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data. Now, you have a responsibility for what information to choose that's beneficial to your business and it won't hurt anyone else. You should avoid all sort of information material that could be profitable, but it's not moral and ethical. For instance, exploiting the teens' age pregnancy to your business advantage is creepy and unethical. However, if a customer is looking for shoes, then you should be marketing based on his preferences, and it would be completely right and ethical. You have found the best personalized content after a lot of research. If you have done it's better, then it's better, and you should know where it works or not. After running the test at a small scale, you have checked its performance that it is bringing traffic and increasing the conversion. After successfully launching your personalized strategy, it doesn't mean that your work is done. Now you should use Google Analytics to keep checking the statistics of your website and monitor how you can improve the result. It's better if you take some time to plan a better-personalized strategy to achieve better results. Analytics would tell the traffic, conversion, and bounce rate. You should also check the maximum staying time of leads on a certain page. It would give you an idea, why a certain product is working and others are not. One thing you have to keep in mind that the customers' preferences and choices change with time. Therefore, you shouldn't start the personalized strategy and then leave it later on. You have to keep revisiting your personalized marketing strategy. If it requires changing and updating, then do it and keep making changes until you get the desired results. Consistent monitoring, updating, and evaluation would make you reach and satisfy your customers. Some of the famous examples of personalized marketing are as follows; Netflix, paid channel, tracks the previous history of the viewers. The tracking software checks the clicks, choices, and viewing time, and then recommends different shows. That's much Netflix is committed to the personalized marketing strategy. The tracking software and algorithm of Amazon do the same thing. It tracks the previous buying history of each customer, and the products they have viewed. When a customer comes for shopping, the software would show them the same products where customers have shown interest previously. The company started the personalized marketing strategy in 2012 with the famous quote of "i share a coke." The customers started using it with hashtags along with their names. It became a very good example of personalized marketing in recent times. Starbucks launched a gaming and reward offer, if you buy one, then you'll get the opportunity to win free order. The purpose was to get personal information from the customers, and they did. As a result, the revenue of Starbucks increases by approximately 2.56 billion US dollars. Some of the challenges that personalized marketing strategy has to face are as follows; One of the most important challenges that many companies face while following the personalized strategy is to find the right tracking algorithm and software that could meet your needs. The problem with the tech revolution is that things get obsolete very quickly, you have to work contently to keep up with the pace of technology. Finding the right technology means years of research and development. We all know that R & D is very expensive, and it requires a lot of capital and resources that the new startups and businesses can't afford. Smart segmentation means subdividing the customers based on the latest information. Sadly, many businesses and companies don't follow the smart segmentation After studying the article, we have concluded that a personalized marketing strategy is the future of marketing. Businesses and companies shouldn't avoid using a personalized marketing strategy. However, challenges are real but when you're committed, then you'll find a way to overcome them. Stores nowadays spread a specific type of perfume, use lighting, color scheme, and other designs in order to attract the minds of customers and set their mood for shopping. They may seem small negligible things, but they have a great impact on making customer open their wallet for shopping. According to a study conducted by Grocery Manufacturers Association, roundabout 70% of the customers say that they make buying decisions at the store. Advertisers spend a lot of money on ads outside the stores. Billions of dollars of investment in marketing and advertisement become useless when customers enter the store and see products on racks. In fact, many companies hire psychologists to comprehend the buying decision of customers. The buying decision is rarely a rational choice; various psychological and environmental factors impact your decision. The focus of shopper marketing is on consumers as they make buying decisions. When customers enter the store, they target customers' attention at the last moment when they're going to buy something. However, TV ads, radio, and print media run on various media channels and remain in the minds of customers. Shopper marketing makes a direct and instant impact influencing the behavior of customers. For instance, you're walking down the aisle of the shopping mall, and you have to buy juice, coffee, or something else. There