

## Unit 12: Internet Marketing in Business

### P1: Describe how the marketing activities of different businesses have incorporated internet marketing

In this task, I will be explaining how different businesses use the 7 P's in order to promote their products and brand in order to raise awareness.

Internet marketing is used by businesses to promote their brand/products to customers, in order to widen brand awareness to potential customers, to promote sales to a new product which is due to launch. Through this, businesses may use the 7 P's, those being Product, Price, Place, Promotion, People, Process and Physical Evidence. I will now explain how three different businesses use the 7 P's to their advantage, in order to market their products and promote the brand to potential customers.

#### **Spotify**

Firstly, Spotify is an online music service, which people use in order to listen, compile and share music. Spotify uses the 7 P's to their advantage in order to promote their service, in order to gain popularity and gain more subscriptions as a results.

The product that Spotify offers is music online which is easily accessible. This product is a great idea as it gives customers the option to stream all the music and podcasts they'd like, all in one platform, and therefore this is the best alternative to other platforms such as the iTunes store, as the customers don't have to pay for different albums or singles when they want to listen to them, so Spotify offers convenience, so the music or podcasts are easily accessible, whenever the user would like to listen to them.

The prices differ from what the user wants from the service. First and foremost, Spotify is a subscription based service, so the price they offer is £3 for the first three months, when you're a new customer, and this will then increase to £9.99 a month for the rest of the time you'll be using the service. However, students with a student discount can reduce their subscription to £4.99 a month. You can also be a free member, where you just register with the app, and you are then able to listen to music, however, as you are not paying, you won't have access to some perks. I believe that the price you would pay a month would be very good value for money, as when you consider how much content you are able to access for that price, then it would be money well spent.

As Spotify is a service, they don't really have a 'place' as such, as they mainly reside on the internet, however, they do have a head office in Sweden, where this may be used to manage app develop, music licensing, etc. As I said earlier, Spotify is an online service application, so they would be available to download on multiple app stores as well as the website where you can login, and have access to whatever you listen to. In terms of place, it is extremely accessible as you can access it from your phone or laptop, so you can access it on the go, whenever you need/want to listen to music. The app is also easy to understand, and has an