



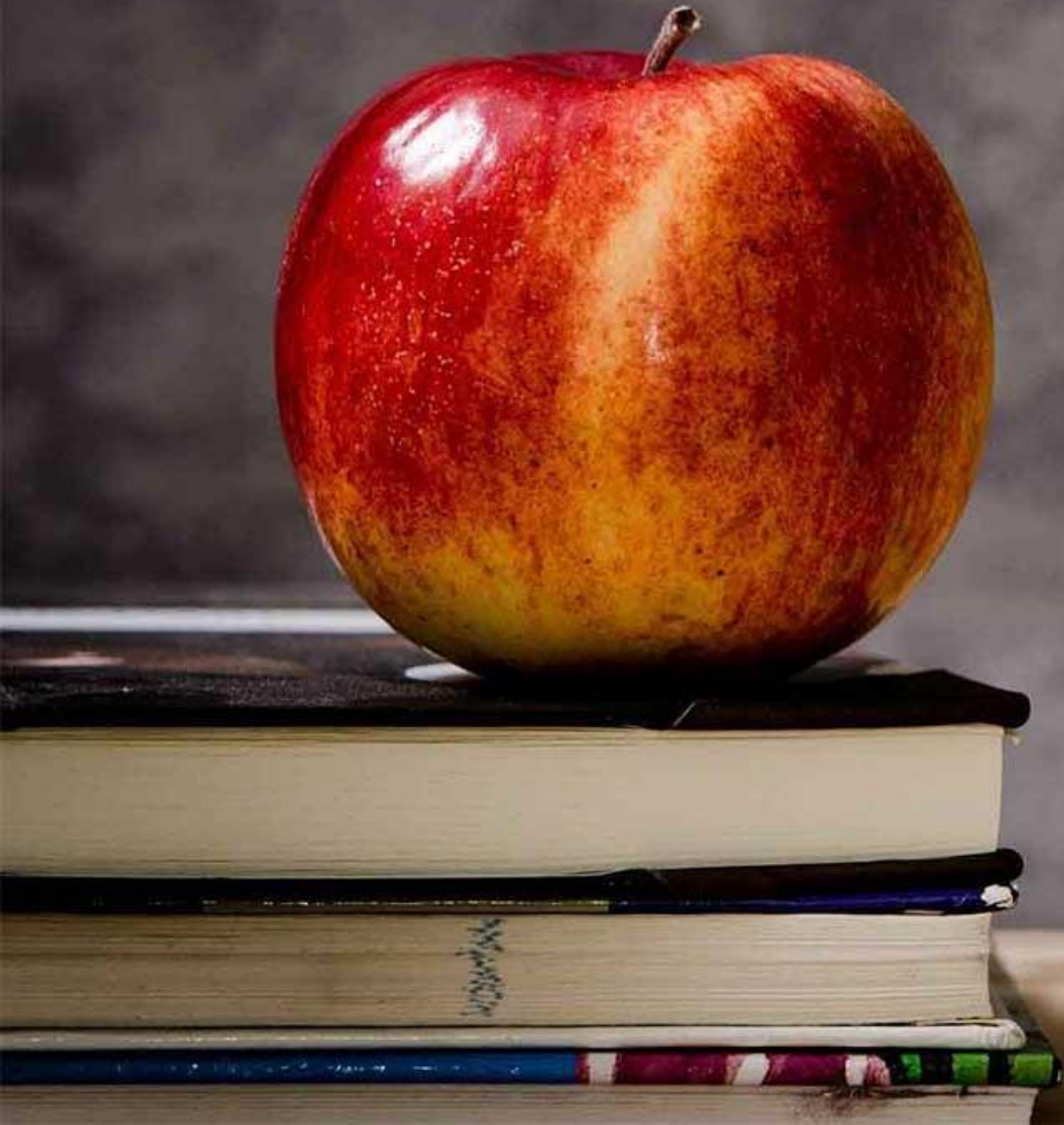
TEKNOLOGI BAURAN PEMASARAN

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What is the marketing mix?

The series of seven key variables – Product, Price, Place, Promotion, People, Process and Physical evidence – that are varied by marketers as part of the customer offering.