are various brands, they all are offering the same type of products, and their prices are almost similar. Now, the question is why you choose a particular brand over the other. That's where the role of shopper marketers come into they use various techniques to influence customers' decision. Now, the question is that how shopper marketing amplifies the sale and brand equity of the company. The shoppers' marketers use various strategies and tactics on multiple purchasing points. Some of the main tactics are as follows; You put up and display signs, banners, and pamphlets across the store to attract the attention of customers or to point them in a certain direction. Shopping is a shy and stressful experience for some people; signs, displays, and banners make it easier for buyers to move across the store. You should consider putting up signs at the end of the aisle so that the customers don't have to enter into the jungle of brands and get confused. Some people visit the stores to check out demos. The first place that comes to our mind is the trader Joe's, and he does it well. However, they feature the product demos of food and beverages every day and display them right next to the demo that they want to sell. Demos remove the fear of regret of the purchase. In fact, it makes you feel excited and you'll try it out when you get home. Grocery stores don't simply play music and use perfume for fun, they do it to make the customers feel comfortable. In fact, 90% of the customers say that they would likely visit the store in order to feel perfume, visuals, and music. The smell of the coffee and beverage aisle pulls you towards it and makes you purchase it. Therefore, you should focus on developing the ambiance of your store. Shopper marketers are excellent at combining various sensory experiences in order to make customers keep shopping back to the store. People nowadays feel their smartphones with them wherever they go. Whether they're walking into the store or visiting the mall, they keep on scrolling up on different social media platforms. Therefore, you should boost your ads by geographically targeted audience near to your store or area. Some of the main examples of shopper marketing are as follows; Starbucks is the world's leading coffee brand and its mobile application is a very good example of value-added marketing. Along with making payments and transactions via the app, it also offers a lot of additional benefits like sending personalized messages relevant to your interests, notification of their latest products, and offering rewards for using their application. Maxwell started the shopper marketing campaign at a bigger scale, just after launching the new coffee-maker brew. The company offered more than 2 million coupons and sample cups to customers in 8400 stores across the country. It was a great investment, but the coupon recovery rate was at an all-time high. When Target was planning to amplify the sale of baby clothes, then the company considered changing the design and layout of the store. Studies showed that mothers put a lot of emphasis on the transition stage of their kids from diapers to the training pants. Usually, stores used to place training pants and diapers right next to each other. The company changed the position of training pants and placed them in the aisle of young kids in order to emphasize the transition of kids. The sale of flue and cold medicine at Walmart is higher than at any other store or mall. The company is aware of the fact that when people are ill, then they don't want to visit the whole store in order to buy one medicine. Before the beginning of the season, the company collaborates with the manufacturer and launches ads campaign, and convinces customers to buy tissues and pills on time. Kotex launched the campaign slogan with the phrase of 'we got you at the Walmart,' it's to convince customers that the company would direct and point them in the right direction while direction. They don't need to get confused in the jungle of brands. The focus of many businesses and companies is on shopper marketing because it offers them immediate results in the form of increased sales. It's advisable if you hire any specialized shopper marketing agency that could understand your business needs and requirements. However, if you're looking for shopper marketing agencies, some of them are as follows; TPNMars AgencyThe Marketing ArmsSaatchi & Saatchi XMosaic ShopperMomentum WorldwideGeometry GlobalFCB/RED/Epsilon CatapulEdge MarketingBlue Chip Marketing WorldwideArc Worldwide The Services Marketing Mix consists of a set of tactics that a company can use to promote and engage potential customers to buy their service. The Services Marketing Mix is also known as the 7 P's of Marketing.The Services Marketing Mix is unique to services. The model is an extension of Product Marketing Mix (also known as the 4 P's of Marketing). All four tactics of the Product Marketing Mix used to market products remain, but three new tactics are added. The additional 3 P's (or tactics) are needed to adequately capture the options available to market and promote services.Before we examine the model let's first examine how services differ from physical products. Unlike physical goods, services are:Intangible: they cannot be seen, tasted, or touched.Inseparable: production cannot be separated from consumption.Perishable: