

## Chapter 7: Promoting Services and Educating Customers





# Recap

- **Why is it difficult to assign a price to a service?**
- **What are the objectives for establishing prices?**
- **What are the three legs of the price ‘tripod’?**
- **Provide an example of rate fence**



**1. How can we attract new students to our Faculty using communication methods?**

**2. What is the role of marketing communication?**



# Specific Roles of Marketing Communications

***Position and differentiate service***

**By...**

- **Helping customers evaluate offerings and highlight differences that matter**
- **Promoting the contribution of personnel and backstage operations**
- **Adding value through communication content**
- **Facilitating customer involvement in production**
- **Stimulating or dampening demand to match capacity**



# The 5 'W's Model for Marketing and Communications Planning

- ***Who*** is our target audience?
- ***What*** are our objectives?
- ***How*** should we communicate this?
- ***Where*** should we communicate this?
- ***When*** should the communication take place?





# ***Who is our target audience?***

- **Prospects**

- **Employ traditional communication mix because prospects are not known in advance**

- **Users**

- **More cost-effective channels**

- **Employees**

- **Secondary audience for communication campaigns**
- **Shape behavior**
- **Part of internal marketing campaign using company-specific channels**

<https://www.youtube.com/watch?v=cvb49-Csq1o>



# *What* are our objectives?

<https://www.youtube.com/watch?v=R8-9olq1hxw>

<https://www.youtube.com/watch?v=u3ybWiEUaUU>

[https://www.youtube.com/watch?v=\\_vHVCMr5ikw](https://www.youtube.com/watch?v=_vHVCMr5ikw)

<https://www.youtube.com/watch?v=4Klv1Map2UY>

<https://www.youtube.com/watch?v=gXfLI3qYy0k>



*What are our objectives?*

# Educational and Promotional Objectives in Service Settings

Create memorable images of specific companies and their brands

Build awareness and interest for unfamiliar service

Compare service favorably with competitors' offerings

Build preference by communicating strengths and benefits

Reposition service relative to competition

Reduce uncertainty or perceived risk by providing useful info and advice

Provide reassurance (e.g., promote service guarantees)

Encourage trial by offering promotional incentives

Familiarize customers with service processes before use

Teach customers how to use a service to best advantage

Stimulate demand in off-peak, discourage during peak

Recognize and reward valued customers and employees



*Where should we communicate this?*

## The Marketing Communications Mix

After understanding our **target audience**, our specific communications objectives and message strategy, we now need to select a mix of **cost-effective communication channels**. Most service marketers have access to numerous forms of communication, referred to collectively as the service marketing communications mix



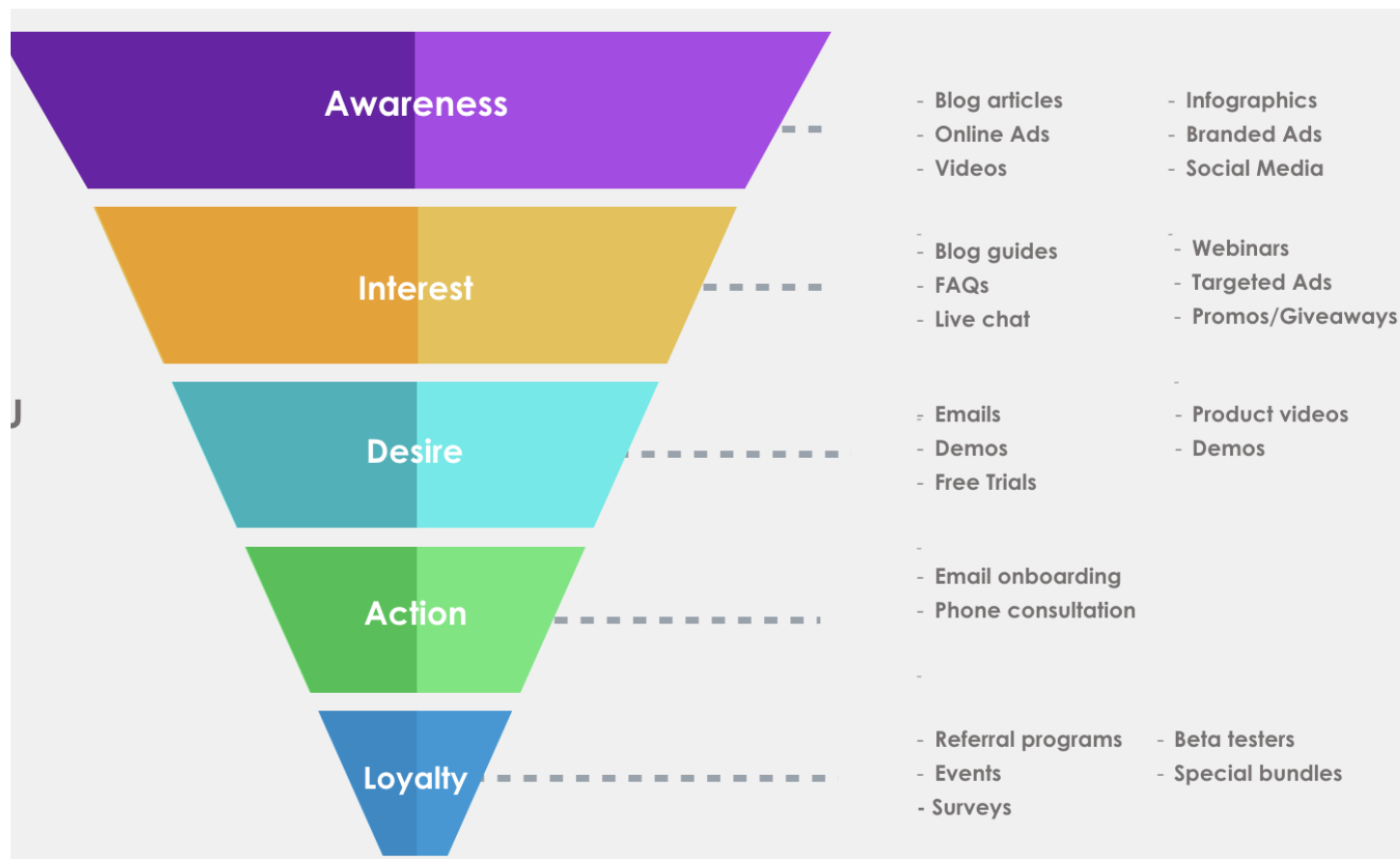
- 1. How did you learn about the educational offerings at Tor Vergata for ERASMUS?**
- 2. And then, through which means did you collect info?**



