

## **The Marketing Mix (7 P's) in online context**

In the world of digital marketing your website is your business. It represents your companies' values and philosophies so the content on your website needs to add value, and be relevant to your customers. If your digital marketing activities also follow the marketing mix, you will be well on your way on creating a successful campaign.

### **1. Price**

There are many pricing strategies you can implement on your website, which will make your products stand out to your customers:

- Discount codes
- Online vouchers
- Price cutting (20% off etc)
- Packages and bundles

Amazon vouchers and discounts were a large contributor to these sales, demonstrating how important pricing strategies are in digital marketing.

### **2. Product**

It's incredibly important that users entering your website see your product's features and services. With the popularity of You Tubers rapidly increasing, companies are now paying them to sponsor their products by making unboxing videos. This is a great example on how you can share your products features to millions of customers.

On your website, you can make your product stand out by using indicative imagery. Companies such as Apple and Dyson do an excellent job of this, using stunning images to promote their product's latest features.

### **3. Place**

It might seem impossible that the distribution of a product can happen in a digital landscape however, some businesses solely rely on it. Uber for example has many drivers waiting for the golden phone call via its app to pick up a passenger. The user can easily see where the driver is and can contact them straight away through this digital medium.

Another example of Place being used is with fast food companies such as Pizza Hut. The Pizza giant shows a live update to tell when your order is being delivered, and can even tell you when it's in the oven!

### **4. People**

With the advancement of technology and AI, the marketing mix element of People is becoming more widely used online. Thousands of websites now use chat bots to contact users directly to answer their needs. Social Media is also a fantastic service to help customers answer their questions regarding a product. If you take a look at Vodafone's Twitter account and click on "Tweets & Replies" you can see the extraordinary work the customer service team do to help their clients.

### **5. Promotion**

Now this is a pretty easy one to fit into digital. There are so many effective ways to use promotion in digital marketing:

- E-banners
- Email
- Websites
- Social Media
- SEO
- PPC

- YouTube
- Video Advertising
- Web Forums
- Blogging
- Podcasts
- Digital PR
- E-newsletters
- Social Influencers

And much more!

With so many possibilities to promote your brand and products, why not start with digital?

## 6. Process

Although Process is commonly related to the processes of product delivery, an e-commerce website can have similar traits. With the amount on online purchases increasing at a substantial rate, the 'journey' of a user entering a website and then buying a product is more important than ever. The role of a UX (User Experience) designer is to make that user journey as easy as possible through attractive website design. Other technical aspects of a website can also effect the process of a users journey:

- **Website Speed** - People are becoming more impatient, if it takes too long for a webpage to load, you could loose potential customers.
- **Device Optimization** - With the majority of people browsing on smart phones and tablets, can your website adapt to all devices?

- **E-commerce Optimization** - How easy is it for a user to make a payment online? Can someone make a payment from a different country? How quickly can a payment be processed?
- **Conversion Optimization** - How many steps does it take for a user to make a conversion? Can you improve these steps?

Process is all about thinking how you can improve a users journey. Always think about the customer first and what their expectations are when interacting with your website.

## 7. Physical Evidence

Physical evidence in a digital world? Surely not! Well...we have a question for you:

When was it the last time you made an online purchase based on reviews?

This is one of the biggest examples of physical evidence that can be found online. From Trip Advisor to Trust Pilot, these review/comparison websites use the physical evidence from public reviews to make products stand out from their competitors.

Have you ever liked a product so much, that you shared your thoughts on social media? This can also be classed as physical evidence because you are sharing your experiences to the public. Many social influencers promote and review products, which help the customer make a decision during the buying process.

Successful businesses can create additional sales through positive customer experiences. If a customer's experience is so good that they start to shout about it on social media, the product or brand will promote itself.

So, does digital work in the 7 Ps of the marketing mix? Of course it does! You can use the marketing mix through digital marketing to make your brand and product stand out from your competitors.

## **Digital improvising in 7Ps**

### **1. Pinpointing Proper Pricing**

After the emergence of the digital world, the competition has also increased rapidly. It has become essential to strategize the pricing of your product or services. Even if a possibility exists that someone might be selling a similar product or similar services to yours, you need to understand about your online consumer is expecting from you. And what the customer is going to pay a for the value of your product.

### **2. Identifying the Right Placement Strategy**

As briefly described above, your placement strategy needs to be impeccable to get your product in front of the right customer at the right time. In the online world, you have to wisely utilize all the available digital marketing options including both paid and the non-paid methodologies. Additionally, you may require an expert opinion about which platform to use and how.

### **3. Considering the Science of Product**

Rather than finding the right customers for your product, find the right product for your customer. This is the key to having a successful product. Many examples could be found of companies that launch new products, only to fail miserably? Why? It's because of the lack on online market research and finding the suitable product for your customer.

### **4. Promoting on the Right Channel**

Here comes one of the most critical point of the marketing mix. I have personally seen many companies doing the wrong marketing through the wrong channels because they haven't understood the key difference between the bricks and mortar and the real online world. Marketers need to understand that same strategy can't be applied on the promotion of every product, on every channel. One has to understand and study the customer's needs, wants and demands, then sketch a flawless promotion strategy that uses digital.

## **5. Understanding People**

Understanding the target market or the target audience is the key factor for the success of your online marketing strategy. You need to conduct market research so you can understand the actual desires of your potential customers.

## **6. Executing and Measuring the Process**

Measurement of the results and key performance indicators in the digital world is often easier because everything is automated and is working on a predefined set of rules for execution and measurement. When you are going digital with the 7 Ps, you can instantly change the set of rules you have been following for the marketing, improvising your methodology to get closer to your goals.

## **7. Leveraging the Digital Environment**

Your physical environment and your physical evidence is the key to maximizing your customer experience and turning your customers into loyal customers. When you are talking about to use your physical environment digitally, the environment becomes websites, landing pages, newsletters, customer support and augmented services. These environments form the user experience and let you turn your customers into loyal customers, increasing your conversion rates up to magical extents.