Once used, services cannot be stored, saved, or returned.Heterogeneous: describes the uniqueness of services, meaning they cannot be mass produced.Examples of businesses providing services include airlines, hotels, and SaaS (Software as a Service) companies.The original marketing mix was proposed by Jerome McCarthy in his 1960 book Basic Marketing. Extending this model to services, the Services Marketing Mix was developed by Bernard H. Booms and Mary J. Bitner in 1981.The 7 P's of MarketingThe Services Marketing Mix (or 7 P's of Marketing) is shown in the following diagram.As can be seen above, the Services Marketing Mix consists of the original Product Marketing Mix:ProductPricePlacePromotionBut these four tactics were extended by three to create the Services Marketing Mix:PeoplePhysical EvidenceProcessThe Product Marketing Mix (4 P's)Let's examine each element of the Product Marketing Mix as it applies to services:1. Product/Product refers to the service a company wishes to sell. This could be flights in the case of an airline or rooms in the case of a hotel.Because services are intangible it can help to think of services as being an asset plus the processes around it. When you book a hotel room for a night you use the hotel room for an evening (the asset). But you also undergo a series of processes such as checking-in, checking-out, and having your luggage brought up to the room etc.2. Price/Price refers to the price a customer pays for the service. Pricing for services can be little more complex than for products.For example, an airline charging for flights would need to consider many factors:Will we charge a fixed price for a seat?Will we charge more as the flight gets increasingly booked?Will we charge more for peak times?Will we offer discounts for group bookings?These are just a few of the factors that might need to be taken into account when determining the price of flights.Interestingly, because services are much more intangible than products, customers are likely to associate a higher priced service with superior quality.3.Place/For services, place refers to the ease of access that customers have to a service. This can involve a physical decision such as where to locate a hotel. It also involves determining which intermediaries or affiliates to use to help you sell the service, for example, hotels.com.4. Promotion/Promotion refers to the different ways you communicate, describe, and advertise your product.Because they are intangible, services can be more difficult than products to promote. This is because there is nothing physical that can be assessed by a potential customer. Common ways to promote services include:Using celebrity endorsements to create trust in the product.Offering guarantees to remove risk. Using testimonials.Listing any "household name" customers.Using branding to highlight the quality of a product.The Services Marketing Mix5. People/By people, we mean those people who are directly or indirectly involved in the delivery of the service. This typically means employees of the company. But it can also mean subcontractors with direct interaction with customers.It can even refer to existing and past customers of the company. These customers represent the company through word of mouth.People are a very important factor in the 7 P's because services tend to be produced and consumed at the same time. Because of this, the behavior of these people is very important in determining the experience of the customer.All service businesses should ensure that staff are well trained and motivated. But there is another way to adjust the people tactic. This can be done by adjusting customer experience to meet the needs of individual customers.As an example, imagine a hotel guest tweets that they're at your hotel preparing for an important meeting the next day. Then the next day while the guest is out, your staff place a handwritten note in their room wishing them every success in their meeting. Alongside this, staff place some complimentary chocolates in the guest's room.This tailoring of customer experience will tend to make the customer more satisfied in the short term. It also makes them more likely to become a long-term customer. Furthermore, they are more likely to tell their friends and colleagues about their great experience in your hotel.6. Physical Evidence/As we've already defined, services are intangible. Despite this, their delivery often involves tangible elements. Physical evidence is defined as both:The environment or place where the service is delivered.Any tangible elements that facilitate the service or provide information about the service.Based on this definition, physical evidence includes such things as:The company's websiteAnnual accountsBusiness cardsLogos and brochuresEquipmentBuildingsAs an example, consider a potential customer who wishes to visit a hotel for the first time. The physical evidence might include pictures of the hotel, past customer reviews, and the hotel's proximity to the center of town.7. Process/Process refers to the procedures, mechanisms, and flow of activities that occur when the customer and the business interact with each other.When, for example, a customer books a hotel room a process is triggered. When the customer then checks into the hotel another process is triggered, and when they check-out yet another process is triggered.All of these processes