# Where should we communicate this?

## The Marketing Communication funnel

<https://www.youtube.com/watch?v=UE-E5DFeF3o>



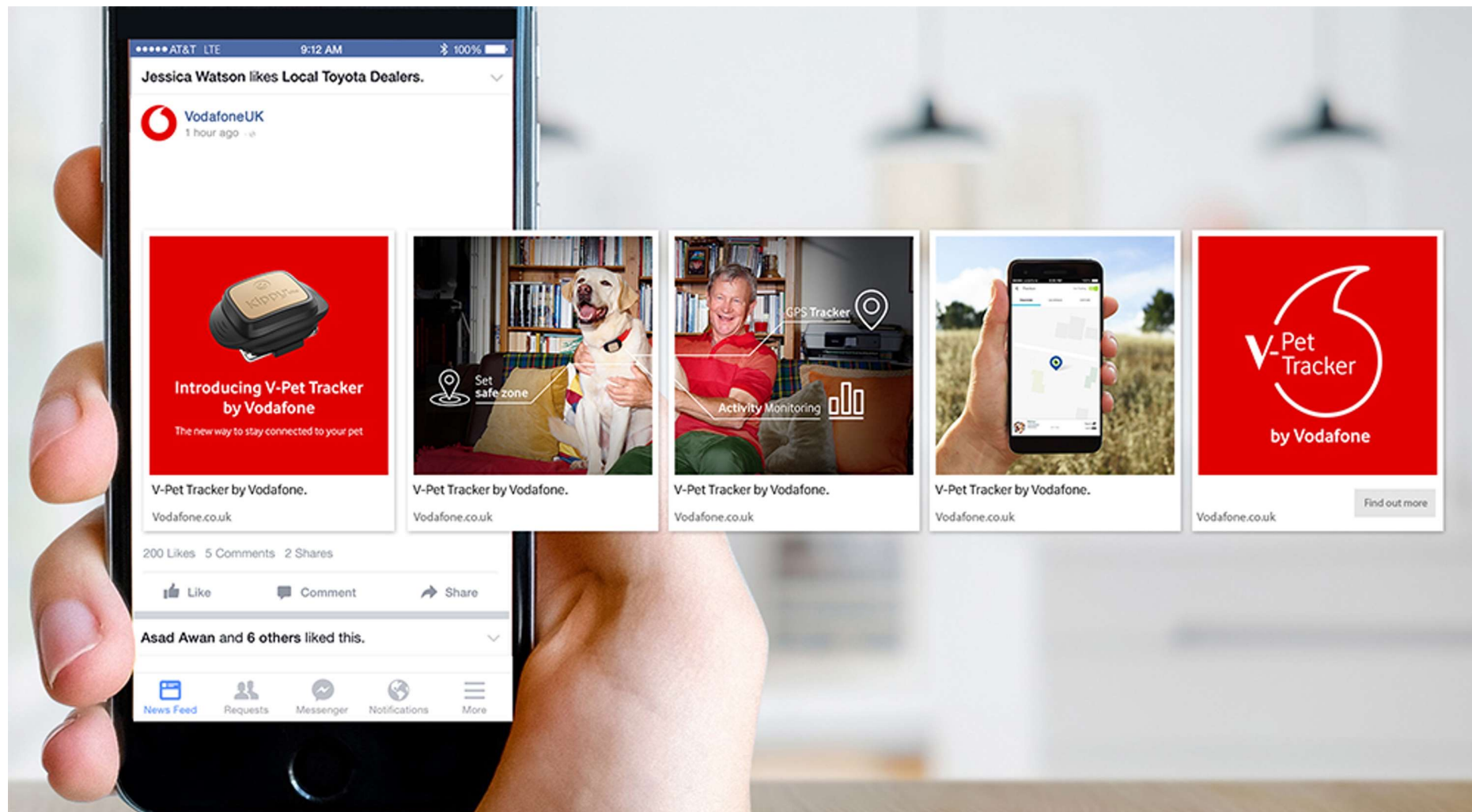


# Awareness





# Interest





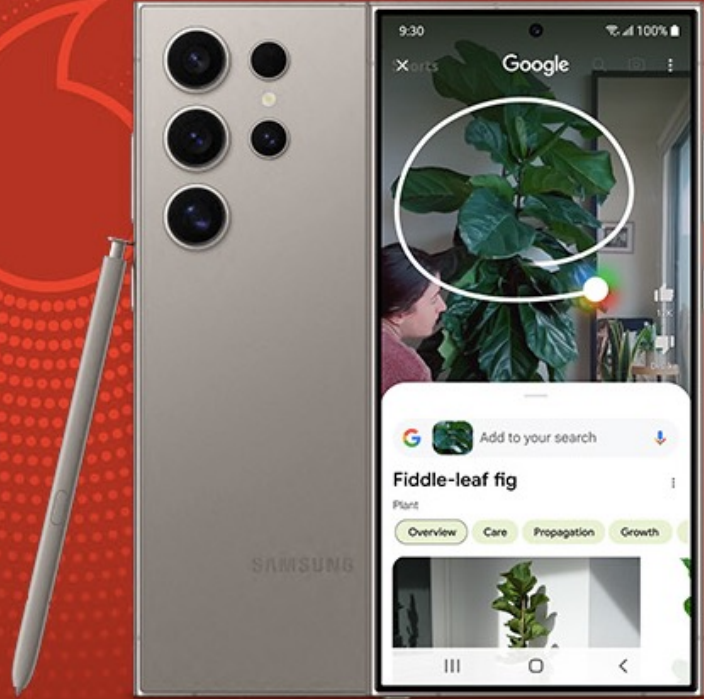
# Desire

Samsung Galaxy S24 Ultra **T3** ★★★★★ Platinum Award Winner

**Samsung Galaxy S24 Ultra from £59 a month\***

Plus £40 upfront. Save £288 on Unlimited Max Airtime Plan. Ends 4 April. Price increases April 2025.

[Buy now](#)



The advertisement features a Samsung Galaxy S24 Ultra smartphone in a light grey color. The phone is shown from the back, highlighting its four large circular camera lenses and the S Pen stylus attached to the side. The front of the phone displays a Google search interface with a circular magnifying glass effect over a search result for 'Fiddle-leaf fig'. The background is a vibrant red with a subtle pattern of small white dots and a large, faint white circular graphic. The overall design is clean and modern, emphasizing the phone's premium features and the exclusive offer.

Existing customer? To upgrade or buy an additional plan. [Log in](#)



# Action

The screenshot shows the Fastweb website homepage. The navigation bar at the top includes the Fastweb logo, a dropdown menu for 'Famiglia', links for 'Internet', 'Mobile', and 'Internet + Mobile', a 'Configura' button, and links for 'FastwebAI' (marked as NEW), 'Negozi', 'Assistenza', and 'Area Clienti'. The main headline reads 'TU SEI FUTURO' in large, outlined