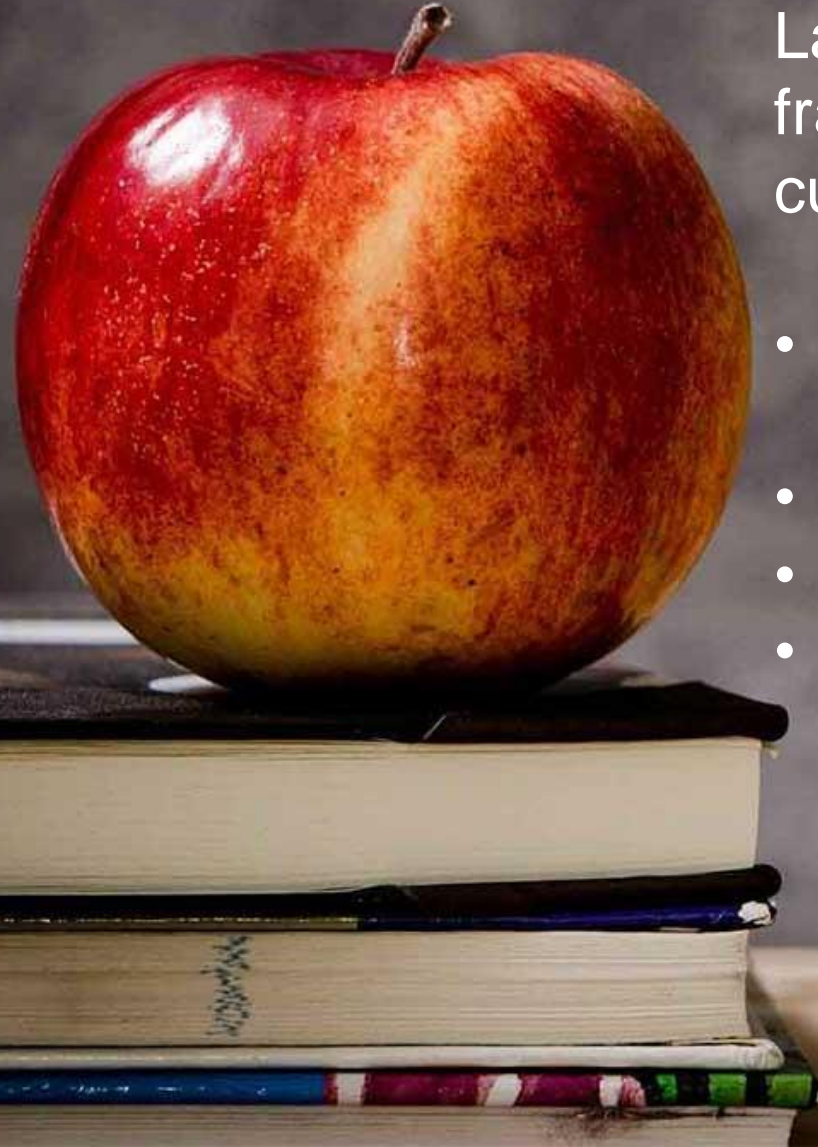


Using the Internet to vary the marketing mix

Product <ul style="list-style-type: none">• Quality• Image• Branding• Features• Variants• Mix• Support• Customer service• Use occasion• Availability• Warranties	Promotion <ul style="list-style-type: none">• Marketing communications• Personal promotion• Sales promotion• PR• Branding• Direct marketing	Price <ul style="list-style-type: none">• Positioning• List• Discounts• Credit• Payment methods• Free or value-added elements	Place <ul style="list-style-type: none">• Trade channels• Sales support• Channel number• Segmented channels	People <ul style="list-style-type: none">• Individuals on marketing activities• Individuals on customer contact• Recruitment• Culture/image• Training and