

**LEARNING THE
7 Ps OF MARKETING**

by

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"The Brain Guy"**

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- Scott Warrick, JD, MLHR, CEQC, SCP
- 40 years experience in HR and Employment Law
- Capital University College of Law (Class Valedictorian (1st out of 233))
- Nationally Certified Emotional Intelligence Counselor
- Business First Magazine's "20 People To Know In HR"
- CEO Magazine's Human Resources "Superstar"
- HRACO's Linda Kerns Award for Outstanding Human Resource Creativity
- The Ohio State Human Resource Council's David Prize for Creativity in HR Management

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**What is Scott Warrick's
Human Resource Consulting & Employment Law Services?**

- "Scott Warrick's Consulting, Training & Employment Law Services" uses the **LAW** and **HUMAN RESOURCES** to "Solve Employee Problems *BEFORE* They Happen."
- Scott trains managers and employees in over 50 different programs.
- Scott uses **POLICIES** and **CONTRACTS** to reserve the rights employers need to get them to where they want to go.

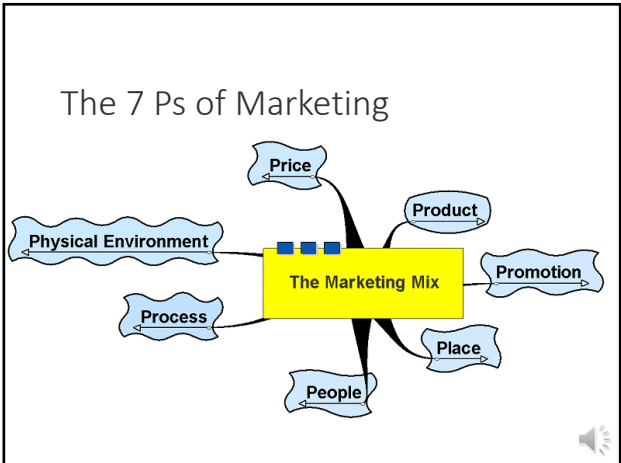
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Human Resource Consulting & Employment Law Services are offered through Scott Warrick.

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The Marketing Mix

- The tools available to a business to gain the reaction it is seeking from its target market in relation to its marketing objectives
- 7 Ps – Price, Product, Promotion, Place, People, Process, Physical Environment
- Traditional 4 Ps were later extended by 3 additional Ps to encompass growth of service industry

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Price



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Price

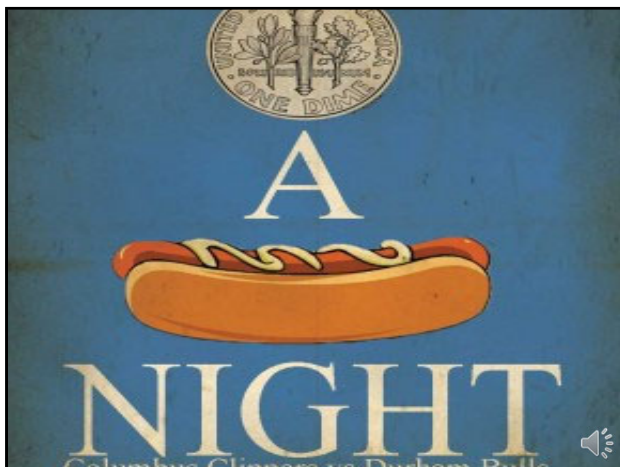


- Pricing Strategy
- Importance of:
 - knowing the market
 - elasticity
 - keeping an eye on rivals

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Pricing

- Must consider transportation and insurance costs, taxes and tariffs.
- Determine what customers will spend.
- Ensure that foreign buyers will pay them.
- May need to simplify a product to lower price.

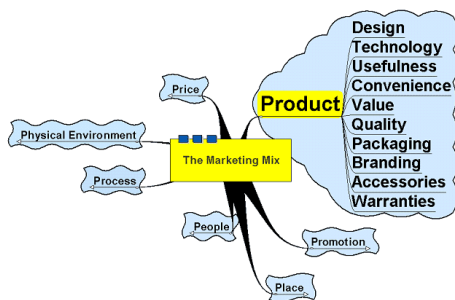
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Legal Considerations & Pricing

<i>Tariff</i>	A tax levied on goods entering a country.
<i>Quota</i>	Limit on the amount of a product that can enter a country.
<i>Boycott</i>	Exclusion of products from a country.
<i>Exchange control</i>	Foreign exchange must be sold to a control agency.
<i>Market grouping</i>	A common trade alliance.
<i>Trade agreement</i>	An agreement to stimulate international trade.