need to be tightly controlled to ensure consistent customer experience. They are usually defined in written Standard Operating Procedure documents (SOPs).7 P's and 7 C'sOne criticism of the 7 P's is that they force you to think in an internally focused manner rather than a customer focused manner.Because of this, it can be useful to use the 7 C's rather than the 7 P's, which reimagines the 7 P's in a customer-focused manner, as follows:Product = CustomerPrice = CostPlace = ConveniencePromotion = CommunicationPeople = CaringProcess = CoordinationPhysical Evidence = ConfirmationServices Marketing Mix Sweet SpotWhen using the Services Marketing Mix, what we're trying to do is get the right balance of each tactic so that the customer is a success in the used service. One of the sweet spots being the point when all seven tactics are in balance. If you adjust one factor/tactic then you may have to adjust the others to maintain balance.For example, if we decided to change from a budget airline to a luxury one, we'd obviously change the price, but we'd also need to change all the other tactics too. We'd probably need more people to offer a more personal experience and we'd need to change Process so each customer is given more care and attention.Services Marketing Mix ExampleLet's use the example of a luxury hotel to see the Services Marketing Mix in action.1. Product/The core product of the hotel is its rooms which customers stay in for a period of time. Of course, there is more to a luxury hotel than just it's rooms, there are also its restaurants, free wifi, and the spa. You can learn more about defining products and services in our article about the Five Product Levels.2. Price/in the case of our luxury hotel, the price will vary according to room size. So, as you might expect a large suite with a cityscape view costs significantly more than a small room with no view. This is because the value perceived by the customer is much greater.3. Place/For our hotel, place concerns how the service is consumed. Typically, a place will be chosen for a strategic reason, e.g. close to a city, business center, or tourist attraction. Obviously, the location of the hotel is in one fixed place. However, Place could also mean that a mobile app is used to give customers easy access to concierge services wherever they happen to be.4. Promotion/For our luxury hotel promotion could include advertising on travel websites related to the location of the hotel. It could also mean directly advertising to past customers, using social media, and press releases.5. People/The people who interact with guests would include managers, receptionists, concierge staff, cleaners, spa staff, waiters etc.6. Process/The key processes for our luxury hotel include the things that happen when a guests book a room, check-in, stay in the hotel, and check-out. Each of these will have a unique and formal process associated with them designed to delight the consumer.7. Physical Evidence/For our luxury hotel, the physical evidence includes the customer service received before and after the stay, how the lobby looks, any music playing, the hotel's website, and online reviews and photos, amongst other things. SummaryIn a nutshell, the Services Marketing Mix provides seven tactics that can be adjusted to help you attract and keep customers to any services business. When using the tool the aim is to find the right balance between all seven tactics so your service is a success in the marketplace (the sweet spot). Service Marketing is a type of marketing that focuses on promoting and selling services instead of physical goods. It uses specific strategies to increase demand, highlight the benefits, and provide excellent customer service experiences. This kind of marketing puts a strong emphasis on understanding customer needs, providing customized services, ensuring customer satisfaction, and keeping customers engaged to build loyalty and encourage repeat business. The main goal is to make customers feel valued and give them a positive and unforgettable experience that sets the business apart from its competitors. Key Takeaways: The service marketing mix offers a comprehensive framework for businesses to consider all aspects of marketing their services.Services are inherently customer-centric, involving direct interactions between service providers and customers.Effectively utilizing the service marketing mix allows businesses to differentiate their offerings and create a competitive advantage in the marketplace.The 7 P's of service marketing mix is an extension of the traditional 4 P's (Product, Price, Place, and Promotion) specifically tailored for service marketing. These additional three P's focus on the unique aspects of services, which are intangible, perishable, variable, and inseparable from their providers. Each of them is explained below.1. Product (Service Offering)/Product includes the core service or offering that the business provides to its customers. It encompasses both tangible and intangible aspects of the service, such as features, benefits, quality, branding, and customization options. Example: A software company offering a cloud-based project management tool. Features include task management, file sharing, team collaboration, and customizable project dashboards.2. Price/Price refers to the amount customers are charged for the service. Pricing strategies