

The Marketing Mix

The Marketing Mix



The Marketing Mix

- The tools available to a business to gain the reaction it is seeking from its target market in relation to its marketing objectives
 - 7Ps – Price, Product, Promotion, Place, People, Process, Physical Environment
 - Traditional 4Ps extended to encompass growth of service industry
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Price



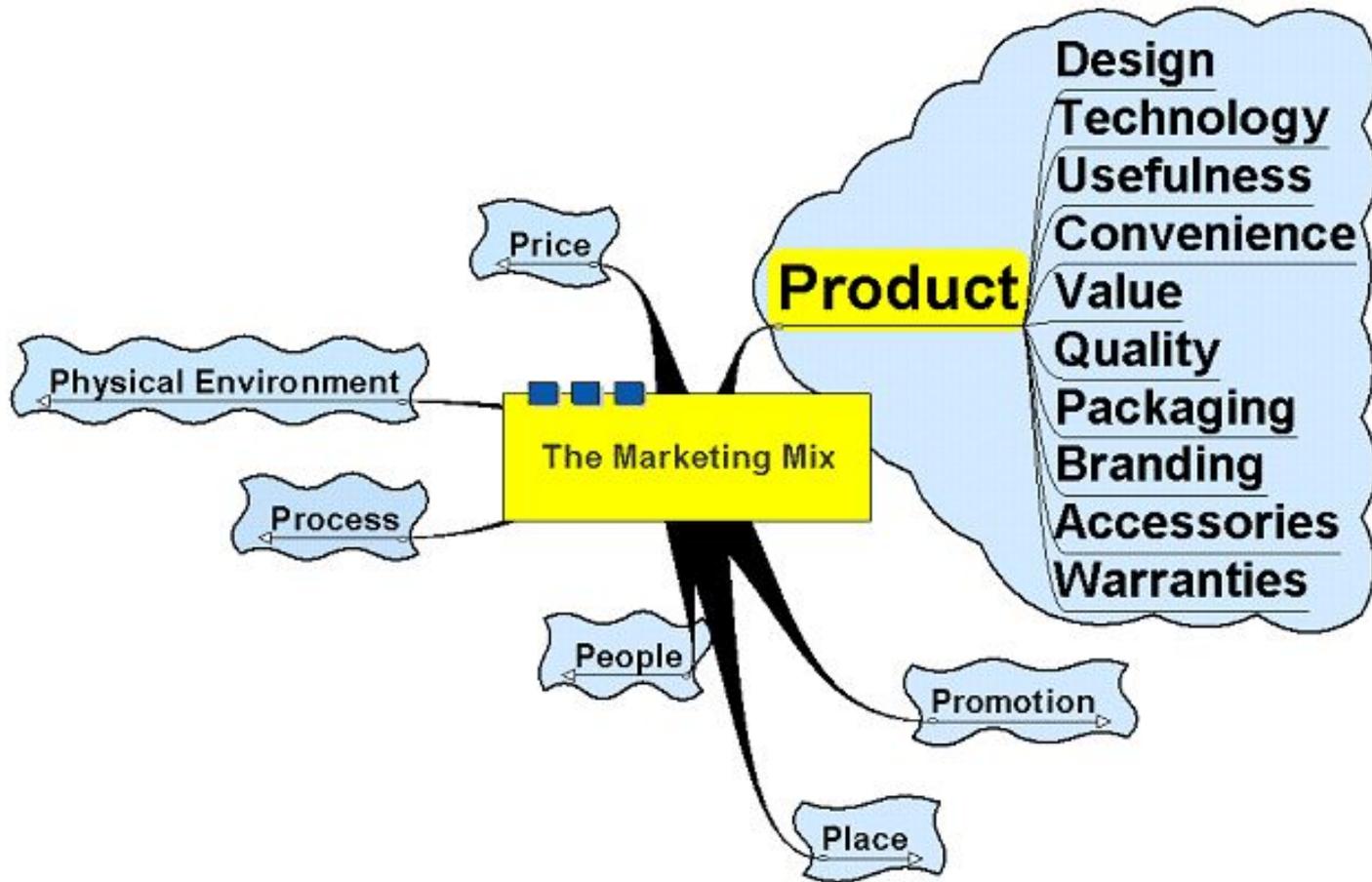
Price



- Pricing Strategy
- Importance of:
 - knowing the market
 - elasticity
 - keeping an eye on rivals