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Product



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Product

- Methods used to improve/differentiate the product and increase sales or target sales more effectively to gain a competitive advantage e.g.
 - Extension strategies
 - Specialized versions
 - New editions
 - Improvements – real or otherwise!
 - Changed packaging
 - Technology, etc.



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Positioning of product or service

- **Statement that distinctly defines the product in its market and against its competition over time**

Consumer promise

- **Statement summarizing the benefit of the product or service to the consumer**

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Product packaging

- Discuss form-factor, pricing, look, strategy
- Discuss fulfillment issues for items not shipped directly with product

COGs

- Summarize Cost of Goods and high-level Bill of Materials

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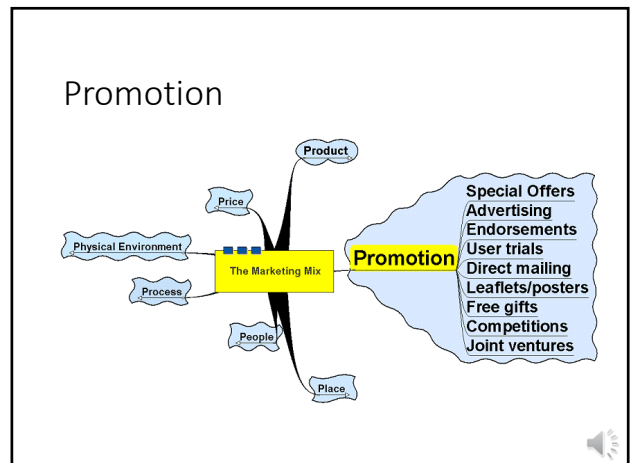
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Promotion



- Strategies to make the consumer aware of the existence of a product or service
- NOT just advertising

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MICARDIS provides effective blood pressure control - including the critical early morning hours*

At 6'6", 220 pounds, Bob is a formidable man. But he's no match for something one millionth his size. A CLOT.

CLOTS ARE THE NUMBER ONE CAUSE OF HEART ATTACK AND STROKE, but you can help reduce your risk.

Pridel (pricogrel) / Big tablets

26

Little dongos make you sad.

To be happy, Buy Enzyte

OH MY GAWD!

Honey, that enzyte really works!

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Smilin' Joe ordered HIS free sample of Enzyte.

What are YOU waiting for?

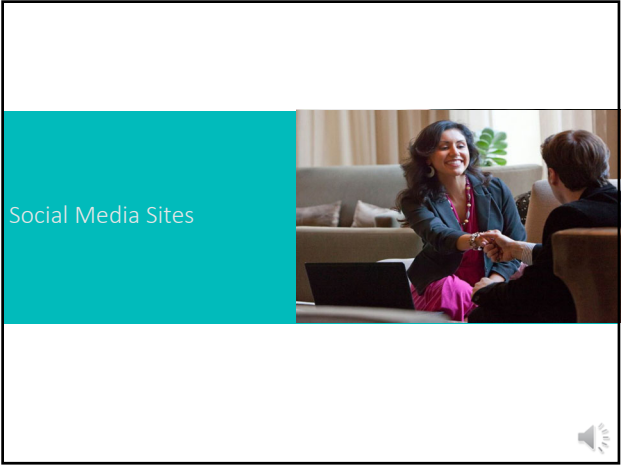
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CIALIS IS HERE.

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CIALIS IS HERE.

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Social media and networking

- Social Media are the platforms that enable the interactive web by engaging users to participate in, comment on and create content as means of communicating with their social group, other users and the public.
- Includes such sites as YouTube, Twitter, Pinterest, GooglePlus, LinkedIn, and Facebook.

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What do social networking sites provide?

