

# 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



# Flip Video

- Wall
- Info
- Special Offers
- Meet The Fa...
- YouTube
- Video
- >>

Flip Video + Others **Flip Video** Just Others


 **Flip Video** Check out our new Action Tripod - <http://tinyurl.com/Action-Tripod> Also, we have a new Coupon Code on our "Special Offers Tab." Get a free accessory with a Flip Video purchase. Limited time only.



 4 hours ago · Share

 51 people like this.

 View all 24 comments

 **Adam Schmidtman** got that tripod for free by taking the flip survey 35 minutes ago · Flag

## 225,898 People Like This

- |   |  |   |
|---|--|---|
| <br>Joel Radwanski | <br>Jaime Gonzalez  | <br>Shayan Mosaffa |
| <br>Tj Salford     | <br>Dillon Walthers | <br>Katie Bedford  |

## 5 Friends Like This

- |   |   |  |
|---|---|--|
| <br>Sherry Mirshahi Totten | <br>Lee Brewer Nodes | <br>Joe Joyce |
| <br>Matthew Mendoza        | <br>David Harris     |  |

[Add to My Page's Favorites](#)

[Suggest to Friends](#)

Source: [www.facebook.com](http://www.facebook.com)

## Join us on Facebook

Click above to become a fan of Flip Video™ and recieve a free accessory with the purchase of a new camcorder today.



## [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 -](#)



[JVC PICSIO](#)  
[GC-FM1](#)  
[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.

# 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

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

amazon.com.



Buy.com



Office DEPOT.



## 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 shutter 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.

## Blogger Info

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