

The Marketing Mix

A model used by marketing departments to develop **marketing strategies** for products and services

'The 4 Ps'

The right **PRODUCT** at the right **PRICE**, available in the right **PLACE** and at the right **time**, and **communicated** to the customer effectively through the right **PROMOTION**.



Product



- The good or service offered to the customer to satisfy their wants and needs
- Consumer goods/services – provided for people to use
- Producer goods/services – provided for other businesses to use

• **Activity 19.1, page 287**



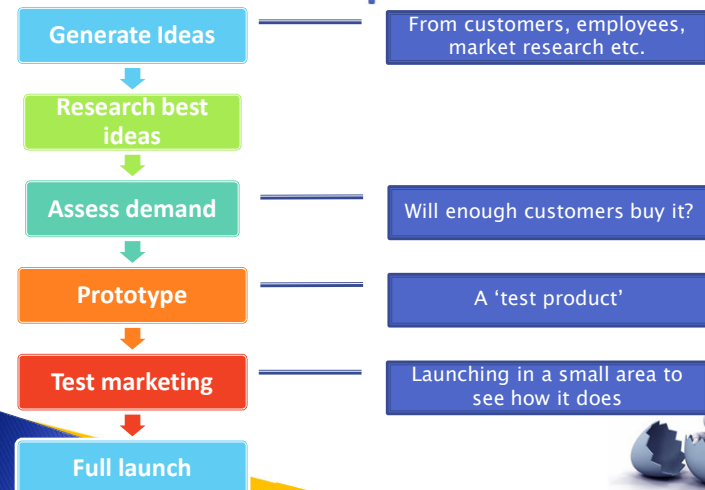
What makes a product successful?

- Quality
- Image/branding
- Affordability
- Diversity/USP
- Demand (meet consumer want/need)
- Able to supply/availability
- Desirable
- Features
- Design 'ergonomics'



Activity 19.2 (288) – for ONE product.

Product Development



Branding

'Brand names are the unique names of a product that distinguishes it from others'

- Loyalty
- Adds value - means we can raise prices
- High demand
- Usually high quality
- Recognisable
- Consistent
- Brands image/identity

Features



Activity 19.4 (290) for ONE product

Packaging

'The physical container or wrapping that can appeal to the customer, inform them, and protect the product'

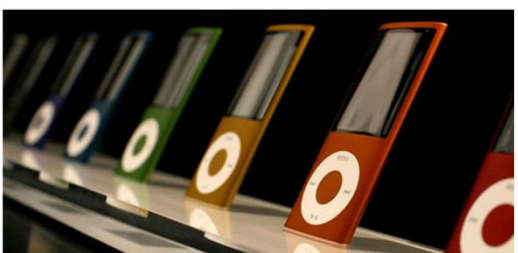
Activity 19.5 (292) parts a, b, c, e and f.



What can we expect in 2009?

Apple's iPod: is the end nigh?

By Dave Lee
Technology reporter, BBC News



Analysts do not expect there to be significant improvements made to the iPod range

Few pieces of technology can genuinely claim to be iconic. But Apple's iPod, first launched in 2001, arguably fits the bill.

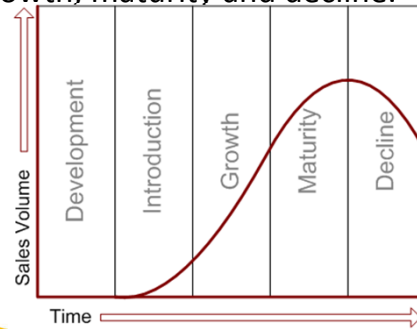


iPod (as a brand)



The Product Life Cycle

The theory that all products follow a similar sales pattern over time of development, introduction, growth, maturity and decline.



Extension strategies

When a product is in danger of entering the decline phase, marketing departments may try and extend its life and keep it in maturity for longer and maintaining sales and market share.