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Product



Product

- Methods used to improve/differentiate the product and increase sales or target sales more effectively to gain a competitive advantage e.g.
 - Extension strategies
 - Specialised versions
 - New editions
 - Improvements – real or otherwise!
 - Changed packaging
 - Technology, etc.



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Promotion



Promotion



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

Place



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?)
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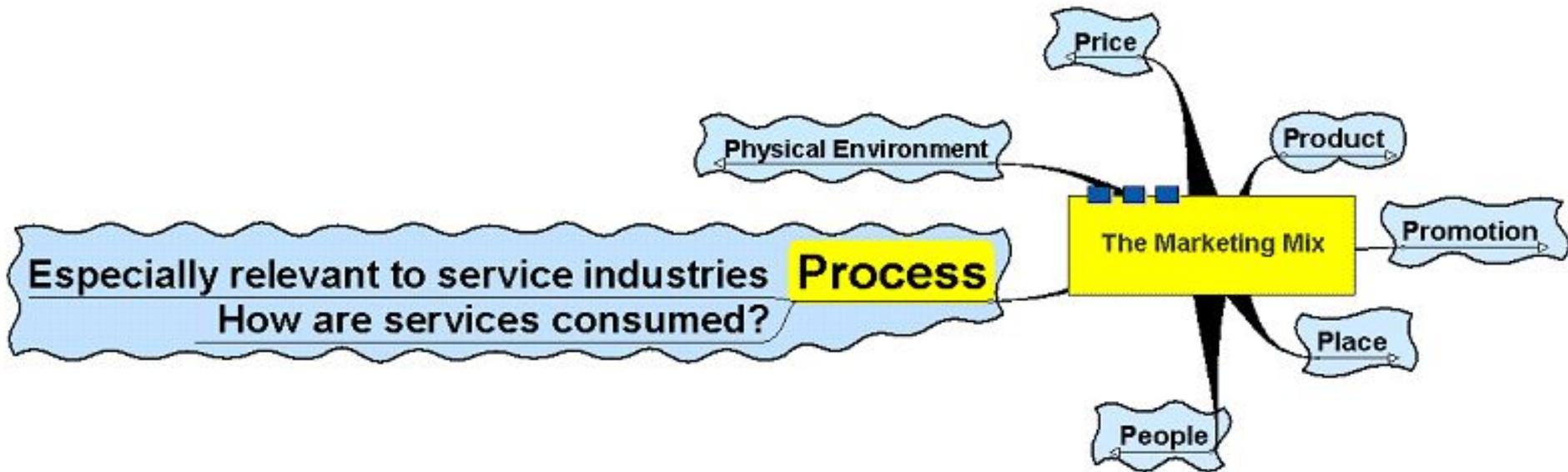
People



