# Marketing mix

## Service product

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| The service must address the main requirements from our customers (e.g. on-time delivery, friendliness of service staff) |  |
| The service must be developed based on the needs and expectations of our customers. |  |
| The outcome of the service must be clearly defined and the service attributes (i.e. key features) have to be specified. |  |
| The service offer must have a strong relevancy to the business of our customers. |  |
| Cost-benefit analyses from the point of view of the customers must be carried out. |  |
| Comparable offerings of our competitors must be analysed. |  |
| It must be identified how our service will differentiate from our competitors (i.e. unique selling propositions have to be defined). |  |
| The service must have its own brand name. |  |
| The brand name must be simple and easy to memorize. |  |
| The brand name must be meaningful to customers (it should be associated to the service and it should be able to communicate benefits to customers). |  |
| The brand name must be distinctive from the competitors’ services. |  |
| The brand name must be legally protectable. |  |
| Responsibilities for the service (e.g. service product manager) must be defined. |  |
| For the customers, contact persons for the service must be defined. |  |
| Contact persons for the service must be easily reachable and available in specified business hours. |  |
| Customer satisfaction with the service must be analysed. |  |
| Other:  [to be defined] |  |

## Price

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| The service must be cost-free. |  |
| The service must be part of a priced bundle (i.e. it will be sold in combination with other services or products). |  |
| The service must have its own separate price. |  |
| The customers’ willingness to pay must be analysed. |  |
| Prices of competitors’ services must be analysed. |  |
| Pricing strategies (including standard prices and discounts) for relevant markets resp. customers must be defined. |  |
| Terms and conditions of delivery and payment must be defined. |  |
| It must be defined who decides in our organisation about prices and discounts for the service. |  |
| It must be defined how to communicate price information to the relevant staff (e.g. sales, product management, service). |  |
| Other:  [to be defined] |  |

## Place

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| The target markets for the service must be defined (e.g. national and international). |  |
| It must be determined which customers the service should be offered first. |  |
| The sales channels for the service must be defined. |  |
| Sales materials (e.g. brochures, presentations, give-aways) must be created, if needed, in different languages. |  |
| Sales staff must be informed resp. trained. |  |
| Other:  [to be defined] |  |

## Promotion

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| An advertising strategy (including target groups and measures) must be defined. |  |
| Multimedia material (e.g. photos, video clips, animations) must be created for the service. |  |
| References have to be created (e.g. testimonials of satisfied customers). |  |
| The service must be part of presentations at events like trade fairs, conferences, in-house exhibitions etc. |  |
| Articles about the service must be published (e.g. in company newspaper, in magazines). |  |
| The service must be integrated in the presentation of our service portfolio on the internet. |  |
| The service must be integrated in our customer portal on the internet. |  |
| Social media activities for the service must be carried out. |  |
| A campaign (e.g. mailing to customers) to support the market launch of the service must be prepared. |  |
| Other:  [to be defined] |  |