skills• Remuneration	Process <ul style="list-style-type: none">• Customer focus• Business-led• IT-supported• Design features• Research and development	Physical evidence <ul style="list-style-type: none">• Sales/staff contact experience of brand• Product packaging• Online experience
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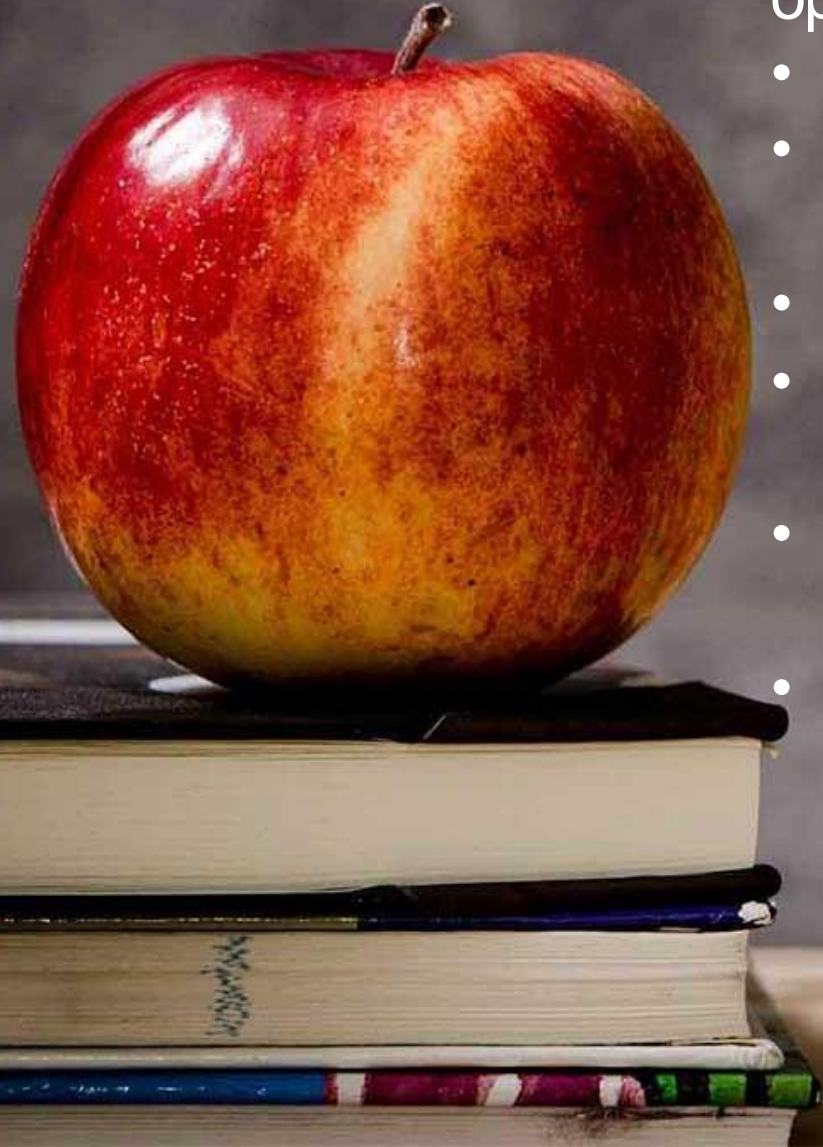
Figure 5.1

The elements of the marketing mix



Note that the marketing mix concept has been criticised for not being customer-centric. Lautenborn (1990) suggested the 4Cs framework, which considers the 4Ps from a customer perspective. In brief, the 4Cs are:

- customer needs and wants (from the product);
- cost to the customer (price);
- convenience (relative to place);
- communication (promotion)



