

Nine P's (9P's) of Marketing ©2007

Aid in the understanding of Marketing and related activities, including Marketing concepts, Marketing objectives, strategies and tactics.

(Condensed version)

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In 2019, several important strategic philosophies and practices guide Marketing planning, branding concepts, Marketing variables/tools/promotion/efforts, and/or Marketing relationships/partnerships/alliances.

The **Nine P's/9P's** of Marketing can be used successfully by product companies, service firms, "for profits" entities and nonprofits "selling" directly or indirectly to consumers (B2C), to marketing intermediaries (such as industrial, consumer, retail, wholesale and professional channels of distribution), and to other businesses (B2B).

Be sure your company is taking good care of their customers (**People/Purchasers**), and having the right **Planning** and targeting (**People**), the right **Product or Service**, right **Place** or distribution, right **Price**, right **Promotion**, right **Partners**, and the right **Presentation**, with the right amount of **Passion** in delivering the 9P's of Marketing.

- **Planning, Process or Marketing Process:** To develop and transform marketing objectives to marketing strategies to tactics, marketing management must make basic decisions on marketing targets ("People"), marketing mix, marketing budgets/expenditures and marketing allocations. It's dividing the total marketing budget among the various tools in the marketing mix and the nine P's and for the various products, channels, promotion, media and sales areas.
 - Research and plan.
 - Marketing Research falls under Planning, as the first of the nine P's of Marketing.
 - Insight into planning: Experienced marketing professionals know what it takes to research, develop and execute a successful campaign and not just creatively, but also financially.
- **People/Prospects/Potential Purchasers/Purchasers (Target Market)**
 - Companies have collected information and data for as long as I have taught marketing. As a marketing professional, brand manager, client or marketing manager start by connecting the dots about your potential consumers, actual consumers and users. You want to acquire or find prospects and nurture them with your Marketing variables
 - "People" is the concept of attracting, engaging and converting your potential customers or prospects from the beginning of the process to purchase.
 - It's your set of buyers/purchasers, which is named a "target market;" a set of buyers who share common needs or characteristics that the company decides to serve. Market targeting can be carried out at several different levels.
 - **A target market** is a particular group of consumers at which a product or service is aimed. A product focusing on a **specific target market** contrasts sharply with one following the marketing strategy of mass marketing. In our analysis and thinking, a target audience would be a media term; target market is a marketing term.
 - Defining a target market requires market segmentation; the process of segmenting the entire market as a whole and separating it into manageable units based on:

- **Demographics** (Age, sex, family size, family life cycle, gender, income, occupation, education, religion, race, generation, nationality, social class (is also sometimes put under psychographics.)
 - **Geographics** (By region, city, metro size, density, climate; plus, by countries and territories.)
 - **Psychographics** (Social class--Lower lowers to Upper uppers. Social class is also under demographics; Lifestyle-- achievers, strivers, and strugglers; Personality-- Compulsive, gregarious, authoritarian, and ambitious; Lifestyles/Attitudes/Interests and Opinions)
 - **Behavioral** (Occasions (regular occasions, special occasions, holidays, vacations); Orange juice for breakfast, Mother's Day, Father's Day; Benefits (quality, service, economy, convenience, speed---Quality, Time, Money); User status (nonuser, ex-user, potential user, first-time user, regular user); Usage rate (light, medium, heavy user); Loyalty status (none, medium, strong, absolute); Readiness attitude toward product (aware, interest, desire, intending to buy); Attitude toward product (enthusiastic, positive, indifferent, negative, hostile).
 - **Technographics** or technographical characteristics. Understand your potential consumer. Remember, in the back of your mind, that the reason technology is phenomenal is because it displaces years, or centuries, of previous technology. Consumers may or may not have the skills. Think employees here too. The reason technology skills are transitory is because they will almost certainly be displaced, too.
- **Product:** The goods and service combination the firm offers to the target market, including variety of product mix, features, branding, designs, packaging, sizes, services, maintenance contracts, warranties and return policies.
 - A product (service) is anything that can be offered to a market for attention, acquisition, use or consumption that might satisfy a want or need. (Kotler)
 - **Price/Pricing:** All aspects regarding pricing. The amount of money a consumer is willing to pay to obtain the product. Pricing includes wholesale/retail/promotional prices, discounts, trade-in allowances, quantity discounts, credit terms, sales and payment periods and credit terms. "Price" decision making also involves adjusting prices concerning the competitive environment, economic situations and involve buyer perceptions.
 - "Pricing" is the sum of the values that customers exchange for the benefits of having or using the product or service.
 - "Believe it: there are four ways to increase sales revenue:
 - Increase the frequency of transactions per customer ("People)."
 - Increase the number of your customers.
 - Increase average transaction size.
 - Raise your prices.
 - **Place/Distribution:** The company's activities that make the product available, using distribution and trade channels, roles, coverage, assortments, locations, inventory and transportation characteristics and alternatives. Offering the right Product at the right Price, with the right Partners and Presentation, at the right time, at the right Place. Consider, develop and review store and non-store, e-commerce and "brick and mortar" factors, considerations, objectives, strategies and tactics, including "Partners."
 - A typical supply chain may consist of four links in the chain:
 Producer>Factory>Manufacturer> Distributor> Wholesaler> Retailer>Consumer supplying the ultimate users.

