

# **Unit – 2 Service Marketing Opportunities**

## **Expanded Marketing Mix**

> The essence of every marketing strategy is the marketing mix. For service marketing, due to special and unique features the marketing mix is extended to include physical evidence, process and people. Thus marketing mix of service are





## 1.PRODUCT

- Service is an intangible product. It consists of bundle of feature and benefits that has relevance to a specific target market.
- Physical goods nature
- > Accessories
- > Product line
- Branding
- > Packaging etc.







#### People

- Customers
- Employees
- Social interactions
- Roles & Scripts
- Relationships

#### Physical evidence

- Facilities, equipment
- Uniforms
- Livery & artefacts
- Signage
- Symbols

#### Place

- Access
- Location
- Delivery services
- Electronic delivery

#### Process

- Service design
- Standardization
- Customization
  Operational efficiency

#### Price

- Cost-based
- Demand-based
- Operations-based
- Competition-based
- Relationship-based

### Promotion

- Internal marketing
- Direct marketing
- Advertising
- Other promotional methods

## Product

Customer

- Total service product
- Core product
- Supplementary services
- Facilitating services
- Supporting services

# The 7 Ps of Services Marketing