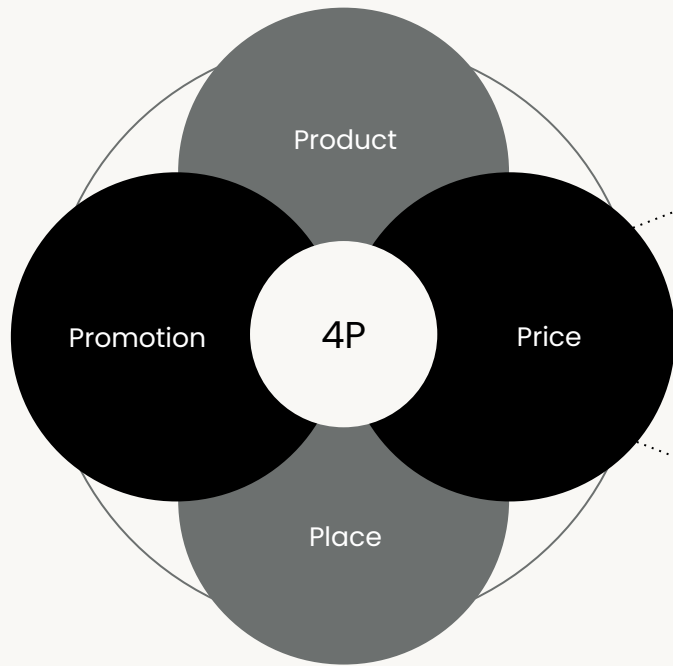


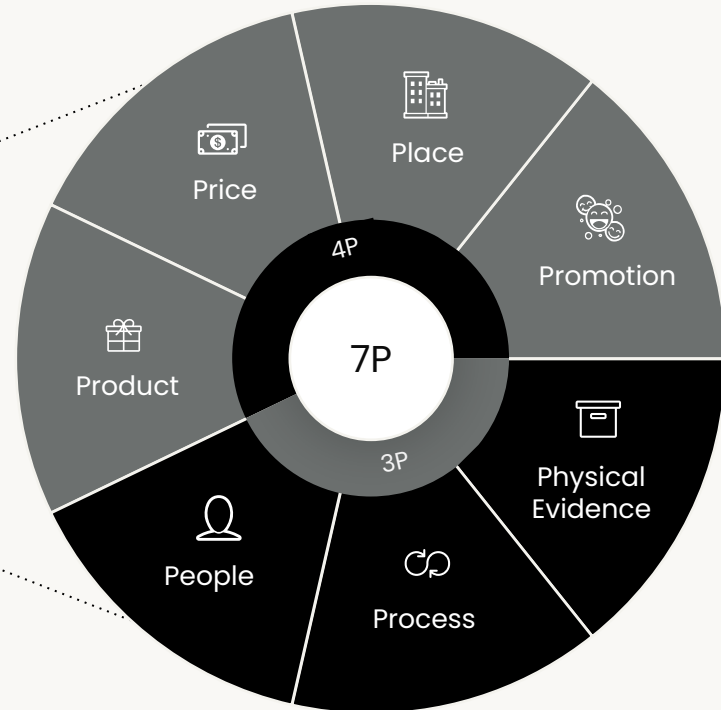
Marketing mix template

Our company's marketing tools and how we use them to pursue our target market.

Marketing mix - 4P'S VS. 7P'S



Classic Consumer Goods Marketing



Expanded Service Marketing

4 P'S marketing mix



7 P'S marketing mix



7 P'S marketing mix

Place	Price	Promotion	Product	People	Process	Physical evidence
<ul style="list-style-type: none"> • Retail • Wholesale • Mail order • Internet • Direct Sales 	<ul style="list-style-type: none"> • Skimming • Penetration • Psychological • Cost-plus • Loss leader, etc. 	<ul style="list-style-type: none"> • Special offers • Advertising • Endorsement • User trials • Leaflets/posters 	<ul style="list-style-type: none"> • Design • Technology • Usefulness • Convenience • Warranties 	<ul style="list-style-type: none"> • Employees • Management • Culture • Customer Service • Personnel 	<ul style="list-style-type: none"> • Especially relevant to service industries • How are services consumed? • Performance & analytics • Validation 	<ul style="list-style-type: none"> • Interface • Comfort • Facilities • Foot traffic • Store lines