People

- People represent the business
 - The image they present can be important
 - First contact often human – what is the lasting image they provide to the customer?
 - Extent of training and knowledge of the product/service concerned
 - Mission statement – how relevant?
 - Do staff represent the desired culture of the business?
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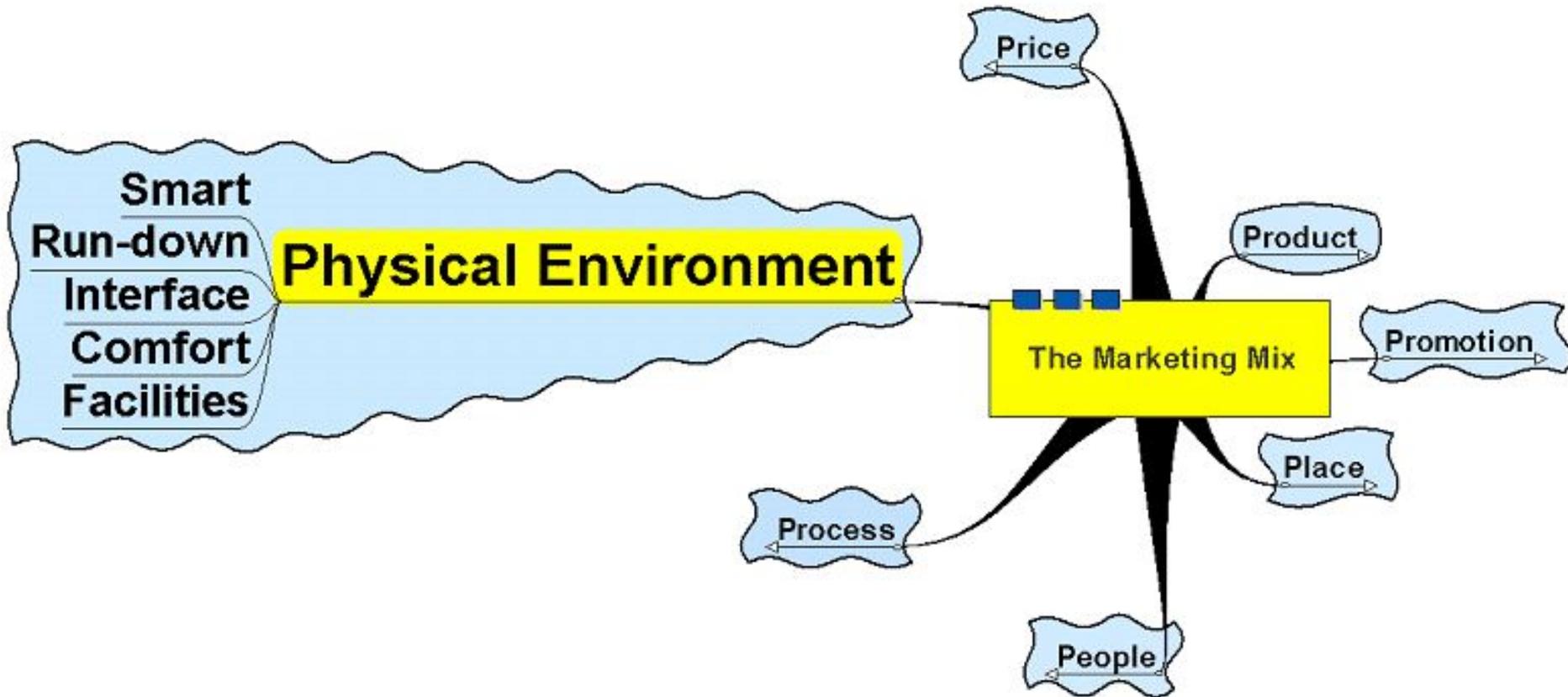
Process



Process

- How do people consume services?
 - What processes do they have to go through to acquire the services?
 - Where do they find the availability of the service?
 - Contact
 - Reminders
 - Registration
 - Subscription
 - Form filling
 - Degree of technology
-

