

Service management

[Business](#), [Management](#)



MARKETING MIX Marketing communication is all the efforts organizations deploy to get message to the market. This may include trade shows, direct marketing, branding, websites and others. Its main aim is to reach a certain audience to remind, persuade or inform. Informing enable the organization to acquire new customers, persuading others to get their services and reminding those who have forgotten to use the company's services.

Objective of the organization should be to shorten sales cycle and attain and sustain customers, both which marketing communication does best.

Marketing promotion is raising awareness of the customer in the organization's brand or services. It aims at generating brand and maintaining customer's loyalty. The objective of promotion is informing people on the services rendered, differentiating the services rendered and increasing demand of the services. Promoting company's brand is important because people will focus on the company too not just the services they render, in case they come up with other services it will be easy to introduce to the market. Promotion can be in a physical environment or through media.

Product is the first P and you look if the organization is selling the right product in our case service (Solomon & Marshall & Stuart, 2012). To know the right service, the organization should communicate with the market to know exactly what they need, promotion cannot be enough because no matter how much the service is promoted if it not in need it will not sell. In communities where they live below the poverty line, an organization cannot offer massage services because they will not get those services.

Price of services can be unfavorable in the current market, hence there is need to keep communication with the market to know price trend especially

of competitors. Sometimes a company may have to lower their prices and if they do not might end up losing customers and at other times they have to raise. Changing terms of sales might be helpful at times, probably add additional item to attract more customers. Revising prices help the organization to remain competitive because it goes with the trend, example when prices are very high as compared to other similar services in other companies people will opt to go for the cheaper one.

To know the best place you can sell your services is to send out people to talk to the customers. It is important to reflect on the place the customer and sales persons meet because change in place can raise or lower sales.

Example in rural places where there is no electricity the company cannot give services that require electricity.

Positioning is how customers think about the company or its products (Solomon & Marshall & Stuart, 2012), the organization should communicate with customers to know what they think so they know how to improve.

Talking to your customers is the only way to know what they think about the services. If the customers are complaining about the services offered and prefer the competitors the organization can solve the issue before they lose them.

Communication in the organization is very important and touches in all the operation of the company, is important in even the other Ps and not only in promotion. Every organization should ensure they have effective market communication because it assures their success in the sale of their products and services.

References

<https://assignbuster.com/service-management/>

Solomon, M. R., Marshall, G. W., & Stuart, E. W. (2012). *Brand you: Marketing real people, real choices*. Upper Saddle River, NJ: Pearson.