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## The 7 Ps of services marketing

Services are very different from products. So the marketing concepts need to be revisited while marketing a service. Services can range from financial services provided by the banks, technology services provided by the IT company, food and ambiance as a service provided by restaurants or even a blog where an author provides a service (information presentation, interesting reading etc) to his audience. Services marketing are dominated by the **7 Ps of marketing** namely **Product, Price, Place, Promotion, People, Process** and **Physical evidence**. The 7 P framework is one of the most popular framework for deciding a marketing strategy, right from strategy formulation to actual implementation.



The following form the marketing mix for services marketing, the first 4 P's being the core and the next 3 P's being the extended marketing mix.

- **Product** is your core offering. This is “the thing” that will fulfill the needs of your customer. If your product is faulty, every thing else fails. The attributes of the product, vis-a-vis the attributes offered by competing products and substitutes, are important in estimating the competitive scenario for the marketing strategy formulation.
- **Price** has a lot of impact on the service buyer's satisfaction level. Often, paying a higher price makes a customer more satisfied. Price is often considered a proxy for quality and vice-versa. What is important to note that services being all the more intangible, the price becomes an important factor for the actual

service consumption to happen, after service awareness and service acknowledgement.

- **Place** often offers a different side of value (utility) to the customer. Who would want to travel 10 miles to have a regular dinner, even if that is priced very competitively and has a super quality? Services are often chosen for their place utility. Closer to the customer means higher probability of purchase. Place utility is important to evaluate, for strategizing on the other 6 Ps.
- **Promotion** plays a role in the perception the possible target audience may have about your service. There has to be a fit between the promotion and the positioning. Promotion leads to service (brand) recognition and further establishes a proxy to evaluate quality of services based by potential customers. Many different promotional tools are often used like internet advertisement, special events, endorsements which happen out of the store or in-store merchandising like branded boxes from Custom Boxes Now, plastic dump bins and digital signage.
- **People** are crucial in service delivery. The best food may not seem equally palatable if the waitress is in a sour mood. A smile always helps. Intensive training for your human resources on how to handle customers and how to deal with contingencies, is crucial for your success.
- **Processes** are important to deliver a quality service. Services being intangible, processes become all the more crucial to ensure standards are met with. Process mapping ensures that your service is perceived as being dependable by your target segment.
- **Physical evidence** affects the customer's satisfaction. Often, services being intangible, customers depend on other cues to judge the offering. This is where physical evidence plays a part. Would you like eating at a joint where the table is greasy or the waitresses and cooks look untidy and wear a stained apron? Surely you would evaluate the quality of your experience through proxies such as these.

Services marketing is that elusive concept which stays incomplete without a thorough understanding of 7 Ps. These form the critical success factors for any service as evaluated by a possible customer.

Another P which has grown in significance in Services Marketing is the 8th P, namely Productivity and Quality, more details of which can be found in our article ["The 8 Ps of Services Marketing"](#)

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