

Place

Location where ownership of goods is transferred or where a service is performed. The place of where a product is marketed depends on 2 main factors:

- Distribution Channels
- Customer Expectations

Distribution Channels- Transporting goods to markets (shopping malls and retail parks)

- ▶ Direct Channels (where there is no intermediary)
 - Face to Face
 - Remote
 - Indirect Channels e.g. via a retailer
- ▶ Some key considerations:
 - How do your customers want to buy?
 - Accessibility
 - Single or multiple channels
 - Transport (Supply Chain considerations)

Customer Experience- Image of the store 'Merchandise assortment' locating similar and complementary products together.

Product

- ➔ Unique Selling Point
- ➔ Consumers judge on **Quality**
- ➔ Generally, product must also offer **durability**
- ➔ **Brand** is important. Consumers psychologically associate brand with quality. Brands also **adds value**. Gives the product 'personality' and 'reputation'

Promotion

Also, known as marketing communications

Public Relation (perception management)

- ➔ Employ specialist public relation consultant to maintain its image.
 - Press conference ➔ public/ Quasi-public events where speakers provide information on newsworthy items.
 - Press releases ➔ short fax statements sent to the media
 - Publicity events ➔ Outrageous publicity events are sometimes called 'guerrilla marketing'
 - Books/ brochures ➔ Publish on behalf of clients

Advertising ➔ above the line promotion

Product life cycle ➔ **introduction stage** ➔ focus on target market customer aware that the product exists. ➔ May also want to establish the products position in the market ➔ advertise their new product will also emphasis on the unique selling point. ➔ **Growth stage:** reassure tentative purchasers and boost confidence in the product ➔ **Maturity and Saturation stage:** advertising will seek on differentiating one brand from another. **At this stage**, main objective increase/preserve market share. Organisation may seek to either use 'defensive' or 'offensive' advertising.

Advertisings job is to make the customer go through the AIDA process (Attract, interest, desire, attention) to successfully fulfil a purchase.