

What are the elements of the seven marketing mix?

The introduction

The group of activities and operations carried out by companies at this time is all in the interest of achieving their goals from increasing their sales and profit, for this the company must work to discover customer desires and develop a group of products and services, and all of this lies in strengthening the value of its marketing.
Because marketing has become known as the art of sale, and from a community point of view, marketing has become the link between the material needs of society and the response to the patterns of the economy by communicating the value of the product to customers

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Definition of marketing and its importance

Marketing is defined as a job job for an institution and a group of mechanisms that create and reach value to customers and deal with customers in a way that benefits the institution and shareholders in its capital. As for marketing as a science, it is the process of determining the target market by carrying out the analysis and division of the market and understanding customer orientations and providing high value to them
The importance of marketing lies through the following points
The ability to restructure the company's strategic guidelines according to market changes over time, and to think about local and external customers continuously
Facilitating communication with people, by defining the company clearly and fits the general public, defending the quality of the products and services provided by the company, explaining how to improve products and develop customer service, and how to provide more support to strategic partners
Maintaining the company's reputation, and having a clear vision for the company's employees before customers, as this helps to continue it, you may care to see a set of marketing steps necessary for project owners

What are the marketing policies

There are five opposing concepts that the institution can follow when adopting marketing policies: the concept of production, the concept of product, the concept of sale, the concept of marketing, and the concept of total marketing. The latter has four elements
Marketing relationships, internal marketing, integrative marketing, and marketing in response to a social demand
As for the group of tangles needed to manage a successful marketing process, it includes
Create a clear idea of marketing, communication with customers, building strong brands, forming long -term growth, developing and delivering value, creating long -term growth, developing strategies and plans suitable for

marketing

They are the tasks of marketing activity

Marketing activity is to identify the target customers category.

Studying Directing the facility's efforts towards the production of goods and services that satisfy these desires, in the time and time, and the appropriate quality of this target segment of customers
Directing the Foundation's efforts to inform this category by providing goods through promotion and advertisements
Directing the efforts of the salesmen to use the appropriate methods for both the product
Directing the facility's efforts towards ways to measure customer satisfaction
Directing the facility's efforts towards the ways to increase workers' satisfaction with the aim of keeping them and adding new customers
Directing efforts towards setting a suitable pricing policy that corresponds to the laws in the market environment and with the market share and the impact of competitors on the market

What is the marketing mix

The term marketing mixture is associated with an e system. Jerome McCarthy consists of four marketing elements: (product, price, distribution, promotion), designed to develop the marketing strategy and increase its effectiveness. Each of these elements is an axis that can be focused and modified according to the company's marketing plan, sales results and the opinions of the users. Marketing managers have to control these elements by increasing the concentration And his purchasing decisions later. The purpose of marketing is to make the potential customer knowledgeable and aware of the presence of the product in the markets and its advantages, even if it has not yet purchased the product and its experience, and thus in changing the level of concentration in advertisements on one of the elements of the marketing mix, such as reducing the price, increasing the distribution, or improving The advantages and development of the product, all of these mechanisms will contribute to attracting consumers and alerting them to new advantages that may not be available in competitors products, so the process of focusing on an element of the marketing mixture, and giving it a priority for others, is done in advance when planning the production of the product, and it is repeated when reviewing the product sales and opinions Constering from him

The four basic elements of the marketing mix

the product

The goods and services must be primarily convincing to the public, and in other words they should meet their desire and block their need, in terms of advantages and effectiveness in them, so the type and specifications of the product must be chosen carefully, the success of the product may be here, and what falls within the scope of the product study, taking into account diversity, Design, mobilization, quality, and the competitive advantages that the product is unique, with the increasing complexities of markets and the ability to know the public's criticism of the product, the pressures are increasing in order to create effective solutions, anti -competitors and the public prevail, so that this activity does not stop, the process of development and improvement must be continuous

price

When talking about pricing products, we should not lose sight of the user’s purchase decision, will be built on the basis of the price that he will pay to obtain the product or service for the value and interest that the product will meet for him, and that is taking into account the value of competitors ’products, distribution costs, and seasonal discounts, Likewise, the purpose of the product, its price may be low to achieve the largest spread, and it may be high to give it some luxury to its user.

Place

Not all places are suitable for all products, as the choice of stores to offer the product is an important matter, depends on the areas targeted by marketers and choose to distribute the product to the stores in them, and it is also linked to the amount of production designated for that. The primary factor in determining the place is to understand the nature of the target audience, so trade is The electronic developed this process, through feedback from consumers, as well as the statistics provided by the sites for the number of interested, buyers, and admirers of the product or service, the concept of choosing the place expands to include the places Show the product in exhibitions, shops, various commercials, you may care about seeing social media marketing

Promotion

The elements of the marketing mixture are completed with the product

promotion strategy and its display, and this is achieved through advertisements and public relations activities, starting with identifying communication channels and activating them with the public to explore their opinions and know their needs to meet them, through the establishment and care of events and the choice of distribution and advertising places and its methods, setting the policy of discounts and gifts, and ending with measuring the extent of turnout On the product and seek to develop it, electronic marketing and social networks facilitated those marketing operations, and brought the distance between the marketers and the public, and this feature is calculated for the public that follows and interacts with providing its opinions, and to the companies that invested these modern channels on relatively marketing science, so they extended renewed bridges with their fans, and they were, and they were With them wherever they are

What are the elements of the marketing mix?

People

The scope is expanded here to include every person who affects or is affected by the marketing process created by the institution. Marketing managers and employees must be carefully chosen if the aspirations, standards, and high - quality marketing plans require efficiency and deep experience, whoever sets the foundations of the brand and designs for the first time must be Professional, it is one of the pillars of successful marketing, as well as the reputation of the institution that its employees first transmitted. Improving the company's reputation and increases those who feel loyal to its products and services

Communication operations

Follow -up to marketing activities to ensure their effectiveness is an increased importance over time, some simple services may constitute a big difference, such as after -sales service, and some discounts and gifts provided to distinguished clients, so the marketing process no longer ends with the purchase of the product and getting used to it, but it has even prepared so Researmed, in studying the ways to increase the value of the product and its accompanying services, at the lowest costs and this requires marketing directors to review the methods of distribution, promotion, and pricing, it is possible to gain the confidence of the public, but the challenge is to maintain this confidence and precede the expectations of your competitors and aspirations. Your audience may be interested in seeing the 9 most important different things between marketing and sales

Concrete indicators
Here, it is possible to know the extent of the public's satisfaction with products and services, through a number of clear and concrete evidence for the market and the public, such as the numbers of consumers and the diversity of their slides, the extent of the demand and the extent of repetition of this from the beneficiaries of the product or services, or it may exceed this to reach the extent of the public's affiliation with the brand And the degree of its proximity to them, and its fame is achieved by the spread of the institution’s branches or the widespread spread of paper and electronic advertisements, and this is repeated to the public until it gets used to the brand, and it becomes part of its general life routine

What are the marketing operations and its types
Includes marketing operations
Market regulation
Supervision and control
Planning and marketing
Marketing information and marketing research
Financing marketing operations

As for its types, they are
E marketing
VIRAL Marketing
Referral Marketing
Word of Mouth
Buy One Get One Free
Freebie Marketing
Direct Marketing
Under Profit Marketing
Green Marketing
Social Marketing
Cloud Marketing
Social Media Marketing
Blockchain Marketing

Conclusion

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