in services marketing may involve considerations, such as value-based pricing, dynamic pricing, bundling, or subscription models. Example: A streaming service offering different subscription tiers, such as basic, standard, and premium, with corresponding prices based on the level of access, streaming quality, and number of simultaneous streams allowed.3. Place (Distribution)/Place refers to the channels through which the service is delivered to customers. This includes physical locations, online platforms, and distribution partners, and any other touchpoints where customers interact with the service. Example: A food delivery service using a mobile app and website to connect customers with local restaurants. Customers can place orders online, and the service coordinates delivery through its network of drivers.Promotion involves all the activities used to communicate the value of the service to the target audience and persuade them to purchase or use it. Promotion strategies in services marketing may include advertising, public relations, personal selling, sales promotions, and digital marketing tactics. Example: A hotel chain running a targeted digital advertising campaign promoting special vacation packages for families during the holiday season. The campaign includes display ads, social media posts, and email newsletters.5. People/When we talk about "People" in service marketing, we're highlighting how important the workers are in providing the service. This includes everyone from the folks you see up front helping you, like waiters or cashiers, to the managers making sure things run smoothly behind the scenes, and even the support staff helping out in different ways. Basically, how you feel about the service often depends on how friendly, skilled, and helpful these people are. Example: A luxury spa resort prides itself on hiring highly trained and friendly staff. The spa therapists, concierge, and other employees are attentive to guests' needs, providing personalized recommendations and ensuring a relaxing experience.6. Process/Process refers to the procedures, systems, and workflows involved in delivering the service. A well-defined and efficient service process is crucial for ensuring consistency, quality, and customer satisfaction. Process design may involve aspects such as service blueprinting, automation, standardization, and continuous improvement efforts. Example: An online retailer has a streamlined order fulfillment process. Customers can easily browse products, add items to their cart, and complete the checkout process within a few clicks. The retailer offers multiple payment options and provides order tracking updates to keep customers informed.7. Physical Evidence/Physical evidence means the staff you can see, touch, or notice when you're using a service. It's like the things around you that give you an idea of what the service is like. For example, when you walk into a restaurant, you might notice how clean and comfy it looks, or you might see the menus and signs they have. All these things—like the decorations, furniture, signs, and even the uniforms people wear—help you decide if the service is good or not. Example: A car rental company maintains a fleet of modern vehicles, all cleaned and well-maintained. The rental locations are equipped with clear signage, comfortable waiting areas, and professional staff uniforms, creating a positive impression for customers. The service marketing mix is also known as an extended marketing mix and is an integral part of a service blueprint design. It consists of 7 P's which are product, price, place, promotions, people, process and physical evidence. The service marketing mix consists of 7 P's as compared to the 4 P's of a product marketing mix. Simply said, the service marketing mix assumes the service as a product itself. However it adds 3 more P's which are required for optimum service delivery. The product marketing mix consists of the 4 P's which are Product, Pricing, Promotions and Placement. These are discussed in my article on product marketing mix – the 4 P's. The extended service marketing mix places 3 further P's which include People, Process and Physical evidence. All of these factors are necessary for optimum service delivery. Let us discuss the same in further detail. Did you know that understanding the service marketing mix can significantly enhance customer satisfaction? Quick Statistics: According to a 2022 survey by Statista, the global service industry is expected to reach \$6.3 trillion by 2025. This underscores the importance of mastering the service marketing mix for businesses wishing to remain competitive. Industries such as hospitality and healthcare heavily rely on strategies revolving around the 7 P's to attract and retain customers, demonstrating the applicability of these principles across diverse sectors. Practical Advice: When implementing the service marketing mix, emphasize training your employees on excellent customer service to leverage the "People" component. Harvard Business Review suggests that businesses investing in customer service training can see an investment of over 1,600% in terms of customer loyalty and brand reputation. Additionally, refining service processes to include customer feedback can lead to more efficient operations and higher customer satisfaction. 