7 P'S marketing mix

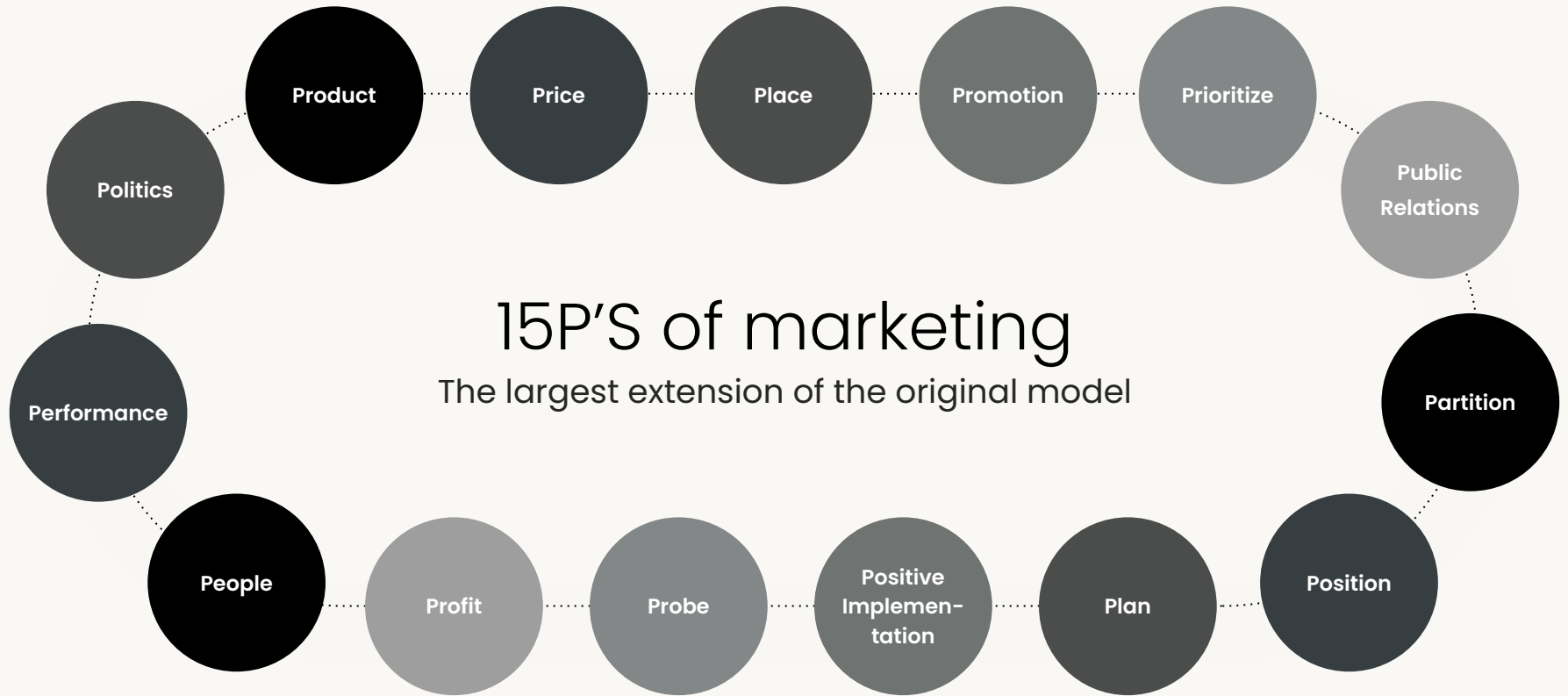


7 P'S marketing mix worksheet

	Product	Price	Place	Promotion	People	Physical evidence	Process
Suggestions	Personal gadget	\$40-\$60	Online retail	Influencer marketing	Tech experts	Exterior signage	Sales funnel
Justifications	Usefulness	Affordability	Less overhead	Brand awareness	Target group	Brand awareness	Trackable metrics
Additional factors to consider	Market competition	Marketing promotions	Delivery logistics	Other channels	User feedback	Cost to produce	Available team resources

