

# DEFINITION

- The American Marketing Association defines services marketing as an organizational function and a set of processes for identifying or creating value through communicating, and delivering value to customers and for managing customer relationships in a way that benefits the organization and stakeholders.

# CHARACTERISTICS

Characteristics of services marketing:

1. Intangibility
2. Inseparability
3. Variability
4. Perishability
5. User Participation
6. Lack of Ownership

# Characteristics of Services with Intang

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# Marketing Mix – Services Marketing

The **7 Ps of the Marketing Mix** are an extended version of the traditional 4 Ps, used to define and optimize marketing strategies, especially for services.



## The 7 Ps of Marketing Mix

1. **Product** – The actual good or service offered to customers, focusing on quality, features, design, and branding.
2. **Price** – The cost customers pay, including pricing strategies like discounts, premium pricing, or psychological pricing.
3. **Place** – Where and how the product/service is distributed, such as online, in-store, or through intermediaries.
4. **Promotion** – Advertising, sales promotions, public relations, and digital marketing strategies to create awareness and attract customers.



5. **People** – Employees, customer service, and anyone who interacts with customers, as they impact satisfaction and brand perception.
6. **Process** – The systems and procedures involved in delivering a service, ensuring efficiency and a positive customer experience.
7. **Physical Evidence** – The tangible aspects that support the service, such as ambiance, packaging, website design, and customer reviews.