1) Product The product in service marketing mix is intangible in nature. Like physical products such as a soap or a detergent, service products cannot be measured. Tourism industry or the education industry can be an excellent example. At the same time service products are heterogeneous, perishable and cannot be owned. The service product thus has to be designed with care. Generally service blue printing is done to define the service product. For example - a restaurant blue print will be prepared before establishing a restaurant business. This service blue print defines exactly how the product (in this case the restaurant) is going to be. 2) Place Place in case of services determine where is the service product going to be located. The best place to open up a petrol pump is on the highway or in the city. A place where there is minimum traffic is a wrong location to start a petrol pump. Similarly a software company will be better placed in a business hub with a lot of companies nearby rather than being placed in a town or rural area. Read more about the role of business locations or Place element. 3) Promotion Promotions have become a critical factor in the service marketing mix. Services are easy to be duplicated and hence it is generally the brand which sets a price apart from its counterpart. You will find a lot of banks and telecom companies promoting themselves rigorously. Why is that? It is because competition in this service sector is generally high and promotions is necessary to survive. Thus banks, IT companies, and dotcoms place themselves above the rest by advertising or promotions. 4) Pricing Pricing in case of services is rather more difficult than in case of products. If you were a restaurant owner, you can price people only for the food you are serving. But then who will pay for the nice ambiance you have built up for your customers? Who will pay for the band you have for music? Thus these elements have to be taken into consideration while costing. Generally service pricing involves taking into consideration labor, material cost and overhead costs. By adding a profit mark up you get your final service pricing. You can also read about pricing strategies. Here on we start towards the extended service marketing mix. 5) People People is one of the elements of service marketing mix. People define a service. If you have an IT company, your software engineers define you. If you have a restaurant, your chef and service staff defines you. If you are into banking, employees in your branch and their behavior towards customers defines you. In case of service marketing, people can make or break an organization. Also Read Who is a Brand Coordinator? Thus many companies nowadays are involved into specially getting their staff trained in interpersonal skills and customer service with a focus towards customer satisfaction. In fact many companies have to undergo accreditation to show that their staff is better than the rest. Definitely a USP in case of services. 6) Process Service process is the way in which a service is delivered to the end customer. Lets take the example of two very good companies - McDonalds and Fedex. Both the companies thrive on their quick service and the reason they can do that is their confidence on their processes. On top of it, the demand of these services is such that they have to deliver optimally without a loss in quality. Thus the process of a service company in delivering its product is of utmost importance. It is also a critical component in the service blueprint, wherein before establishing the service, the company defines exactly what should be the process of the service product reaching the end customer. 7) Physical Evidence The nice element in the service marketing mix is a very important element. As said before, services are intangible in nature. However, to create a better customer experience tangible elements are also delivered with the service. Take an example of a restaurant which has only chairs and tables and good food, or a restaurant which has ambient lighting, nice music along with good seating arrangement and this also serves good food. Which one will you prefer? The one with the nice ambiance. That's a physical evidence. Several times, physical evidence is used as a differentiator in service marketing. Imagine a private hospital and a government hospital. A private hospital will have plush offices and well dressed staff, just right under the nose competitor company and it won't even notice it. Flanking attack market strategy is not a face-to-face confrontation between the challenger and the competitor. First of all, you start analyzing the customer reviews of your competitors; it would offer you a deep insight and point out the weaknesses of your competitors. You should pay heed to the service complaints of customers and what type of issues they're facing. After conducting the customer review analysis, you should launch the attack on the competitor with your superior and better service offer. If customers aren't happy with the features of the competitor's product, you should provide them with an alternative product with the features of their choice and wishes. However, if customers aren't happy with the high price, then you should offer a low price product. You should study the geographical and territorial spread of the competitor market, and pinpoint those territories that aren't performing well and the competitor isn't