

# The Marketing Mix:

## The Three Extra P's of Service Marketing

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# Introduction

Marketing a service-base business is different from marketing a product-base business. When marketing a service business, one must keep in mind that reputation, value and delivery of the service have an impact on its success.

There are several major differences between product and services marketing, including:

1. The buyer purchases are intangible
2. The service may be based on the reputation of a single person
3. It's more difficult to compare the quality of similar services
4. The buyer cannot return the service
5. Service selling requires a high level of buyer involvement (interaction between client and service provider)

**To cater for the extra considerations, service marketing adds three more P's to the marketing mix:**

# 1

## People

Ensure the people marketing the service have excellent communication and interpersonal skills. This is very important in developing a positive client relationship.

# 3

## Process

The process of marketing will undeniably change when marketing for a service. Instead of focussing on product features, focus on service benefits etc.

The important thing to remember when marketing a service opposed to a product is that you are not promoting a tangible object: it is not easily comparable to other services. Essentially, the buyer has no benchmark of quality and standard. To market your service successfully, service marketing adds three more P's to the marketing mix: People, Physical environment, and Process.

# 2

## Physical Environment

The environment in which marketing will take place is quite different. Ensure you have a thought out strategy and are targeting the correct market in the right physical location.



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