The 7 Ps of Services Marketing

People

- Customers
- Employees
- Social interactions
- Roles & Scripts
- Relationships

Physical evidence

- Facilities, equipment
- Uniforms
- Livery & artefacts
- Signage
- Symbols

Place

- Access
- Location
- Delivery services
- Electronic delivery

Customer

Process

- Service design
- Standardization
- Customization
- Operational efficiency

Price

- Cost-based
- Demand-based
- Operations-based
- Competition-based
- Relationship-based

Promotion

- Internal marketing
- Direct marketing
- Advertising
- Other promotional methods

Product

- Total service product
- Core product
- Supplementary services
- Facilitating services
- Supporting services

Services Marketing

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