

# **MARKETING MIX IN SERVICES**

# **MARKETING COMMUNICATION**

## **MARKETING OF SERVICES**

**Ing. Veronika Braciníková, Ph.D.**



# MARKETING COMMUNICATION

- Communicating the positioning of the service to customers.
- MC adds significance to services.
- The service marketers must design a MC strategy which helps the customers overcome some constraints.



# SETTING THE COMMUNICATION OBJECTIVES

- Establish need for category
- Build Brand Awareness
- Build Brand Attitude
- Influence Brand Purchase Intention



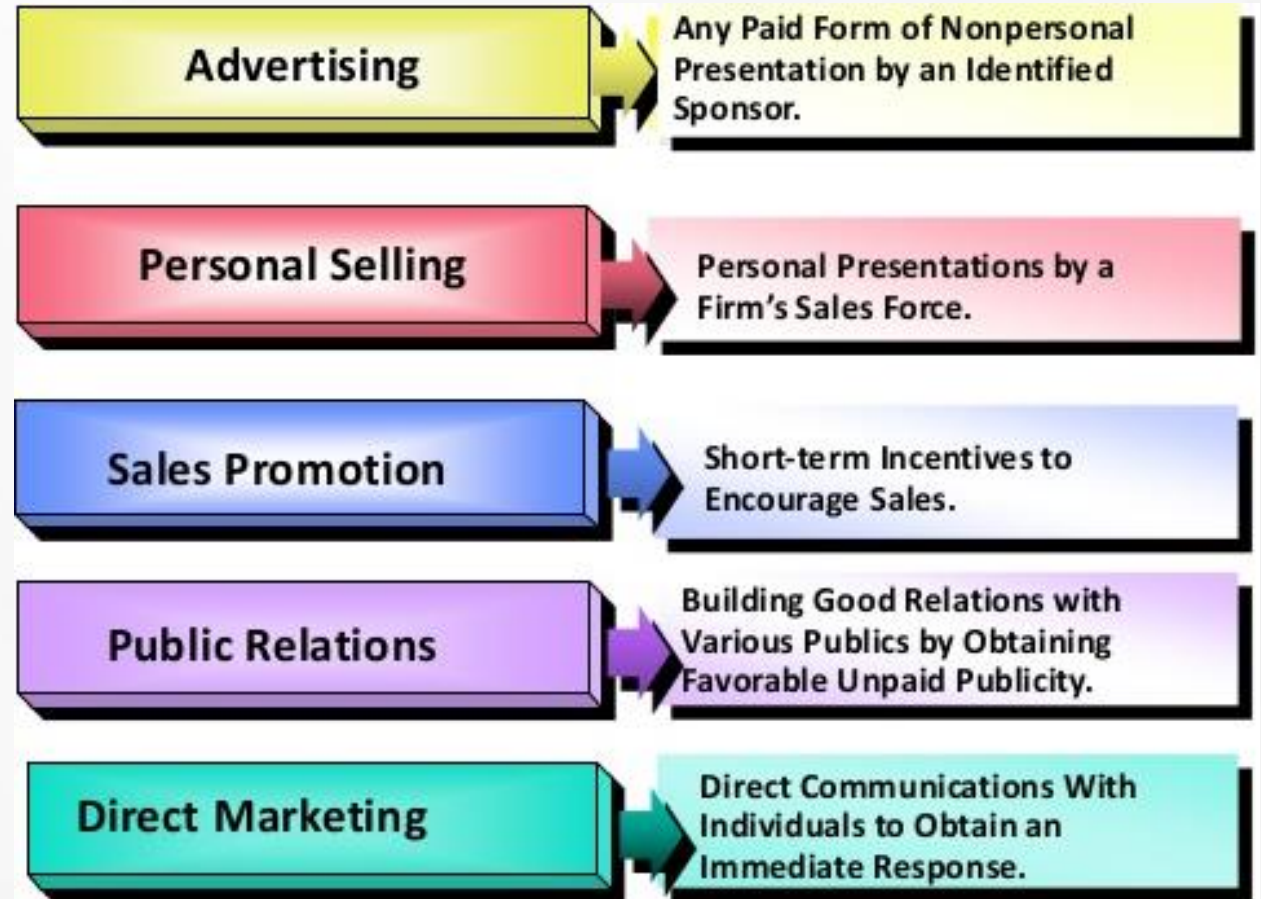
# GUIDELINES FOR SERVICE ADVERTISING

- Provide tangible clues.
- Make the service understood.
- Communication continuity.
- Promising what is possible.
- Capitalising on word of mouth.
- Direct communications to employees.



# MARKETING COMMUNICATION MIX

- Advertising
- Personal Selling
- Sales Promotion
- Public Relations
- Direct Marketing
- Online Marketing
- Event Marketing and Sponsoring



# ADVERTISING

- Paid, non-personal method of promotion.
- The role of advertising:
  - to build awareness,
  - to add to customer's knowledge,
  - to help persuade the customer to buy,
  - to differentiate the service.



# HISTORY OF ADVERTISING

- WOM.
- 15<sup>th</sup> and 16<sup>th</sup> – development of printing.
- 17<sup>th</sup> – newspapers in London.
- 18<sup>th</sup> – advertising in newspapers was flourishing.
- 19<sup>th</sup> – growth of advertising industry – advertising agencies.
- 20<sup>th</sup> – advertising developed in a variety of media.
- 21<sup>th</sup> – increasingly used digital technology.



