

The marketing mix consists of a set of tactics that a company can use to encourage potential customers to purchase their services, and the model is now unique to the services. There are other processes being done, and obviously when you check another process that is now being done, all of these processes now need to be subject to strict monitoring to ensure customer experience, which is usually specified in written SOP documents, and now there is criticism of the 7 Ps, and then when you check another process, all of these processes now need to be carefully monitored to ensure the customer experience, which is usually what you know in the written SOP documents, Because this is what the higher end customers expect and we need to change the processes so that every customer gets more care and attention so let's use the example of a luxury hotel to see (Wi-Fi) etc. Promotion Promotion refers to the different ways in which you continue to describe and advertise your services now because they are intangible services they can be more difficult than products to promote due to the lack of Having something physical that can be evaluated by a potential customer, popular ways now to promote services include using celebrity endorsements to create trust in the product offering assurances to remove risks using testimonials and using branding to highlight the quality of your product Number Five People Know By People We mean people who share Directly or indirectly in providing the service which usually means the company's employees but can also mean subcontractors with direct interaction with customers. Production cannot be separated from Consumable, meaning they are perishable once used they cannot be saved or returned, and finally they are heterogeneous describing the unique character of services that cannot be produced on a large scale, so examples of businesses that provide services include airlines, hotels and software as a service businesses now as can be seen from Chart, the services marketing mix consists of the original four tactics of the product marketing mix plus three new ones, so let's look at each seven in turn. In fact, the model is essentially the four keys to marketing plus three new tactics.