

Marketing Strategies For The Digital Market.

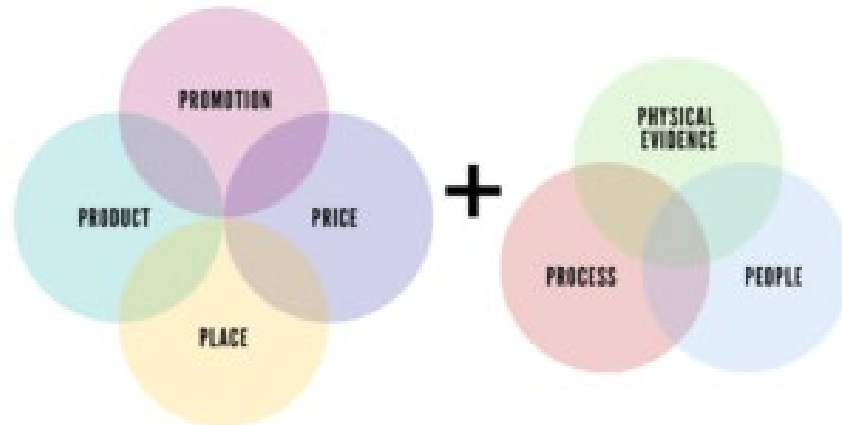
Digital Media Formats And Professional Media Mix Selection.

Marketing strategies for the digital market.

"Marketing Mix" or "Elements of Marketing"

The 4Ps represent a marketing strategy that emphasizes the product, aiming to create strategies to win over consumers while simultaneously differentiating itself from competitors. This helps translate ideas into reality, demonstrating that the 4Ps already encompass the production of goods and services.

Due to changes in technology and various consumer factors, consumer behavior fluctuates. While product needs remain, the demand for excellent service and a satisfying experience from brands is increasing. Therefore, marketers have expanded the 4Ps to include three more factors, resulting in the 7Ps, which focuses on strategies for both excellent products and services for consumers. This is essential for Digital Marketing.



The 7Ps of Marketing, or Marketing Mix.



The "marketing mix" is a popular and fundamental marketing theory, dividing the analysis into four components:

Product: the business's goods and services.

Price: the pricing of the business's goods or services.

Promotion: the business's sales promotion methods.

Place: the channels for selling and providing services.

People: the management of employees or human resources.

Process: the work processes.

Physical Evidence: the physical environment that customers encounter.

This information is used to develop marketing strategies that are relevant, appropriate, and attractive to customers, thereby maximizing sales.

Product

When starting a business, entrepreneurs naturally need a product or service as a core component. The product must be of high quality and meet standards. It's also crucial to analyze the target customer group, their preferences, and their interests. Furthermore, it's essential to effectively communicate the product's selling points, advantages, and benefits—how it will solve consumer problems—in a way that is as targeted as possible.

Price

Of course, the product is ready for sale. The next step is pricing, which is also a crucial aspect of any business. Setting a price that is appropriate for the product and the target consumer group requires proper analysis.

1. Appropriate to production costs: If the price is too low, it may generate good sales but not good profits.
2. Price appropriate for the customer: This involves setting a price for the product or service that customers are willing to pay. This also requires analyzing data to determine whether the main consumer group is a bargain hunter or a wealthy consumer.

Setting the price too low compared to competitors may cause customers to lose trust in the brand's quality and switch to other brands.

Place

Where will the brand's products be sold? They can be sold through physical stores, allowing customers to see and touch the products before purchasing. Consignment sales through authorized dealers expand the sales channel, although this may result in higher prices due to rental costs. Alternatively, products can be sold through online platforms such as Facebook, websites, and Instagram. In this case, products can be sold at lower prices because there are no storefront rental costs, and consumers have easy access to the products. Products can also be shipped to consumers via reputable delivery companies such as SCG Express, Thailand Post, Flash Express, and Bee Express.

Promotion

Promotion isn't just about lowering prices; it also includes marketing activities that boost sales, such as creating flyers, advertising products, and publicizing through various channels. If a business primarily sells products online, they might consider running ads on popular online platforms like Google, YouTube, and Facebook to increase brand awareness and attract customers to their store more effectively.

- Advertising on all social media channels, including Facebook, Instagram, and Google.
- Running various promotions on social media.
- Creating campaigns or hiring influencers.
- Organizing events related to the brand's products.

People

In digital marketing, employee involvement and assistance significantly impact customer purchasing decisions. This includes responding to emails or messages on a website, or using chatbots for automated responses. The importance of human interaction in business stems from the fact that regardless of technological advancements, consumer behavior consistently prioritizes human interaction. For example, many companies create FAQ pages, but remember that each customer is unique, and those answers may not be sufficient. This, in turn, impacts the customer's user experience.

Process

A process refers to the methods or procedures that businesses choose to use in their work to access and apply marketing strategies, whether it's product development, brand promotion, or even reaching customers through any form of customer service.

The service processes applied to a brand's products and services help to understand customers and create a better customer experience because you can know the customer journey from the beginning, understanding their needs at each stage. It also helps to close gaps that could lead to negative customer experiences and determine the best ways to create the most positive impression on customers. Examples include appropriate response times, UI/UX design of the website, fast and efficient service, product and website development, and service standards.

For example, if you have an e-commerce website, you should know what page the customer should see next after making a purchase on your website (such as a Thank You page or a new landing page). Therefore, prioritizing website design and UI/UX, along with the speed and quality of customer service, is essential. These processes all contribute to a more positive customer experience.

Physical Evidence

This factor refers to the customer's experience when purchasing a product, such as sight, smell, hearing, touch, and physical sensations. This is how a brand builds trust and positive impression on customers. Besides service, some customers can judge a brand quickly based solely on visual impressions, such as:

- An attractive website design
- An easy-to-understand payment process
- Fast and efficient customer support, whether through FAQs or chatbots
- The attire and demeanor of staff
- The brand logo, store decor, or scent
- The equipment used in providing service