Physical Environment



Physical Environment

- The ambience, mood or physical presentation of the environment
 - Smart/shabby?
 - Trendy/retro/modern/old fashioned?
 - Light/dark/bright/subdued?
 - Romantic/chic/loud?
 - Clean/dirty/unkept/neat?
 - Music?
 - Smell?
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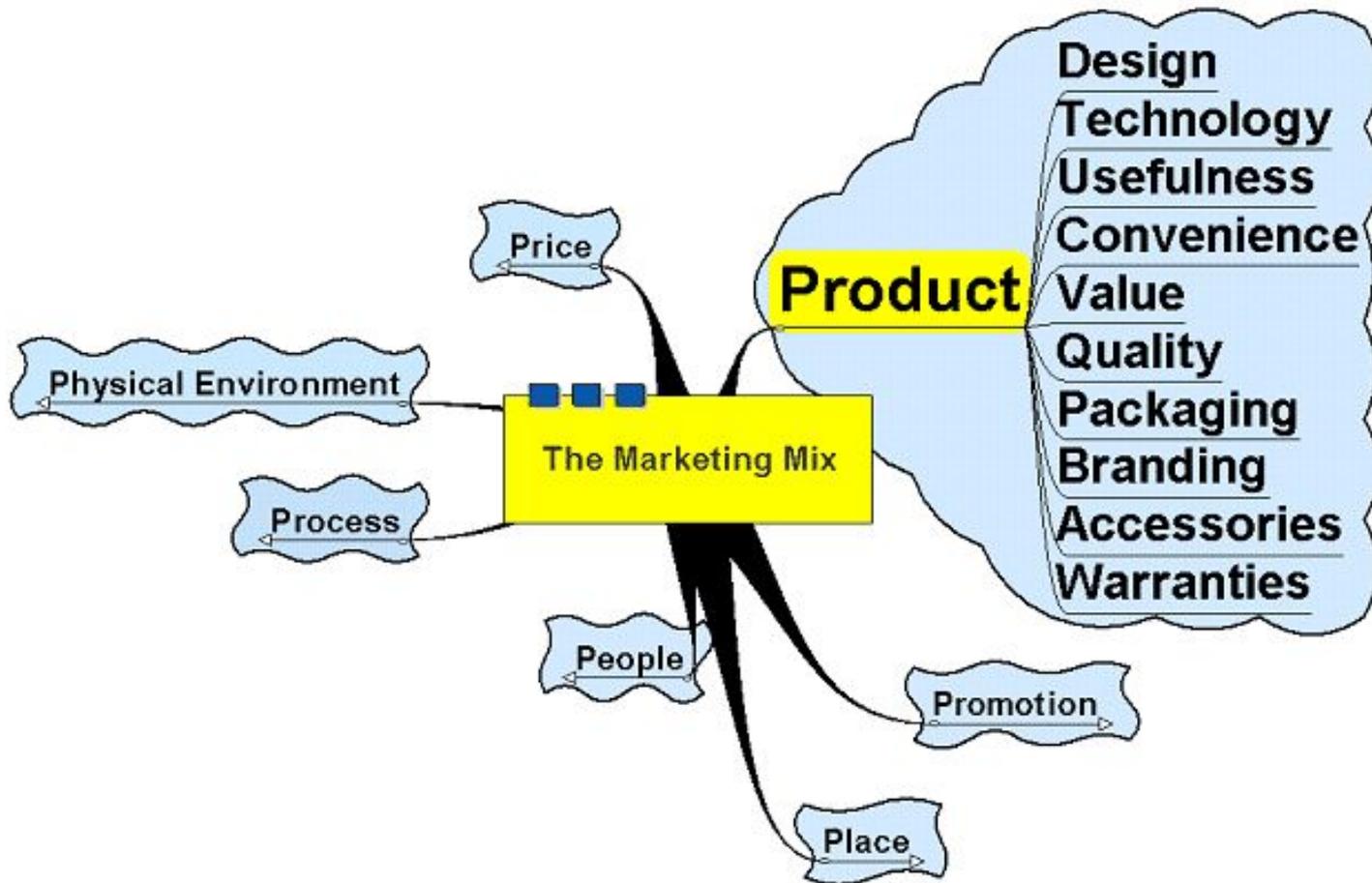
- **Blend of the mix depends upon:**
 - Marketing objectives
 - Type of product
 - Target market
 - Market structure
 - Rivals' behaviour
 - Global issues – culture/religion, etc.
 - Marketing position
 - Product portfolio
 - Product lifecycle
 - Boston Matrix
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The Marketing Mix