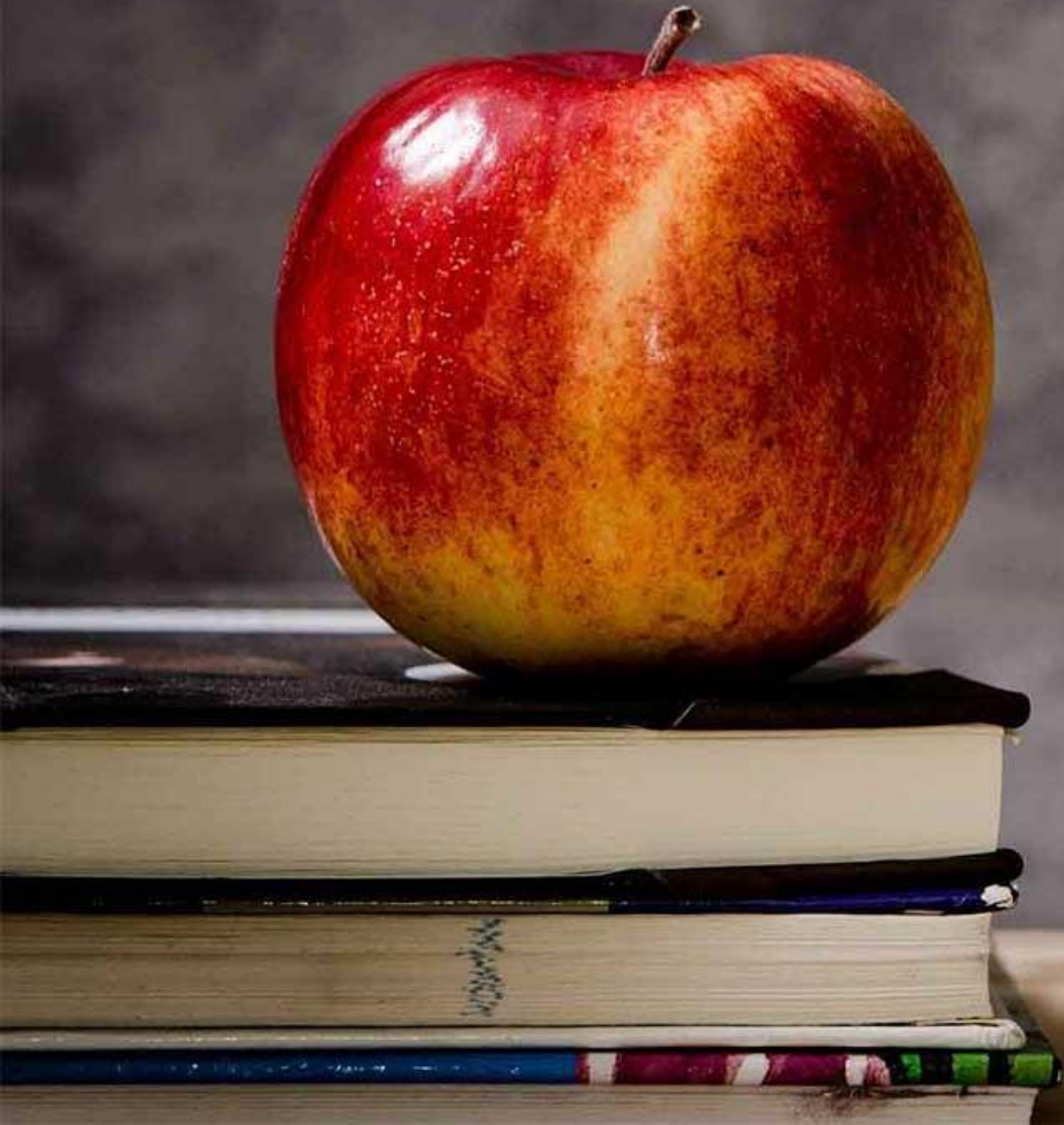
Digital media and technology provides many new opportunities for the marketer:

- to vary the application of marketing mix;
- to develop new routes to delivering competitive advantage;
- to create new market positions;
- to build and service relationships in increasing innovative ways;
- to cut through the barriers of time and space and offer continuous and instantaneous
- access to products and services.



