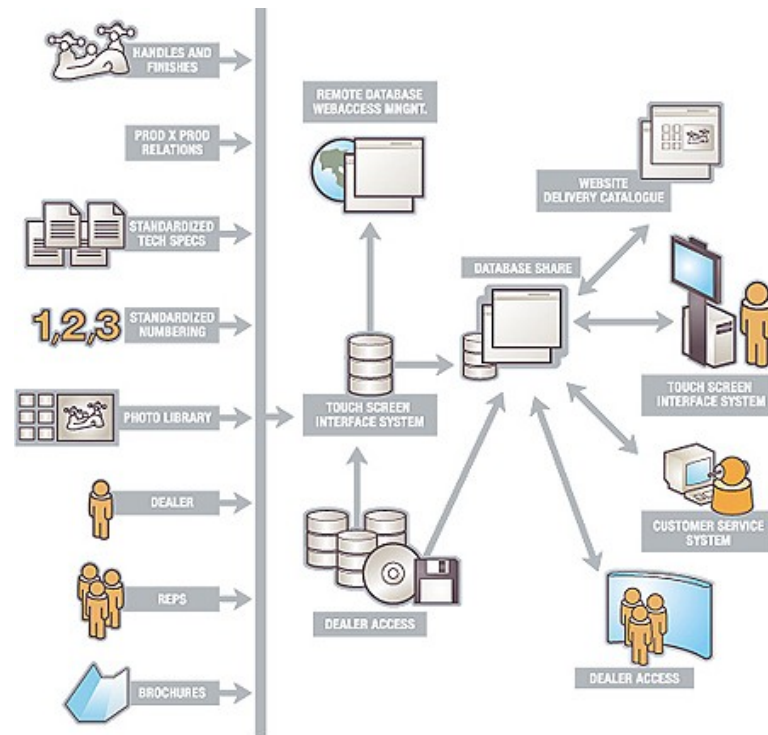
# Synergy

- ▶ Relations and influence of 3 pillars
  - Integration the global marketing strategy and activities
  - Integration of web pages with procesess and connection to the internal information systems (CRM, ERP...)
  - Integration of thirsd parties systems (Google analytics....)




# System

- ▶ Technical circumstances
- ▶ Administration
- ▶ Used technology



# Service oriented marketing mix

- ▶ Based on customer point of view
  - ▶ Focused to customer satisfaction
  - ▶ Developed by Robert F. Lauterborn in 1990
  - ▶ Similarities with 4P
- 

# 4P and 4C

- ▶ Product
- ▶ Price
- ▶ Placement
- ▶ Promotion

- ▶ Customer
- ▶ Costs
- ▶ Convenience
- ▶ Communication

Product oriented

Service oriented



# Customer

- ▶ What are customer's needs?
- ▶ What is customer's problem?



# Costs

- ▶ Based on customer's site!
- ▶ What does customer need to invest to get our product/service?



# Convenience

- ▶ How does customer feel while purchasing the product or service?
- ▶ What is his motivation to buy / come again?



# Communication

- ▶ How do we want to promote our product?
- ▶ How do we get the feedback from stakeholders?
- ▶ How do we involve the customers into value creation?



# Service Science Enlargering of 4C

- ▶ Based on 7P and 4S, together with Service Science experiences
- ▶ Published in 2014 by Leonard Wallezký
- ▶ Adds 3C more



# Community

- ▶ Based on People
- ▶ Reaction to Social Networks popularity (Facebook, Linked Inn)
- ▶ Consists also all from definition of the People



# Channels

- ▶ Excluded from communication
- ▶ Defining all channels (IT or non IT) to distribute information and products



# Co-creation

- ▶ What are the forms of value proposition?
- ▶ How the final value of the product/service will be created?
- ▶ Who participates on value creation?



# Conclusion

- ▶ Marketing mix
  - ▶ 4P – basic product oriented
  - ▶ 5P and 7P – enlargening of product oriented marketing
  - ▶ 4S – web oriented marketing mix
  - ▶ 4C – service oriented marketing mix
  - ▶ 7C – service science marketing mix
  - ▶ On next presentation – Marketing strategy case studies
- 