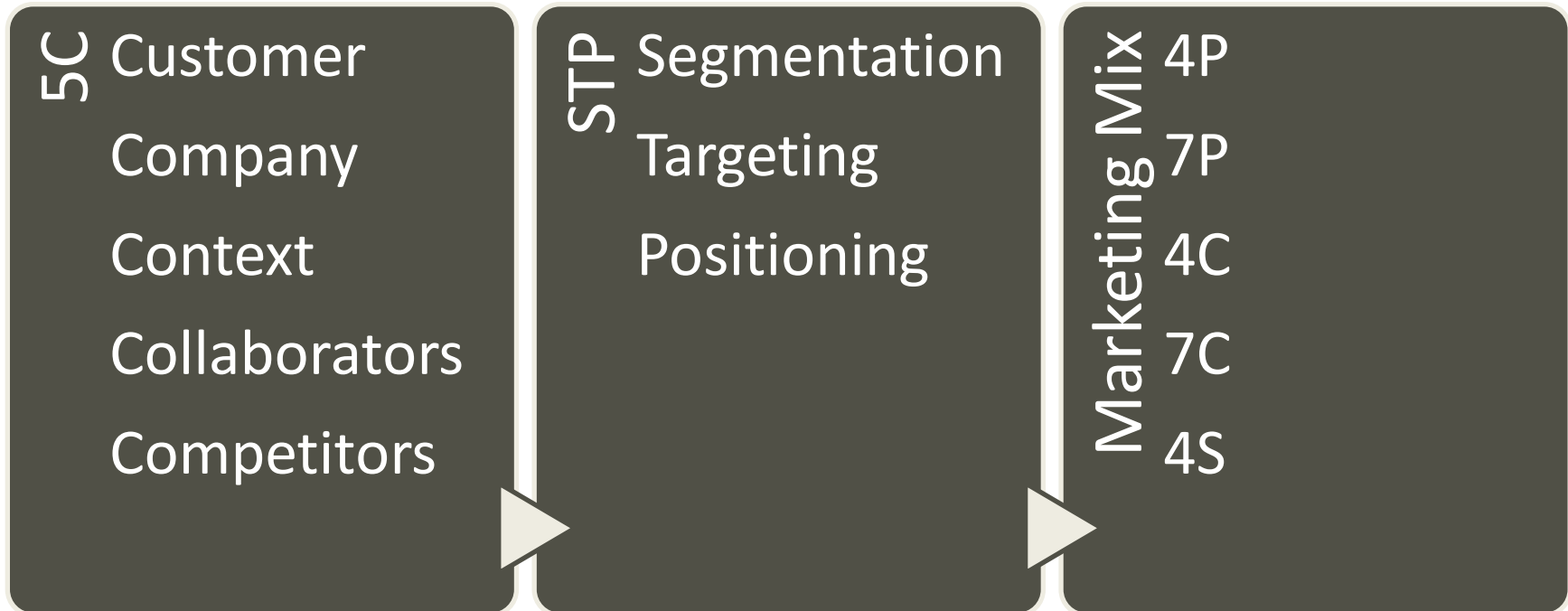




## Marketing Mix

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## 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 its 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.