A Coca-Cola advertisement, 1890s.





# SUCCESSFUL ADVERTISING

- Anything to grab attention!



Billboards advertising Broadway shows, Times Square, NYC.

- Successful advertising campaigns can be emotive, creative, eye-catching, catchy, musical, or even intentionally annoying.





# PERSONAL SELLING

- Vital role in services.
- Personal interaction between the service provider and the customer.
- Provided by a person, not a machine.



# PERSONAL SELLING

- Personal contact
- Relationship enhancement
- Cross selling



# PERSONAL SELLING

- Multilevel Marketing.
- Body Language:
  - Kinesics
  - Chronemics
  - Paralanguage
  - A gesture
  - Face-play
  - Oculesics
  - Haptics
  - Proxemics



"Of course I remember you. You're the salesman with the firm handshake."



"It's a lovely diamond, but I told you to engage the client. I didn't tell you to get engaged to the client."



"I read someplace that eye contact is a very important business skill."



# SALES PROMOTION

- The product is promoted using short-term attractive initiatives to stimulate its demand and increase its sales.
- Sales promotion tools used for consumer-oriented promotion are:
  - Free Samples.
  - Free Gifts.
  - Discounts/Discount Coupons.
  - Exchange Schemes.
  - Finance Schemes.
  - Shipping Schemes.
  - Bundle Discounts.
  - Bulk Purchase.





# SALES PROMOTION

- Mainly in the fast-moving consumer goods market.
- Sales promotion tools are aimed at these audiences:
  - Customers.
  - Intermediaries.
  - Sales force.
- POP/POS materials.