focusing on them. You can do so by studying the financial record of the competitor, it would give you an idea. When you target the weak areas of the competitor, then this is your flanking attack strategy. Some of the tools that would be beneficial in developing the flanking attacking strategy are as follows; Swot AnalysisFour Corner AnalysisBCG MatrixValue Disciplines Model As the name implies, here the challenging company lowers the price of its product/service than the competitors. Such a drastic fall in prices makes it difficult for the competitor to sell its products in the market when you're providing the same products at a lower price. For instance, the Day Inns defeats the Holiday Inns with the low price flanking strategy in the US market and wins the market share and profitability. A high price flanking strategy means that the challenging company sets a higher price of the product in order to attract the attention of the status quo customer market. For instance, the high price of hot helped the company increase its profitability. The high price flanking opportunity came up when the company was modifying the life cycle of the product. High price flanking is better because of two main reasons. First, a higher price means that the company would have more resources to improve the quality and add more features to it. Secondly, it allows the company to simplify its profitability. When a challenging company develops a new distribution channel to approach customers, then it's distribution flanking. The departmental retail stores used to sell watches, and Titan launched a new distribution channel for the sale of watches. We should appreciate the visionary mindset of Steve Jobs, he developed a small product "iPod" by assembling an integrated circuit and customers loved it. Some of the other main examples of Flanking with Size are the big cars of GM and Beetle of Volkswagen. Some of the main Benefits of flank attack strategy are as follows; The strategy revolves around targeting only one element and segment of the competitor. In order to do so, you have to be highly focused. However, when the challenger puts all of its efforts and energies targeting only one point, then it increases your chances of success. It's very difficult for the competitor's firm to defend and defeat the flank strategy because it's not laser-focused as your company is while attacking the competitor. The important point to notice here is that the challenger only targets the weak areas of the competitive firm. However, it means that the weak segment wasn't the priority of the competitor and it was earning money from various other sources. When you target the weak point, then they won't waste their resources defending it. A flank strategy is not such a strategy that a company follows it for the first time. In fact, it is a successfully proven strategy that companies have been following for many years. The companies that followed this strategy have succeeded in it. The cost of implementing a flank strategy is very low compared to other attacking strategies. It's because you're focusing on only one segment of the competitor's product/service line. You won't have to spend a lot of resources on it rather than targeting different areas at once. It offers small companies an opportunity to compete against the big corporation, and succeed in their attack through this strategy. The attacking company focuses only on the neglected segment of the market and earns a small market share from it. The growth in the small and weaker segment of the market is lowly your attack is slow, then the opportunity would go away/You have to conduct an in-depth right analysis before the attack. LG focused on the rural areas of the Indian market and launched a particular color TV "Sampoona," and it allowed the company to kick out other competitors from the market. It allowed the product innovation and differentiation flank strategy by offering the first liquid in the market. The companies followed this strategy, they succeeded in it. Instagram targeted only one segment of the world's leading social media platform, Facebook, and achieved success in it. The weak area was photo sharing, and Instagram offered more features and earned the reputation only in picture sharing. Brand promotion is the marketing communication strategy to inform, persuade, convince, and influence the decision making process of buyers when they choose a particular brand. It is done with the purpose of promoting brand awareness to create consumer's interest. So they could make sale and convert them into loyal customer. Brand promotion is required because of the following reasons; Promote certain features of the brand like price and special schemes which are being offered? Make the customer differentiate brands product from others because of certain unique features.Increase the product demand, Establish positive image and brand equity in the Brand promotion, the company focuses on branding and marking the overall image, reputation, and strength of the company. In this global brand promotion example, coca cola did a brilliant job by unifying its entire range in the "One Brand". One can notice Coca-Cola, Coca Cola Diet, Zero and life under the once brand and tagline i.e. "Taste the Feeling" Product promotion, on the other hand, is the process where the company focuses on its particular product or service. The