- **Promotion: Eight (8) major, strategic components:** The communication element includes personal and non-personal communication activities. Activities that communicate the merits of the overall product, which include:
 - **Personal Selling/ Sales Force:** Personal selling is the face-to-face interaction of a seller or sales force person/representative with a potential buyer where the seller tries to persuade the buyer to purchase the product or service they are promoting on behalf of a company or firm.
 - **Advertising**--Mass or nonpersonal selling: TV, radio, magazines, newspaper, outdoor/out-of-home (OOH), online, mobile, digital. Advertising is structured and composed of nonpersonal communication of information, usually paid for and usually persuasive in nature, about products (goods, services) and ideas by identified sponsors through various media. (Contemporary Advertising, 15e, Arens, Weigold, 2017; Advertising 2E, Arens, Schafer, Weigold, 2015)
 - **Sales Promotion**--Promotional tools, both a tool to speed up sales or value for the company; or an extra incentive to buy, a value to the customer. Includes trade deals, trade incentives, rebates, money-back offers, frequency programs, slotting allowances for in store promotion, samples or sampling, loyalty programs, coupons, premiums, tie-ins, p-o-p, displays, sweepstakes, allowances, trade shows, sales rep/trade contests, events/experiences and more.
 - **Collateral Materials**--Booklets, brochures, catalogs, films, sales kits, media kits, promotional products and annual reports.
 - **Direct Marketing** (also referred to as Action or Direct Response Advertising) --online, direct mail, mobile, database management, catalogs, telemarketing, and direct-response ads, including TV.
 - **Interactive/Internet/Web, Digital Media, Social Media** – Interactive/online is a form that uses the Internet and Web to deliver promotional messages to attract customers. Social media is an interactive platform in which individuals and communities create and share user-generated content. Social media is ubiquitously accessible, includes Facebook, YouTube, LinkedIn, Snapchat, Twitter, as examples. Add web analytics tools, email marketing, search marketing, SEO (Search Engine Optimization).
 - **Events and Experiences**--Interacting with the brand. An experience can be much more impactful than an exposure or an impression. Events, promotions, one on one, influencer marketing, and/or face-to-face engagements are delivering consumers to encounter, “experience,” and interact with the product or the service, usually prior to buying.
 - **Public Relations**--press releases, publicity. Securing editorial space, as opposed to paid space--usually in print, electronic or Internet media. Promote or “hype” a product, service, idea, place, person or organization, internal communication, lobbying. PR involves a variety of programs designed to promote or protect a company’s image/reputation or individual products.
- **Partners/Strategic Alliances:** Most times Marketers can’t create customer value and build customer relationships only by themselves. They work closely with partners and alliances outside the firm, and with other company departments (inside partners).
- **Presentation:** Look at “real” product and service experiences.

- This “P” or “Presentation” is the act of presenting any of the different 9P’s© and/or components to your customers, suppliers, wholesalers, retailers, sales force, marketing intermediaries, clients, employees, partners, and/or others.
- **Passion:** This “P” is the intense, driving or overmastering feelings, emotions in the planning, developing, pricing, promoting, partnering, selling and overall marketing of products or services.
 - Emotional, as distinguished from reason and rational decision-making.

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