



“बेटी बचाओ, बेटी पढ़ाओ”

# JAYOTI VIDYAPEETH WOMEN'S UNIVERSITY, JAIPUR

## (Format for Preparing E Notes)

### Faculty of FEM

**Faculty Name-**                    **JV'n Daksha I (Assistant Professor)**

**Program-**                            M.Sc. Fashion &Textile I Semester

**Course Name -**                    Fashion Promotion and Branding

**Session No. & Name –** 2023-2024

### Academic Day starts with –

- Greeting with saying ‘**Namaste**’ by joining Hands together following by 2-3 Minutes  
Happy session, Celebrating birthday of any student of respective class and **National Anthem**.

Lecture Starts with-

Introduction & Brief Discussion about the Topic

Topic to be discussed today- Product and marketing philosophies

University Library Reference-

- E-notes, handmade notes.
- E- Journal
- Online Reference if Any.

- Suggestions to secure good marks to answer in exam-
- Explain answer with key point answers
- Questions to check understanding level of students-
- Small Discussion About Next Topic-

- Academic Day ends with-  
National song' **Vande Mataram**.

## **Product and Marketing Mix**



A product is the item offered for sale. A product can be a service or an item. It can be physical or in virtual or cyber form. Every product is made at a cost and each is sold at a price. The price that can be charged depends on the market, the quality, the marketing and the segment that is targeted. Each product has a useful life after which it needs replacement, and a life cycle after which it has to be re-invented. In FMCG parlance, a brand can be revamped, re-launched or extended to make it more relevant to the segment and times, often keeping the product almost the same.

### **Marketing mix**

Marketing Mix is a set of marketing tool or tactics, used to promote a product or services in the market and sell it. It is about positioning a product and deciding it to sell in the right place, at the right price and right time. The product will then be sold, according to marketing and promotional strategy. The components of the marketing mix consist of 4Ps Product, Price, Place, and Promotion. In the business sector, the marketing managers plan a marketing strategy taking into

consideration all the 4Ps. However, nowadays, the marketing mix increasingly includes several other Ps for vital development.

The 7 Ps of marketing is a framework that can be used to develop a comprehensive and effective marketing strategy. The 7 Ps are product, price, place, promotion, people, process, and physical evidence .

Here's a brief description of each of the 7 Ps:

- **Product:** This describes the items or services that a business provides to its clients. It covers the product's attributes, appearance, calibre, packaging, and labelling.
- **Price:** The sum that buyers must pay for the goods is referred to here. It covers the price plan, rebates, and methods of payment.
- **Place:** Here, we're talking about the avenues via which consumers can buy the goods. It consists of online platforms, retail stores, and distribution channels.
- **Promotion:** This describes the marketing initiatives a business employs to advertise its goods. Public relations, sales promotions, advertising, and personal selling are all included.
- **People:** This describes the staff members who work for the business and deal with clients. It covers their appearance, attitude, knowledge, and abilities.
- **Process:** This refers to the processes that a company uses to deliver its products or services to customers. It includes order processing, delivery, and customer service.
- **Physical evidence:** This is the actual setting in which a business provides its goods or services. It consists of tangible components like packaging, signage, and store layout.

## 1. **PRODUCT**

It should go without saying that the focus of each component of the marketing mix should be the service or product you are selling.

Essentially, it enables you to answer the questions that are essential for converting leads into sales: what issue or problem does the product resolve for the customer? What makes your product the most suitable to address it?

The digital marketing mix is ideal for promoting your products through paid advertising, influencer marketing, blogs, articles, SEO, and viral video campaigns, among other methods.

## 2. Price

Your product's pricing strategy should take into account factors like manufacturing and retail markup costs, as well as what your customers are willing to pay.

Subscription and membership discounting programmes, as well as email marketing with sales and promotions, can be a part of your marketing mix.

## 3. PROMOTION

All of the promotional activities found in the marketing mix, such as advertising, direct marketing, and in-store promotions, are part of successful marketing strategies.

Your creativity is the only restriction when it comes to digital promotion options, which include livestreams, social media groups, online events, and chats.

## 4. PLACE

Your customers should be the ones to decide where and how your product is exhibited and sold. It will be evident where you should advertise and sell your products and how that fits into your online and offline marketing mix if you have a thorough understanding of their buying habits and are targeting them at the appropriate point in their buying cycle..



## 5. PEOPLE

In addition to increasing sales, providing exceptional customer service can grow your clientele through recommendations. Getting these recommendations from brand advocates is another excellent illustration of how your marketing initiatives can help your sales process.

Everyone who interacts with consumers on your behalf, including non-human chatbots, should be a fully qualified salesperson who has in-depth understanding of your product and how it will enhance their lives or address their problems.

## 6. PROCESS

The process of delivering your product to the consumer should be designed for maximum efficiency and reliability, but may also include features that are in line with your brand, such as being [environmentally or sustainably focused](#).

With the rise in online shopping, digital partnerships and logistics have become an essential part of the marketing mix.

## 7. PHYSICAL EVIDENCE

Physical proof includes elements that demonstrate the existence of your brand and the completion of a transaction.

A website, if your company is entirely online, a physical store or office, and printed business cards that you trade with new acquaintances are a few examples of tangible evidence that your brand is real. Invoices, digital or physical receipts, and follow-up email newsletters you send to clients as a retention tactic are a few examples of proof of purchases.

All of the things your customer sees, hears, and occasionally even smells in connection with your good or service should be included in your marketing mix.

This, of course, includes packaging and [branding](#), but should also bring in the ways products are displayed in stores, where they are placed, and the context in which they sit, as well as digital placement, including on your [website](#) and [social media](#).