8 P'S marketing mix

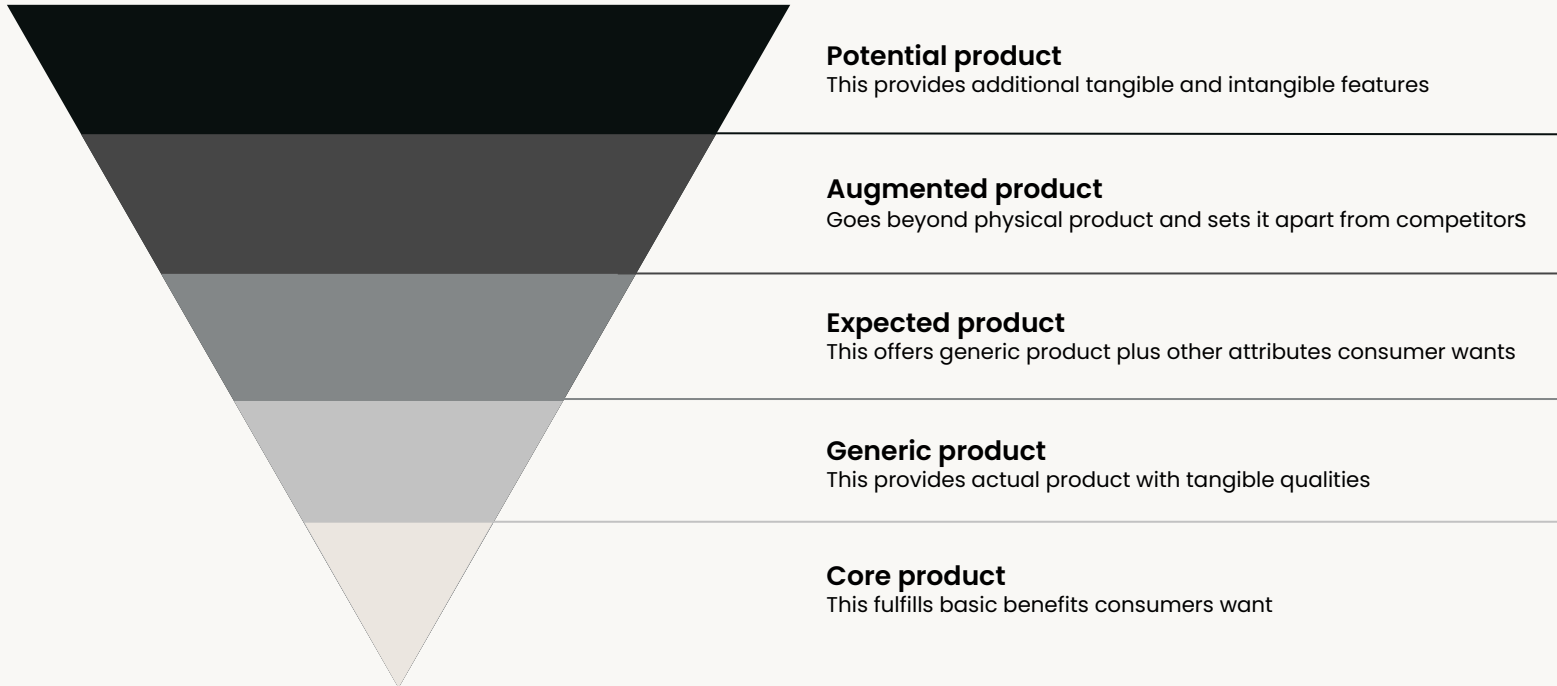




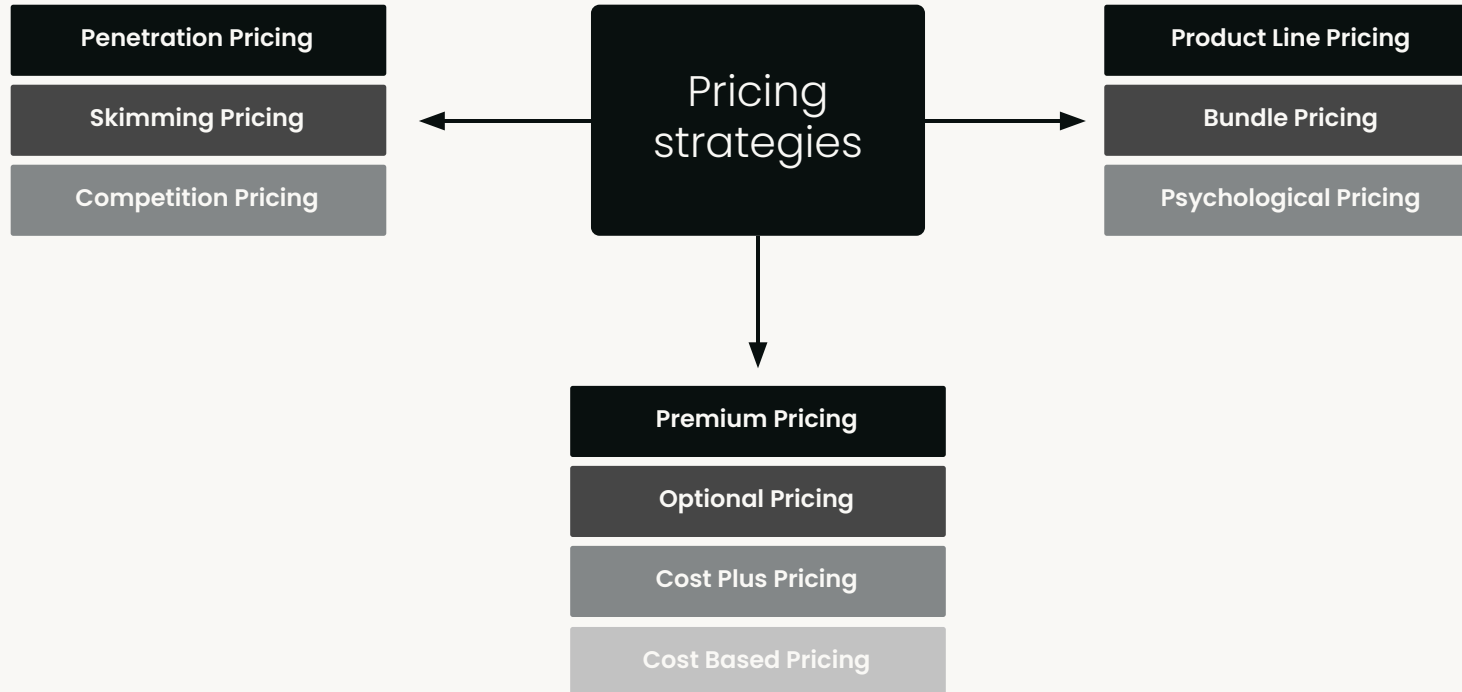
Promotion mix

	Mass or customized	Payment	Strengths	Weaknesses
Advertising	Mass	Fees paid for space or time	<ul style="list-style-type: none"> • Efficient means for reaching large numbers of people 	<ul style="list-style-type: none"> • High absolute costs • Difficult to receive good feedback
Personal selling	Customized	Fees paid to salespeople as either salaries or commissions	<ul style="list-style-type: none"> • Immediate feedback • Very persuasive • Can select audience • Can give complex information 	<ul style="list-style-type: none"> • Extremely expensive per exposure • Messages may differ between salespeople
Public relations	Mass	No direct payment to media	<ul style="list-style-type: none"> • Often most credible source in the consumer's mind 	<ul style="list-style-type: none"> • Difficult to get media cooperation
Sales promotions	Mass	Wide range of fees paid, depending on promotion selected	<ul style="list-style-type: none"> • Effective at changing behavior in short run • Very Flexible 	<ul style="list-style-type: none"> • Easily abused • Can lead to promotion wars • Easily duplicated
Direct marketing	Customized	Cost of communication through mail, telephone, or computer	<ul style="list-style-type: none"> • Messages quick to prepare • Facilitates relationship with customers 	<ul style="list-style-type: none"> • Declining customer response • Database management is expensive

