The slide you sent me shows the extended marketing mix for services. The traditional marketing mix, used for marketing physical products, focuses on four Ps: product, price, place, and promotion.

The extended marketing mix adds three more Ps specifically for services: people, process, and physical evidence. Let's break down each of the seven Ps:

* **Product:** This refers to the core service that you are offering. When defining your service offering, consider the benefits you will provide to customers and how your service will meet their needs.
* **Price:** This refers to the cost of your service to the customer. When determining your price, consider the value you deliver to customers, your competition, and your production costs.
* **Place:** This refers to how customers will access your service. This could be the physical location of your business, your website, or other channels.
* **Promotion:** This refers to how you will communicate the value of your service to potential customers. This could include advertising, public relations, social media marketing, or other promotional activities.
* **People:** This refers to the employees who will interact with your customers. Your employees play a big role in the customer experience, so it is important to hire and train them well.
* **Process:** This refers to the systems and procedures that you will use to deliver your service. Having efficient processes in place will help you to ensure consistent quality and customer satisfaction.
* **Physical Evidence:** This refers to the tangible elements of your service that customers can see and touch. This could include things like your facilities, your website, or your employees' uniforms.

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