process starts with the idea of the particular, marketing research is done based on the customer's need and marketing demand analysis. Then the marketing of the product starts to promote a particular product. For example, Dasani bottled water is one of the products of Coca Cola launched in 1999. The below advertisement is promoting a particular Dasani bottled water and not the Coca Cola brand. This is a good product promotion example. As we have discussed that the purpose of branding or brand promotion is to build and establish the name or brand of the company which is very important not only for the large companies but it is equally important for the small companies as well. Besides its business importance, branding is also beneficial for the society as when customers are well informed about the products and services available in the market, then they can stand out from the competition. Targeted market and customers are reminded that their brand has been serving them and planning to do so continually in the future. Through this marketing strategy, a company's brand can increase the marketing share and existing sales as well. Quality, price, and availability of the product are some of the important concerns of the customers while shopping; because customer has wide range of choices, and they also aware of the dishonest vendors and traders who are out there to trick them. Here comes the role of branding which informs about the company's product or service long before they make the purchase. It saves customers from being tricked by vendors and also saves their valuable time. Branding is also beneficial to society as a whole in many ways. For instance, branding means mass production of products which ultimately leads the company to economy of scale. It means lower prices which every consumer wants. When more and more people are attracted to a certain brand, then it would also require them to hire more people to perform their functions efficiently. Job opportunities are created in this way which is beneficial to the society as a whole. Brand promotion techniques include all of those tools which are usually used by the marketers to communicate with their target market and end customers. Those marketing communication tools for brand promotion are as follows; Advertising is convenient and economical method of promotion. It is good, it works. But the problem with advertising is that it lacks the personal touch of belonging. The good thing about personal selling is that it involves face to face communication. Sellers would get the feedback immediately after the transaction from the buyers. The problem with personal selling is that it is time consuming and luxurious method. Advertising is a very good option for establishing a brand. Sale promotion comprises short-range or small incentives, the purpose of which is to increase the immediate sale of the brand and attract more and more customer. However, it doesn't attain brand loyalty from the customer, because its period is very short. Sale promotion is seasonal which is offered usually at the end of the season to clear the stock and inventory. Packaging provides the brand with a distinctive edge which helps to differentiate its products from the stock. Nowadays, perception and appearance have become very important with the advancement of media and graphics. The better product looks, the more it sells. Customers are even also willing to pay a higher price for the better appearance of the product. Companies are spending more money on the packaging of their products to compete in the market. 360° campaign is an integrated marketing approach that tries to reach customers at all levels of communication channels. If such campaign is implemented successfully, then it could maximize the brand reach. As the name implies, brand promotion means to promote your brand by using all the online social and professional media platforms. Its purpose is to get as much exposure to your brand as possible and at a very low cost. Online brand promotion is important because of the following reason; To increase your brand awarenessOnline platform is much wider and it covers a variety of demographic across the globe One of the advantages is that it is inexpensive and economical Some of the benefits of online brand promotion are as follows; There almost no barriers for newcomers, very simple and easy. The most interesting part of brand promotion is the automation of certain parts. Which means a very big task of brand promotion is performed by few people in a very less time at a very reasonable price. Online platforms welcome all the new small businesses who can't compete in the market because of their lower marketing and advertising budget. Tagging technology has made the online promotion much easier and measurable rather than conventional billboards and banners. Whether you're a small brand or big brand, there's no specific strategy and solution to promote your brand. The most relevant and suitable promotion strategy should be adopted. Online brand promotion shouldn't be ignored either, it's quick, effective and instantaneous. If a commercial goes viral, then it would reach millions of viewers in a few days. Online and of line, both of these platforms have their own important, therefore, they should be used according to your brand required goals.

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