1 The marketing mix 1

A The Ps

The **marketing mix** is the combination of techniques used to **market a brand**. The techniques are often called **the Ps**. Originally there were **four Ps**:

- **Product** (or service): what you sell, and the variety or **range** of products you sell. This includes the **quality** (how good it is), **branding** (see Units 16–18), and **reputation** (the opinion the consumers have) of the product. For a service, **support** for the client after the purchase is important. For example, travel insurance is often sold with access to a telephone helpline in case of emergency.
- **Price**: how much the product or service costs.
- **Place**: where you sell the product or service. This means the **location** of your shop, or **outlet**, or the **accessibility** of your service – how easy it is to access.
- **Promotion**: how you tell consumers about the product or service. The **promotional mix** is a blend of the **promotional tools** used to communicate about the product or service – for example, TV **advertising**.

Today some marketers talk about an additional **four Ps**:

- **People**: how your **staff** (or employees) are different from those in a competitor's organization, and how your clients are different from your competitor's clients.
- **Physical presence**: how your shop or website looks.
- **Process**: how your product is built and delivered, or how your service is sold, delivered and accessed.
- **Physical evidence**: how your service becomes **tangible**. For example, tickets, policies and brochures create something the customers can touch and hold.

B Marketing a new product

A small educational games company is launching a new game to teach English vocabulary to beginner learners. The marketing manager, Dominic Dangerfield, is making a presentation using PowerPoint slides.

The Turnover Game

PRODUCT:
- Innovative way to learn new vocabulary
- **Launch**: how we are planning to introduce the product onto the market

PLACE
- **Distribution**: high street retailers and mail order via website and catalogues
- **Delivery**: five days by mail order or straightaway in shops

PROMOTION
- **Advertising**: in children's magazines
- **Direct marketing**: insert catalogue in *Parent* magazine

PEOPLE
- **Customers**: educated, city-dwellers with pre-teen children, school teachers
- **Competitors**: they have a larger **sales force** to sell their products

PRICE
- **Premium pricing**: 20% above market average for a CD-ROM
- **Special deals**: 15% discount for schools

Note: For more information on sales promotion, see Unit 41.

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