- Wide variety of content formats
- Interaction between platforms
- Offers unlimited levels of interaction and engagement from users
- Viral capabilities and increased information distribution
- Provides one-to-one, one-to-many, and many-to-many communications
- Real times communication and opinions
- Easily accessible on a large amount of devices

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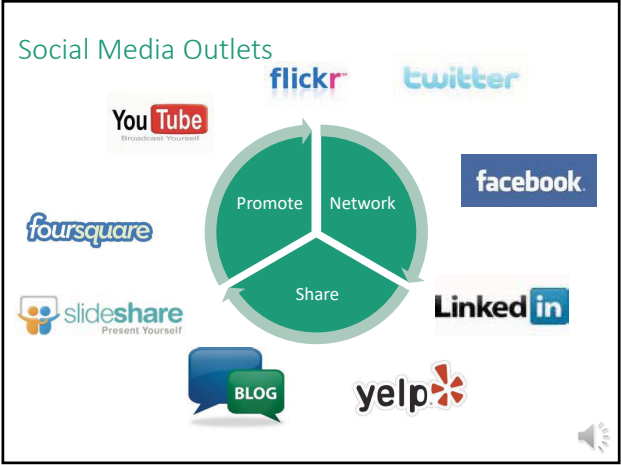
Social media for business firms today

- Increased visibility to customers and consumers
- An interactive platform for business to communicate with their target demographic
- Viral ability to share and recommend products and services
- Free platform for discussion, customer feedback and provide promotional opportunities for companies

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- How many people participate in social media today?
- What networks and media outlets do they use?
- And what do they use them for?

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Twitter

Description

- Smaller, up and coming platform
- Fast moving, with rapid-fire stream of comments
- Less personal than Facebook; you can “follow” or be followed by thousands
- More followers does not necessarily mean better

Getting Started

- Set up your [profile](#)
- Connect with friends, colleagues, contacts
- When tweeting, blend a combination of daily activities and adventures with interesting links to articles and videos
- Be conversational, interesting, engaging in your tweets
- Provide value to your followers

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Creative Uses of Twitter

- Be fun and interactive
- Instant word of mouth
- Give customers a voice
- Answer customer questions

New promo: Twitter ur r at Patxi's, show your server, and your first fountain beverage (with purchase) is free or your first PBR is only \$1!

12:42 PM Jan 3rd from TweetDeck
Retweeted by 5 people

Patxi's Pizza

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facebook

Description

- Giant user base (>600 million users)
- Friends connect with friends and follow news streams
- Good for networking, relationship building
- Includes a range of possibilities for marketers: communities, games/applications, advertising
- More fans does not necessarily mean better

Getting Started

- Create an official [business fan page](#)
- Set up a [business account](#)
- Secure a [URL](#) for your fan page
- Post links, videos, photos, and business updates through your newsfeed
- Ask for feedback through “discussions”
- Other: groups, events, applications

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facebook

- Mission
- Facebook's mission is to give people the power to share and make the world more open and connected.
- Millions of people use Facebook everyday to keep up with friends, upload an unlimited number of photos, share links and videos, and learn more about the people they meet.

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Background

- February of 2004. Facebook was founded by Mark Zuckerberg when he was nineteen-year-old attending Harvard University in
- Mid-2004, Zuckerberg incorporated the business and named Sean Parker, the mind behind Napster, as president. Headquarters were moved to Palo Alto, California.
- October of 2007: Microsoft purchased a 1.6% share of Facebook for \$240 million.
- 2008: International headquarters are established in Dublin, Ireland.
- 2011: Facebook moves to Menlo Park, California to the old Sun Microsystems Campus where it is currently located today.
- It is currently the largest social network in the world, boasting more than four hundred million members and usage rates that would be the envy of most media companies.

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Executive Management



Mark Zuckerberg
Founder, Chairman and Chief Executive Officer



Sheryl Sandberg
Chief Operating Officer



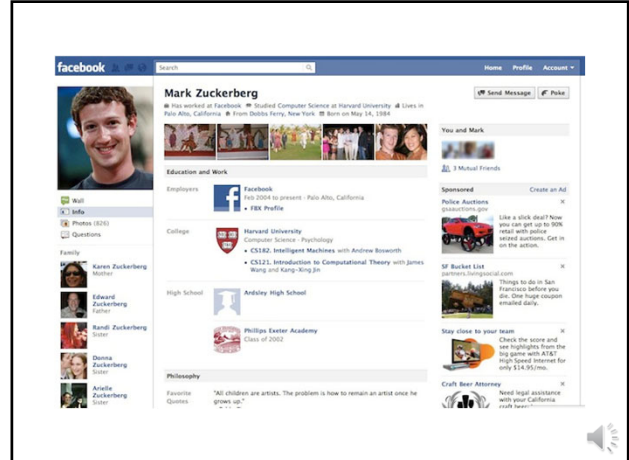
David Ebersman
Chief Financial Officer

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Facebook user statistics

- 901 million monthly active users at the end of March 2012.
- Approximately 80% of our monthly active users are outside the U.S. and Canada.
- 526 million daily active users on average in March 2012.
- 488 million monthly active users who used Facebook mobile products in March 2012, and more than 500 million mobile monthly active users as of April 20, 2012.
- During March 2012, on average 398 million users were active