Product

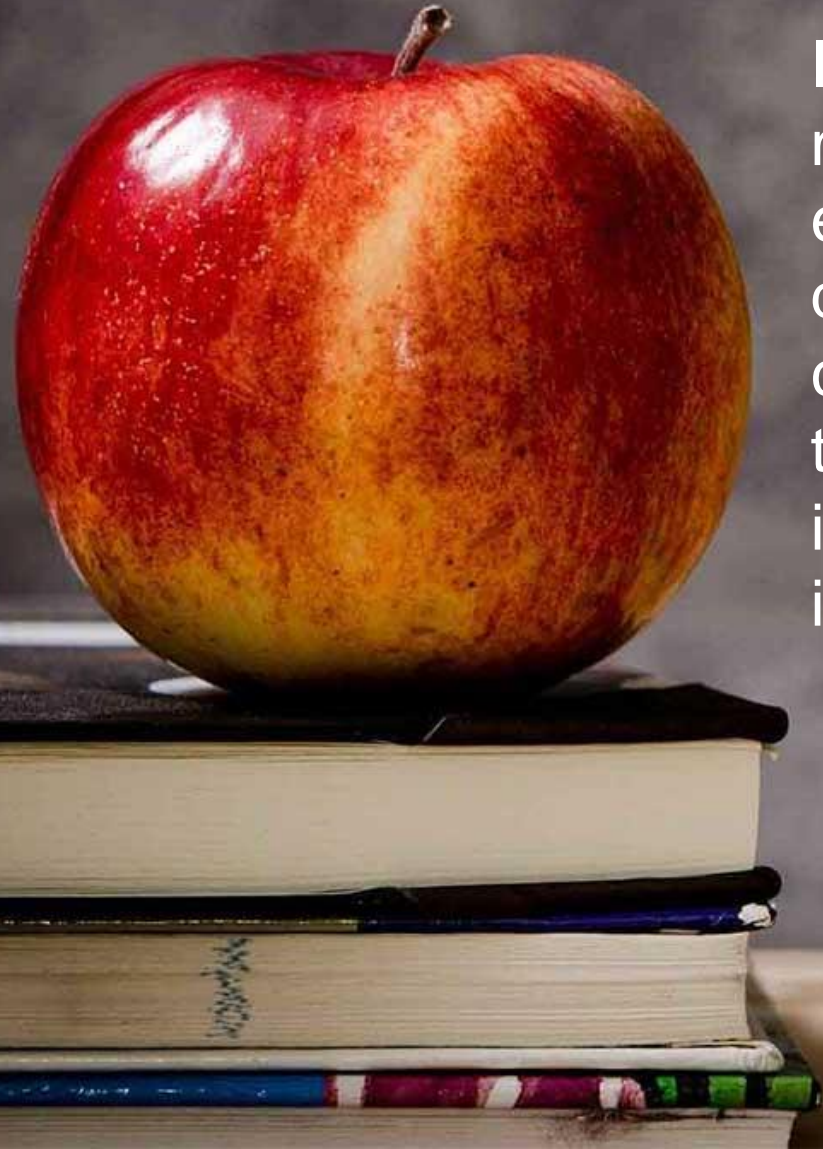
Opportunities for varying the core product through new information-based services and also the extended product should be reviewed.





