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eBook

We're often asked by our clients to 'look over our Marketing Mix'. The marketing mix is a familiar marketing strategy tool, which you will probably know, was traditionally limited to the core **4P's of Product, Price, Place & Promotion**. It is one of the top 3 classic marketing models, according to a poll on Smart Insights.

What are the 7P's Marketing Mix & How Should It Be Used?

The 7P's Model

The 7P's Model was devised by E. Jerome McCarthy and published in 1960 in his book, Basic Marketing. A Managerial Approach. We've created the graphic below so you can see the key elements of the 7P's marketing mix.



The 4P's were designed at a time where businesses sold products, rather than services and the role of customer service in helping brand development wasn't so well known. Over time, Booms and Pitner added three extended 'service mix P's: **Participants, Physical Evidence and Processes**'. Later on, **Participants was renamed to People**'. Today, it's recommended that the full 7p's of the marketing mix are considered when reviewing competitive strategies.

The 7P's helps companies to review and define key issues that affect the marketing of it's products and services and is often now referred to as the 7P's framework for the digital marketing mix.

Using the Internet to vary the marketing mix						
Product <ul style="list-style-type: none"> Quality Image Branding Features Variants Mix Support Customer service Use occasion Availability Warranties 	Promotion <ul style="list-style-type: none"> Marketing communications Personal promotion Sales promotion PR Branding Direct marketing 	Price <ul style="list-style-type: none"> Positioning List Discounts Credit Payment methods Free or value-added elements 	Place <ul style="list-style-type: none"> Trade channels Sales support Channel number Segmented channels 	People <ul style="list-style-type: none"> Individuals on marketing activities Individuals on customer contact Recruitment Culture/image Training and skills Remuneration 	Process <ul style="list-style-type: none"> Customer focus Business-led IT-supported Design features Research and development 	Physical evidence <ul style="list-style-type: none"> Sales/staff contact experience of brand Product packaging Online experience

Figure 5.1 The elements of the marketing mix

In Dave Chaffey's book: Digital Marketing: Strategy, Implementation and Practice, this model was refreshed and applied to online channels to give a practical approach which works well for multichannel businesses. An eighth P, 'Partners' is often recommended for businesses to gain reach online (first mentioned in Emarketing Excellence by Dave Chaffey and PR Smith although some would argue it's part of Place).

How can I use this model?

We would recommend that companies use the 7Ps model to set objectives, conduct a SWOT analysis and undertake competitive analysis. It's a practical framework to evaluate an existing business and work through appropriate approaches whilst evaluating the mix element as shown below. We often go through this process asking our clients the following questions:

- **Products/Services:** How can you develop your products or services?
- **Prices/Fees:** How can you change your pricing model?
- **Place/Access:** What new distribution options are there for customers to experience your product, e.g. online, in-store, mobile etc.
- **Promotion:** How can you add to or substitute the combination within paid, owned and earned media channels?
- **Physical Evidence:** How you reassure your customers, e.g. impressive buildings, well-trained staff, great website?
- **People:** Who are your people and are there skills gaps?
- **Process:** Are you up to date with efficient and effective process that everyone understands?

Please do contact us on **01780 483310** if you would like any help with this process.