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Solutions for Businesses

- Discussion Boards
- Events
- Information
- Notes
- Photos
- Reviews
- Video
- Wall

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Place



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Place

- The means by which products and services get from producer to consumer and where they can be accessed by the consumer
 - The more places to buy the product and the easier it is made to buy it, the better for the business (and the consumer?)

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Place-Distribution

Distribution strategy?

Distribution by channel

- Show plan of what percent share of distribution will be contributed by each channel -- a pie chart might be helpful

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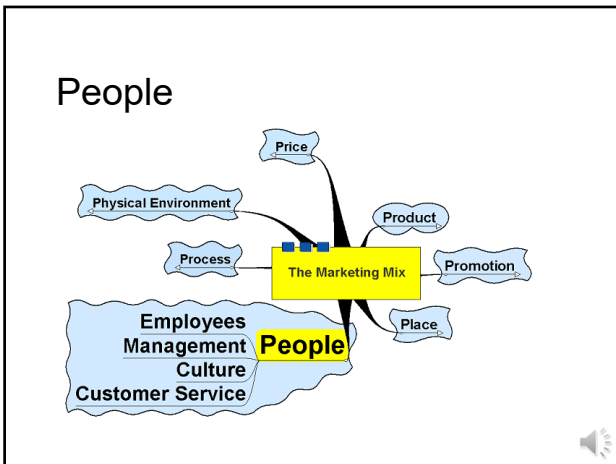
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People Represent The Business

- The image they present can be important
- First contact often human – what is the lasting image they provide to the customer?
- Extent of training and knowledge of the product/service concerned
- Mission statement – how relevant?
- Do staff represent the desired culture of the business?

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People Represent The Business

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- Do staff represent the desired culture of the business?

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Demographic makeup

Marketing considerations

- Population density
- Urban or rural
- Personal income
- Rise of global middle class
- Supply of professionals

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THE RITZ-CARLTON

MOTTO

“We are ladies and gentlemen serving ladies and gentlemen.”



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THE RITZ-CARLTON

THREE STEPS OF SERVICE

**A warm and sincere greeting.
Use the guest’s name.**

**Anticipation and fulfillment
of each guest’s needs.**

**Fond farewell. Give a warm good-bye
and use the guest’s name.**



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THE RITZ-CARLTON

59 hotels in 20 countries

28,000 employees

**284 hours
of training each year**



63



THE RITZ-CARLTON

**Malcolm Baldrige
National Quality Award**

1992 and 1999



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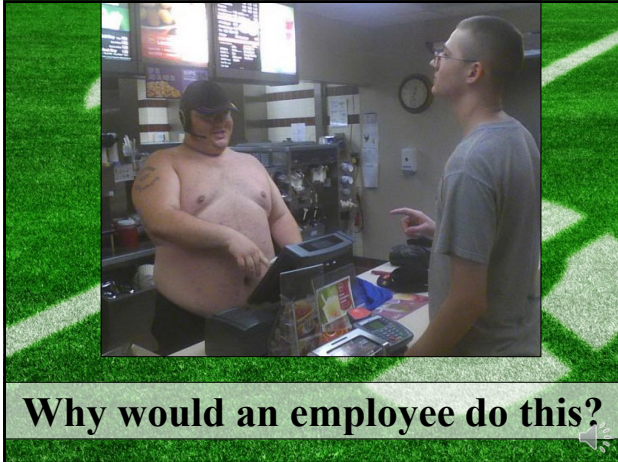
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At least the stains will be yours.



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Why would an employee do this?

