

Developing the Marketing Mix: Part 2





Marketing Mix (4 Ps)

Product

- Brand
- Features
- Design
- Quality
- Packaging
- Warranties
- Returns policy

Price

- List price
- Discounts
- Credit terms
- Payment period

Promotion

- Public relations
- Advertising
- Sales force
- Direct messages

Place

- Channels
- Locations
- Inventory
- Fulfillment







Add to My Page's Favorites

Suggest to Friends

Source: www.facebook.com











Radwanski

Gonzalez

Shayan Mosaffa







Dillon Walthers

Bedford

5 Friends Like This







Sherry Mirshahi Totten

Nodes







David Mendoza Harris













video camcorder

Search

Source: www.google.com

About 9,720,000 results (0.34 seconds)

Advanced search

🛂 Everything





▼ More

All results

Fewer shopping sites More shopping sites

▼ More search tools

Walmart Camcorders

Sponsored links

Walmart.com Shop for the Latest Camcorders at Walmart's Unbeatable Low Prices.

Walmart.com is rated ★★★★☆ on Google Products (780 reviews)

Digital Camcorders

www.BestBuy.com \$20 - \$100 Off Select Digital Camcorders, Plus Free Shipping.

Brands for video camcorder: Sony Flip Video JVC Canon Panasonic

Camcorders: Digital video camera reviews & camcorder reviews ...

Digital camcorder reviews and ratings, video reviews, user opinions, most popular digital cameras, camera buying guides, prices, and comparisons.

reviews.cnet.com/camcorders/ - 5 hours ago - Cached - Similar

Camcorder: Digital Camcorders - Best Buy

Find the camcorder that's right for you at BestBuy.com. From hard drive and HD camcorders to ... Photo & Video Resource Center · Digital Camcorders Trade-in ... www.bestbuy.com > Cameras & Camcorders - Cached - Similar

Shopping results for video camcorder



Flip Video UltraHD Camcorder -



Sony bloggie MHS-CM5 Camcorder -



<u>JVC PICSIO</u> <u>GC-FM1</u> - Camcorder -



Panasonic AG-DVX100BE Pal System



Canon FS31
Dual Flash
Memory Digital

Sponsored links



Kodak Zi8 Pocket Video
Camera Camcorder - ...
\$159.00 - Walmart
PCConnectio ... - \$179.95



Kodak Playsport
Camcorder - 1080p - 5.0
MP - ...
\$129.00 - Walmart

Video camcorder camera

\$229.98 - 3 full hd 1080p 12mp digital video camcorder camera www.eBay.com EBay.com is rated ****

Flip Camcorders at Amazon

Save on Flip camcorders
Free Shipping Available with Amazon
www.Amazon.com/Cameras
Amazon.com is rated

Buy a Flip Digital Camera

The Best Selling Video Camcorder Buy A Flip Digital Camera Here!



Print advertising

- Advertising rate sheets often available on publication website, or provided by request
- \$20,000 for a single-run, one page ad in national magazines
- Newspapers typically less expensive than magazine, but less targeted in their readership
- Direct mail, including buying a mailing list and postage, can be as little as \$1/piece. Very targeted, but 1% average response rate.





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Flip Video products are available at the following retailers:



Choose your model:



SlideHD 4 hours



MinoHD 2 hours



MinoHD 1 hour



UltraHD



Ultra



Accessories



FlipShare TV

Choose your Shopping Preference:



Online



In Stores







Buy.com

































Cisco Announces Intent to Acquire Pure Digital Technologies, Makers of Flip Video Networking Leader Adds Popular Flip Video Solutions to Consumer Portfolio

SAN JOSE, Calif. - March. 19, 2009 - Cisco today announced its intent to acquire privately held Pure Digital Technologies Inc. San Francisco-based Pure Digital, creator of the best-selling Flip Video brand, is a pioneer in developing consumer-friendly video solutions with mass-market appeal.

"The acquisition of Pure Digital is key to Cisco's strategy to expand our momentum in the media-enabled home and to capture the consumer market transition to visual networking," said Ned Hooper, senior vice president of Cisco's Corporate Development and Consumer Groups. "Pure Digital has **revolutionized the way people capture and share video** with Flip Video. This acquisition will take Cisco's consumer business to the next level as the company develops new video capabilities and drives the next generation of entertainment and communication experiences."

Pure Digital's Flip Video has sold more than **2 million units** and quickly demonstrated market appeal in the United States by making video simple, accessible and fun. All Flip Video products come equipped with FlipShare, a best-in-class software that allows users to easily organize and edit videos and then share them instantly on YouTube, MySpace and other popular sharing Web sites.

Under the terms of the agreement, Cisco will pay approximately **\$590 million** in stock in exchange for all shares of Pure Digital.

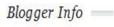
Bye-bye Flip Video: Cisco shuts down its consumer camcorder business

By Janice Chen | April 12, 2011, 3:05pm PDT

Summary —

Cisco shutters its Flip

It's official. As part of its consumer business restructuring, Cisco has announced that it will close down its Flip Video pocket camcorder business (yes, the one it acquired for \$590 million in March 2009). Though the company never managed to capitalize on its consumer video ambitions, it's an ignoble end for a great little product that shook up the camcorder market and singlehandedly created the low-cost USB video camera market.



Janice Chen

🔠 Bio 🔛 Contact

Rachel King

Bio
 Contact





Summary

- Understanding customer needs and wants is core to your success
- Market planning is central to entering markets and sustaining success
- New competitors are ever present

