

The 7 Ps of Marketing



MARKETING MIX

- 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!

MARKETING MIX

- 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.

MARKETING MIX

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



MARKETING MIX

- 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.
- It must fulfil some need or want.
- 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

- ① Channels
- ① Coverage
- ① Locations
- ① Inventory
- ① Transportation
- ① Logistics

PLACE



PRICE

- The price must be one that the customer thinks is good value for money.
- 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
**25%
OFF**

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**

PROMOTION



A screenshot of the ICICI Bank website homepage. The header features the ICICI Bank logo and navigation tabs for Personal Banking, NRI Banking, Corporate Banking, and Home. Below the header, there are three main promotional cards: "Protect your account" with a cartoon fish icon and "SAFE" badge, "TRANSPARENCY" with a red 'i' icon, and "Customer Care" with a woman's face and "We are available 24x7" text. A right-hand sidebar contains "Reach Us" options (Email Us, Call Us, ATM/Branch Locator, Mobile Banking, Internet Banking) and "COMPLIMENTS" and "COMPLAINTS" buttons. The footer includes a disclaimer and links to "ICICI Lapsed Saver of Maurice", "ICICI Professional Life Insurance", "ICICI Professional Mutual Fund", and "ICICI Direct".

An advertisement for ICICI Bank Consumer Durable Finance. It features a large clock face with a man sitting on the hands. The text reads "SAPNON SACH. MINUTON MEIN!" and "ICICI Bank Consumer Durable Finance Sapnon ko mile sachche rang. Tarrant!".



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



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PROCESSES

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PROCESS OF TAKING A POSTPAID CONNECTION



PHYSICAL EVIDENCE



Almost all services include some physical elements even if the bulk of what the consumer is paying for is intangible. A hair salon would provide the haircut and an insurance company

would give their customers some form of printed material.



THANK YOU