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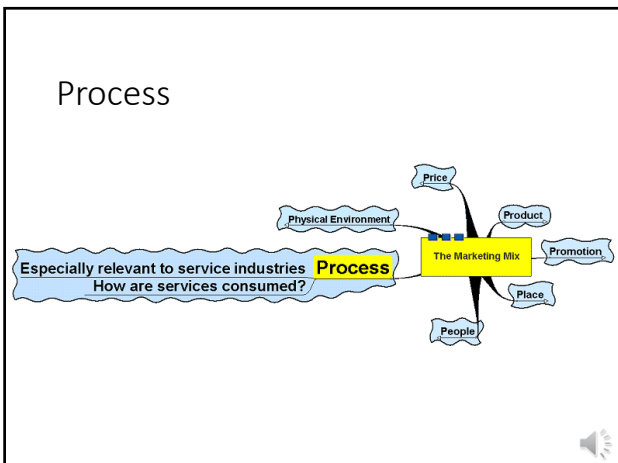
Why would an employee do this?

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Why would an employee do this?

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- Process
- How do people consume services or product?
 - What processes do they have to go through to acquire the services or product?
 - Where do they find the service or product?
 - Contact
 - Reminders
 - Registration
 - Subscription
 - Form filling
 - Degree of technology

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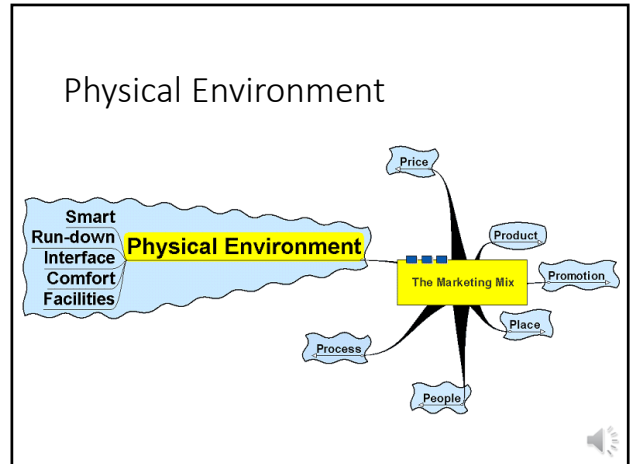
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Physical Environment

The ambience, mood or physical presentation of the environment

- Smart/shabby?
- Trendy/retro/modern/old fashioned?
- Light/dark/bright/subdued?
- Romantic/chic/loud?
- Clean/dirty/unkept/neat?
- Music?
- Smell?

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Physical Environment

The ambience, mood or physical presentation of the environment

78

Physical Environment

The ambience, mood or physical presentation of the environment



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Physical Environment

The ambience, mood or physical presentation of the environment



80

Physical Environment

The ambience, mood or physical presentation of the environment



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The 4 Traditional Ps of Marketing



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The 4 Traditional Ps of Marketing



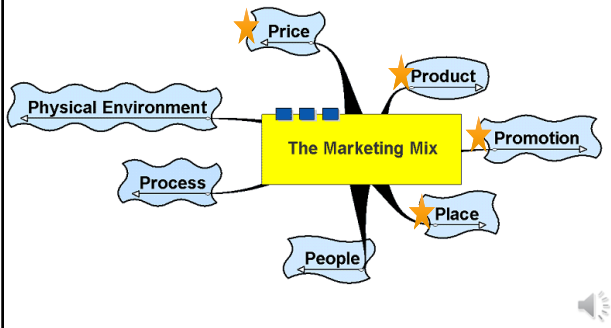
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The 4 Traditional Ps of Marketing



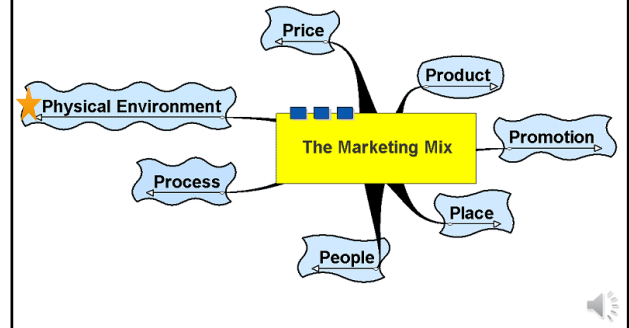
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The 4 Traditional Ps of Marketing



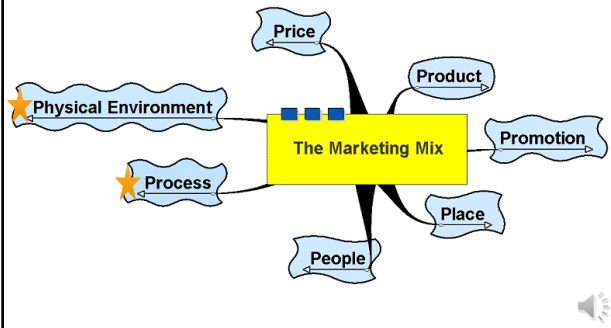
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The 3 New Ps of Marketing



