

 The concept is simple. Think about a common mix - a cake mix. All cakes contain eggs, milk, flour, and sugar. However, you can alter the final cake by altering the amounts of mix elements contained in it. So for a sweet cake add more sugar!

- It is the same with the marketing mix.
- The offer you make to your customer can be altered by varying the mix elements.
- So for a high profile brand, increase the focus on promotion and desensitize the weight given to price.

 Another way to think about the marketing mix is to use the image of an artist's palette.



- The marketer mixes the prime colours (mix elements) in different quantities to deliver a particular final colour.
- Every hand painted picture is original in some way, as is every marketing mix.

 The Marketing mix is often associated with the four Ps:

- PRICE
- PRODUCT
- PROMOTION
- PLACE

Product Price Place Promotion

EXTENDED MARKETING MIX

- There have been attempts to develop an 'extended marketing mix' to better accommodate specific aspects of marketing.
- For example, in the 1970s, Nickels and Jolson suggested the inclusion of packaging.
- In the 1980s Kotler proposed public opinion and political power

EXTENDED MARKETING MIX

- Booms and Bitner included three additional 'Ps' to accommodate trends towards a service or knowledge based economy:
- People
- Process
- Physical Evidence



7 Ps



PRODUCT

 The firm must come up with a product or service that people will want to buy.

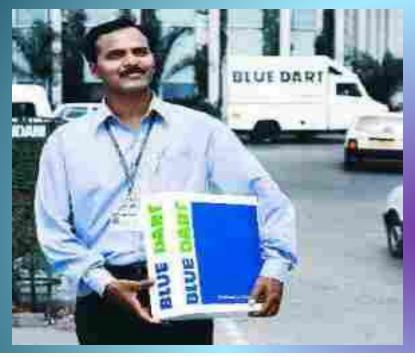
or <u>want</u>.

• It must be (or at least seem) unique.

PRODUCT

- Variety
- Quality
- Design
- Features
- Brand Name
- Packaging
- Service

PRODUCT









PLACE

- The means by which products and services get from producer to consumer and where they can be accessed by the consumer
 - The more places to buy the product and the easier it is made to buy it, the better for the business (and the consumer)

PLACE

- Channels
- Coverage
- Locations
- Inventory
- Transportation
- Logistics



ACE







PRICE

- The price must be one that the customer thinks is good <u>value for money</u>.
- This is not the same as being cheap!
- Prices have a great psychological effect on customers.

PRICE

- List Price
- Discounts
- Allowances
- Payment Period
- Credit Terms

PRICE

TAKE AN EXTRA ALREADY-REDUCED ITEMS AFTER CHRISTMAS SALE.









PROMOTION

- Strategies
 to make the consumer aware of
 the existence of a product
 or service
- NOT just advertising

PROMOTION

The promotional message should

- Advertising
- Personal selling
- Sales promotion- POS
- Public Relations
- Word of mouth
 - Viral advertising

Grab Attention

Stimulate Interest

Create Desire

Promote Action



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PROMOTION





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PEOPLE

- People represent the business
 - The image they present can be important
 - First contact often human Is the lasting image they provide to the customer
 - Extent of training and knowledge of the product/service concerned
 - staff represent the desired culture of the business

PEOPLE

- Employees
- Management
- Culture
- Customer service

PEOPLE



PROCESSES

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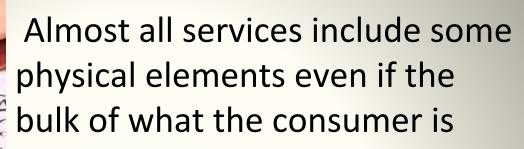
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PROCESS OF TAKING A POSTPAID CONNECTION

PHYSICAL EVIDENCE



would give their customers some form of printed material.

SAVINGS