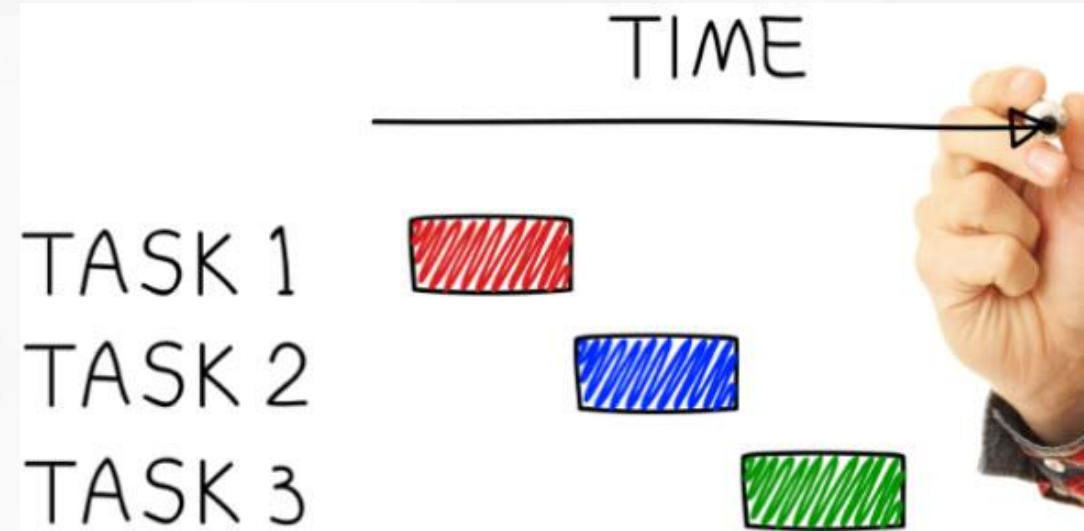
# PUBLIC RELATIONS

- A management function that establishes and maintains relationships between company and various groups of the public.
- PR is responsible for selling the company's reputation, inspire confidence.



# PUBLIC RELATIONS

- Build relationships.
- Generate information.
- Pass information to the media.
- Promote awareness.
- Gain publicity.
- Lobbying.



# PUBLICITY

- Publicity/PR refers to the ability to generate interest about business, service, or product through media outlets at very little to no cost.

Identity

= Company View



We have great quality products, and you'll love them guaranteed!

Image

= Public View



That company has horrible products, and bad customer service!



# DIRECT MARKETING

- Use of direct channels to reach customers and delivery of goods and services without using marketing middlemen (intermediaries).
- Many marketers use direct marketing to build long-term relationships with customers.



# DIRECT MARKETING



**Use the KISS Principle!**

- Direct marketing transmits the promotion message directly to the existing or future consumers.
- To obtain an immediate response, we can use coupons, phone calls and personal visits.





# SPONSORSHIP

- Sponsorship is the financial or material support.
- Funds are made available to the recipient of the sponsorship deal.
- Service for service.



# SPONSORSHIP

- Benefits for sponsors:
  - Exposure.
  - Lack of clutter.
  - Opportunity to build image.
  - Differentiation.
  - Exclusion of competition.
  - Opportunity to sell goods or services.
  - CSR.



# ONLINE MARKETING

- It has dual purpose:
  - To strengthen the firm's brand.
  - To provide sales.
- The combination of the creative side of the discipline (using powerful narratives) and the technical side of data (digital engineering and analytics).



# ONLINE MARKETING

- Tools of OM:
  - Website
  - Social media
  - SEO
  - Webinar
  - Content marketing
  - Online ads
  - Email Campaign
  - Newsletter



# ALTERNATIVE FORMS OF MC

- Refers to the fact that creative teams are no longer tied to a limited palette of surfaces.
- Guerilla Marketing.
- Viral Marketing.
- Product Placement.





# GUERRILLA MARKETING

- Unconventional marketing campaign designed to achieve maximum effect with minimum resources.
- Forms of GM:
  - Ambient Marketing.
  - Ambush Marketing.
  - Buzzmarketing.
  - Mosquito Marketing.
  - Sensation Marketing.



# VIRAL MARKETING

- Self-replicating viral processes.
- **Advantages:** low costs, quick spread of information, high effectivity of targeting.
- **Disadvantages:** loss of the information control.
- [Examples](#) of successful viral campaigns.



# PRODUCT PLACEMENT

- Products are placed in movies, music videos, TV shows, video games etc.
- Quality PP puts the product in a positive context.



# OTHER ALTERNATIVE FORMS OF MC

- Influencer marketing.
- Wild posting.
- Green marketing.
- Neuro marketing.
- Mobile marketing.



**THANK YOU  
FOR YOUR ATTENTION😊**