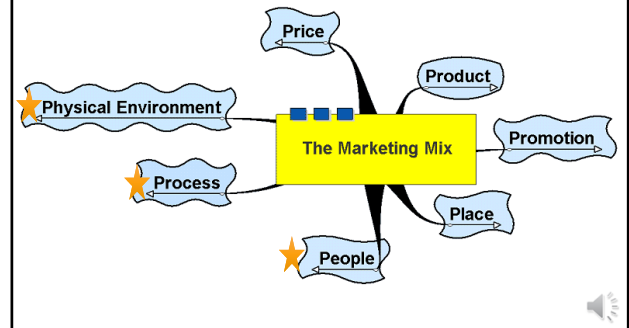
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The 3 New Ps of Marketing



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The 3 New Ps of Marketing



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The Marketing Mix

Blend of the mix depends upon:

- Marketing objectives
- Type of product
- Target market
- Competition's behavior
- Global issues – culture/religion, etc.
- Marketing position

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THE TRIP



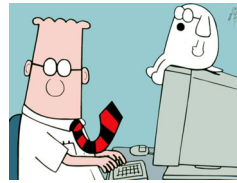
- WHERE are we now?
- WHEN are we leaving?
- WHERE should we go?
- WHO will do the driving?
- WHERE have we decided to go?
- WHY are we going?
- WHAT are the conditions which may affect us?
- HOW are we going?
- HOW much will the trip cost?
- HOW will we measure our progress?
- WHAT is our plan for alternate routes? (Contingency Plan)

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Strategic plan

- Defining the company mission.
- Setting company objectives and goals.
- Designing the business plan.
- Planning the marketing and other functional activities.

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DEFINING YOUR PRODUCT

What if your product is “Service”?

What if your product is “Tangible”?

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PRICE

What if your product is “Service”?

What if your product is “Tangible”?

93



PRODUCT

What if your product is “Service”?

What if your product is “Tangible”?

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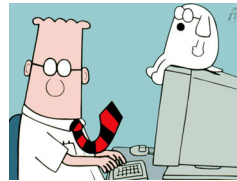


PROMOTION

What if your product is “Service”?

What if your product is “Tangible”?

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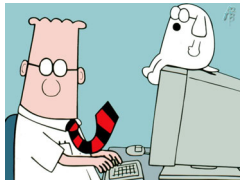


PLACE

What if your product is “Service”?

What if your product is “Tangible”?

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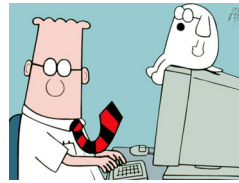


PEOPLE

What if your product is "Service"?
What if your product is "Tangible"?



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PROCESS

What if your product is "Service"?
What if your product is "Tangible"?



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PHYSICAL ENVIRONMENT

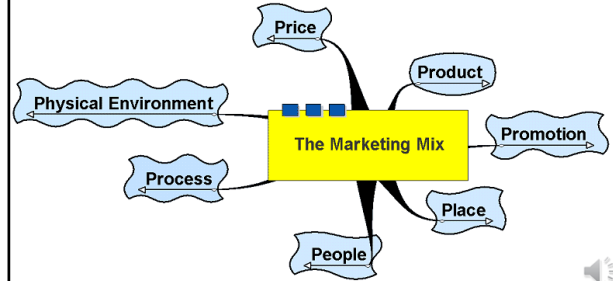
What if your product is "Service"?
What if your product is "Tangible"?



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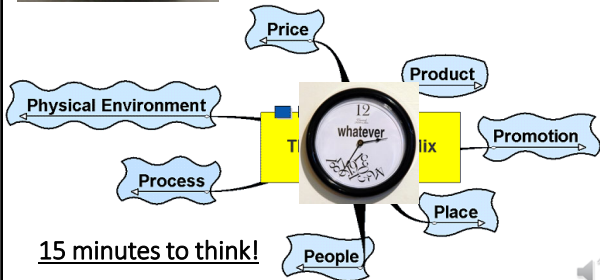
Cousin Eddy's Used Cars



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Cousin Eddy's Used Cars



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Cousin Eddy's Used Cars



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