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Product



Promotion



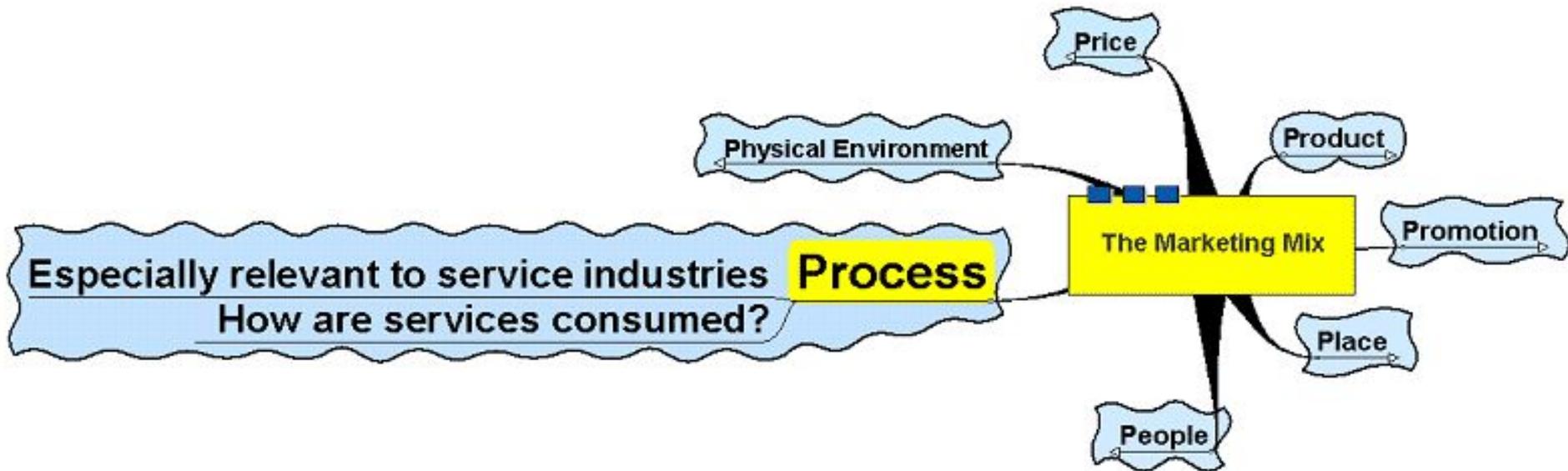
Place



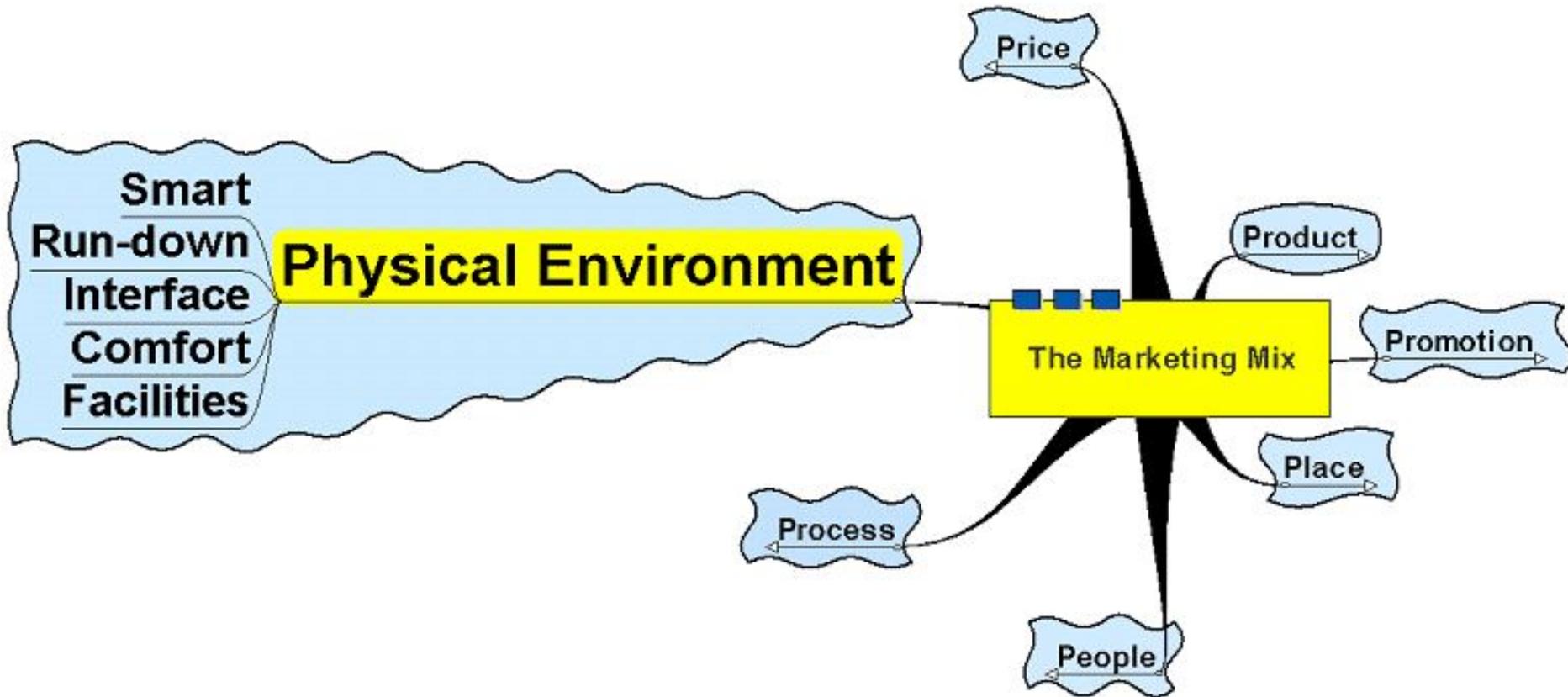
People



Process



Physical Environment



Price



The Marketing Mix in Travel and Tourism 1

BTEC Travel and Tourism

What is the Marketing Mix?

- Marketing Mix is a term describing the key elements used by an organisation to help it meet its marketing objectives
 - In travel and tourism we think of the mix as comprising the following:
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Elements of the Marketing Mix

- Planning
 - Product
 - Price
 - Promotion
 - Place
-

Planning

Using Mission Statements to set objectives such as:

- profit targets
 - competing with other facilities
 - increasing market share
 - entering new markets
-

Product

- the product or service offered to customers
 - its characteristics
 - the niche(s) occupied by the product or service
 - how the product is branded
 - its USPs (Unique Selling Points)
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Price

- how price is used to meet the facility's overall objectives
 - the ability of the facility to change prices to reflect market changes
 - the impact of competitors on the price of the service
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What Now?

- Go to the Activity that accompanies this Presentation to find out more about how the marketing mix is used in a facility involved in special interest tourism
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The Marketing Mix in Travel and Tourism 2

BTEC Travel and Tourism

The Remaining Parts of the Marketing Mix

- Last lesson focused on the first three elements of the Marketing Mix
 - This session looks into the remaining two parts:
 - Place
 - Promotion
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Elements of the Marketing Mix

- Place

How a travel and tourism organisation gets its services/products to its customers

Where the customer goes to access the product/ service

Elements of the Marketing Mix

- Promotion

Communicating the offer of a travel and tourism product/service to customers and the methods used

Place

This is likely to involve:

- Channels of distribution
 - Use of technology to reach customers
 - Physical location of the travel/tourism facility
 - Degree of accessibility to/for customers
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Promotion

- The purpose of promoting the facility
 - Budgeting for promotion costs
 - Identifying the target audience
 - Methods used such as advertising, using the media, brochures/leaflets, PR, sales promotion, POS (Point of Sale) material, direct mail and telemarketing
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What Now?

- Go to the Activity that accompanies this Presentation to find out more about how Place and Promotion are vital to the Anantara Resort and Spa facility in northern Thailand
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