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



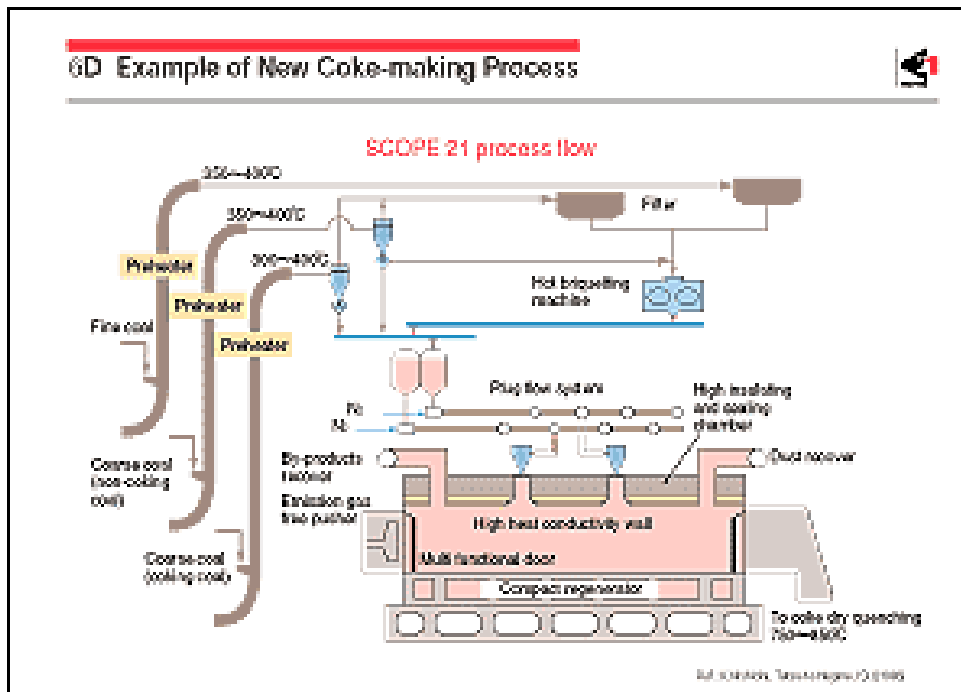
## Physical Appearance (Evidence)

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



# Process

The process of the product is essential in marketing. This determines the capability of the product to supply the demand of the consumers.





## 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

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



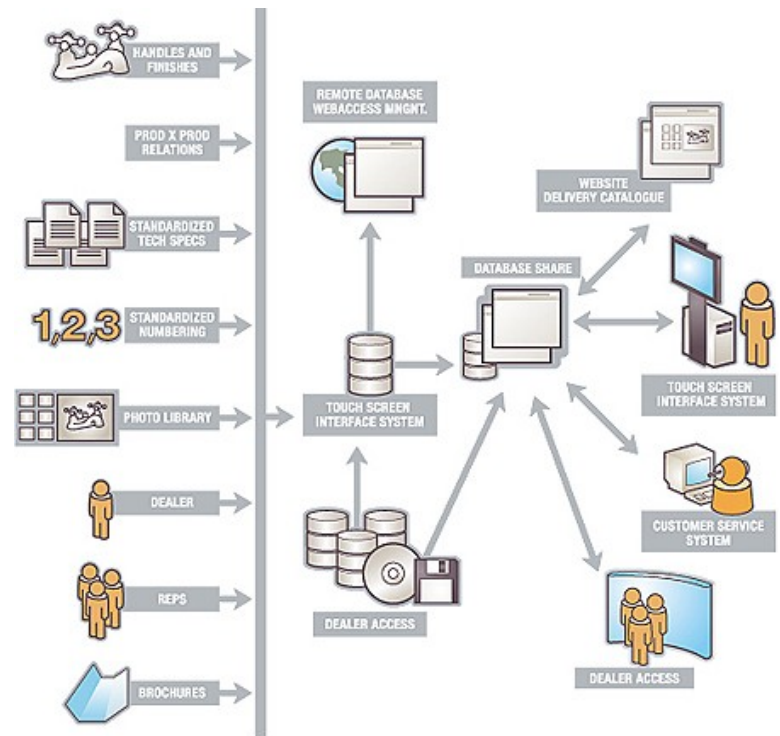
- What does customer expect from web?
- Why will customer use the web?
- What does customer motivate to come back?



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



- 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

## **Product oriented**

- Product
- Price
- Placement
- Promotion

## **Service oriented**

- Customer
- Costs
- Convenience
- Communication

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



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



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



- 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 Enlargement of 4C

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

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





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



- 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 – enlargement of product oriented marketing
- 4S – web oriented marketing mix
- 4C – service oriented marketing mix
- 7C – service science marketing mix