

Essence of Services Marketing

Central Coast Business Expo
Mingara Recreation Club

Patrick M. Zuluaga
PMZ Marketing



Services vs Product Marketing

- Customer purchases an intangible item
- Services are consumed at delivery
- Difficult to compare the service quality
- Buyer can not return the service
- May be based on reputation of a person

Customer Service Experience

- Set the customer expectation
- Genuine value-add in the relationship
- Replicate successful processes
- Manage the evidence
- Follow-through on the service encounter

Services Marketing Segmentation

- Definition of the market
- Alternative bases for segmentation
 - Demographics
 - Psychographic
 - Geography
 - Industry
 - Usage / Benefit
- Select best base for segmentation
- Identify & select market segments



Positioning & Differentiation of Services

- Communication of a Advantage
 - Position in the mind of the target audience
- Superior Delivered Value
 - Value-add & quality versus costs
- Value Enhancement Differentiation
 - Customer's value chain

Services Marketing Mix (7-P's)

1. Product
2. Price
3. Place
4. Promotion

Services Marketing Mix (7-P's)

(continued)

5. People

6. Process

7. Physical Evidence

Implementing Services Marketing Planning

- Strategic Context
 - Corporate vision and objectives
- Situational Review
 - Marketing Audit
 - SWOT Analysis
 - Key Assumptions

Implementing Services Marketing Planning ⁽²⁾

- Marketing Strategy Formulation
 - Marketing Objectives & Strategies
 - Estimate Expected Results
 - Identify Alternative Mixes
- Resource Allocation & Monitoring
 - Marketing Programs
 - Monitoring, Control & Review

Q & A

Patrick Zuluaga

Director
Zuluaga Pty Ltd AFT PMZ Trust
Trading as PMZ Marketing
M: 0403 436 889
F: 02 4388 9164
E: patrick@pmzmarketing.com.au