Product levels



Pricing strategies



Pricing strategies

The most common approaches



Places/channels

Selling directly to consumer

Producer



Consumer

Selling through retailer

Producer



Retailer



Consumer

Selling through wholesaler

Producer



Wholesaler

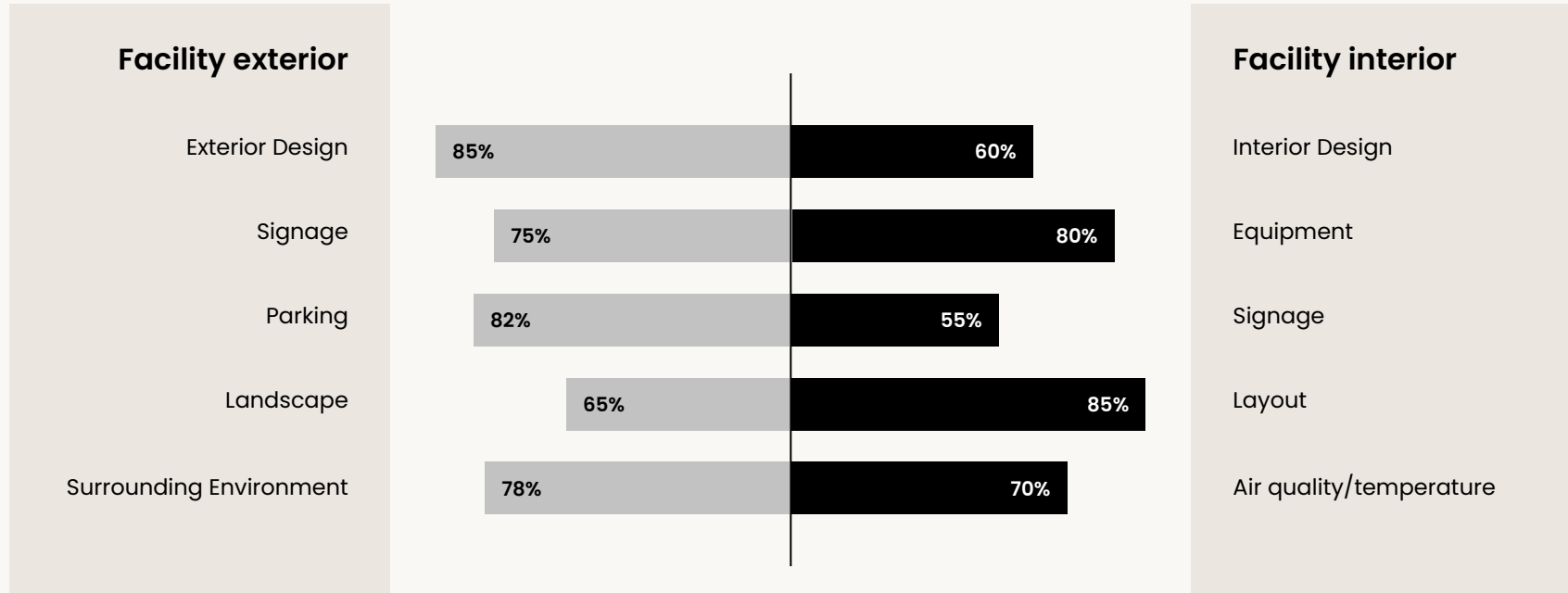


Retailer

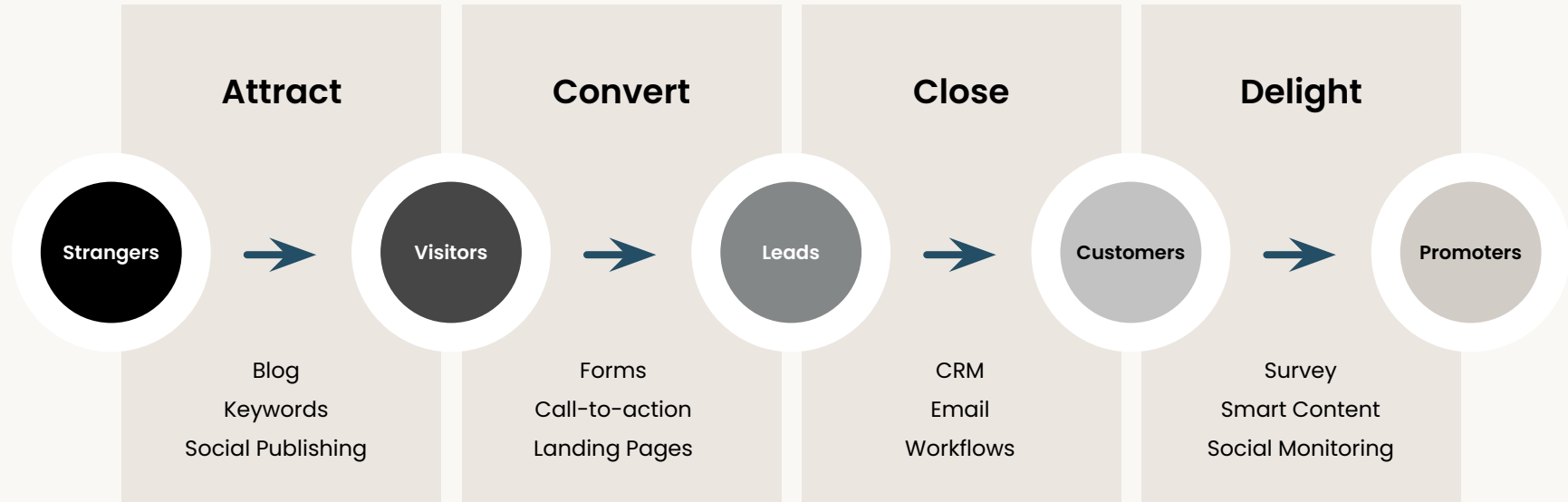


Consumer

Physical evidence elements



Target market process



Marketing mix process

50%

Of customers no longer care if they are interacting with humans or AI-enabled technologies.

44%

Of customers use some type of virtual assistant. 86% are satisfied with the experience their virtual assistants provide.

17%

Of customers who do not yet own a digital assistant device are likely to purchase one in the next year.

27%

Of customers, older than 55 believes intelligent interfaces. But for those between the ages of 18-34, 48% believe such new technologies can change CX for the better.