Branding

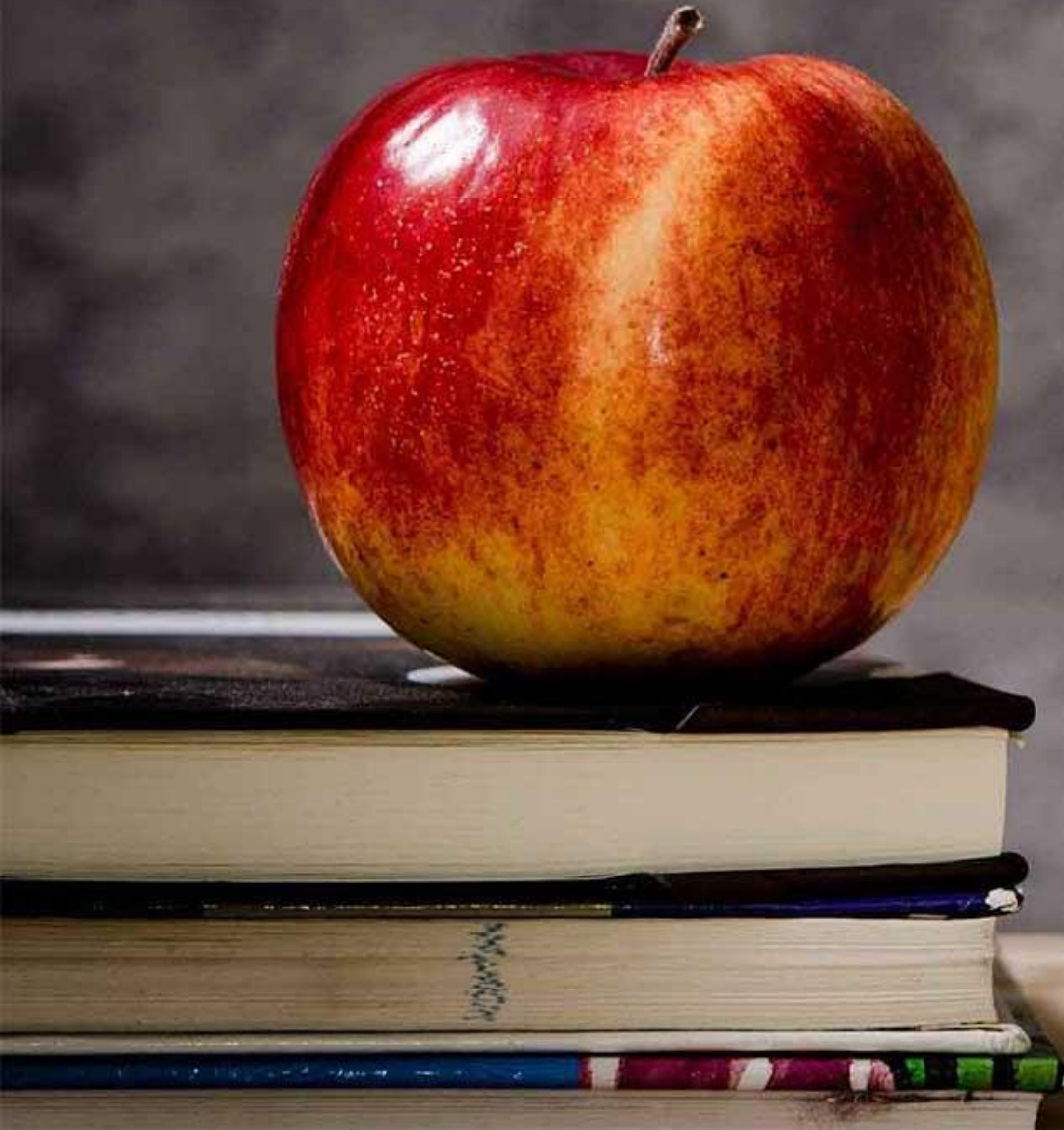
Is an important concept in the digital marketplace but in addition, each of the established elements of a brand offline (e.g. domain, value, assets, heritage) need careful consideration as to how they relate to the online world. Additionally the context in which we encounter online brands is an important consideration.





Price

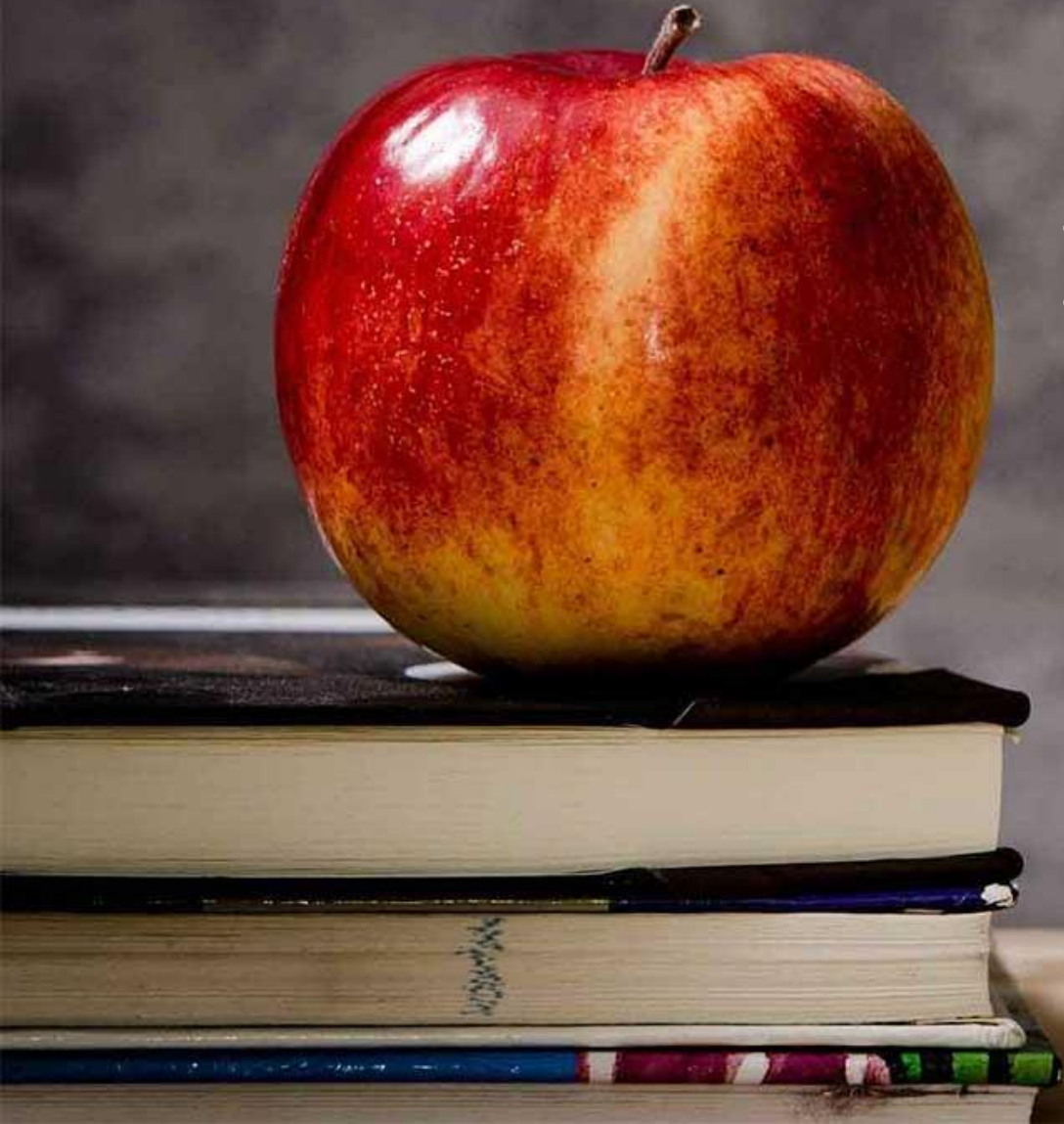
Price. The Internet leads to price transparency and commoditisation and hence lower prices. Dynamic pricing gives the ability to test prices or to offer differential pricing for different segments or in response to variations in demand. New pricing models such as auctions are available.





Place

Place. This refers to place of purchase and channel structure on the Internet. There are three main locations for e-commerce transactions: seller site, buyer site and intermediary. New channel structures are available through direct sales and linking to new intermediaries. Steps must be taken to minimise channel conflict.



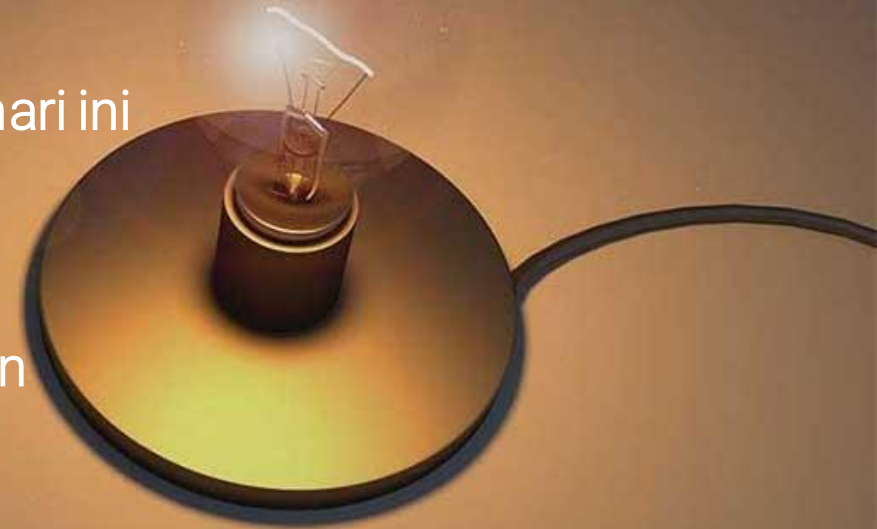
discussion questions

Explain how the Internet has affected pricing policies



REFLEKSI

1. Informasi penting hari ini
2. Manfaat penting dari informasi penting hari ini
3. Tindak lanjut yang dapat saudara lakukan





THANK YOU

Any Question ??