letters. Below this, two service cards are displayed. The left card, 'Fastweb Mobile', offers '150 GB 5G e minuti illimitati' for '7,95 € al mese'. A small note states '5G è disponibile nelle aree coperte dal servizio'. The right card, 'Fastweb Casa Light', offers 'Fibra ultraveloce' for '27,95 € al mese', including 'Internet Box NeXXt One e attivazione inclusi'. Both cards have a 'SCOPRI' button with a right arrow. At the bottom, a yellow banner contains a chat icon, the text 'Scegli la tua offerta parlando gratis con i nostri esperti!', a 'TI CHIAMIAMO GRATIS' button, and the text 'oppure chiama il 146' with a phone icon.

**FASTWEB** Famiglia ▾ | Internet Mobile Internet + Mobile | Configura

FastwebAI<sup>NEW</sup> Negozi Assistenza Area Clienti

# TU SEI FUTURO

**Fastweb Mobile**


**150 GB 5G**  
**e minuti illimitati**

**7,95 € al mese**

5G è disponibile nelle aree coperte dal servizio

SCOPRI →




**Fastweb Casa Light**

**Fibra**   
**ultraveloce**

**27,95 € al mese**

Internet Box NeXXt One e attivazione inclusi

SCOPRI →

  Scegli la tua offerta parlando gratis con i nostri esperti! **TI CHIAMIAMO GRATIS** oppure chiama il **146** 




# Loyalty

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Business

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Network Status Check

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[Home](#) > [My Vodafone](#)

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*How should we communicate this?*

**What are the problems  
connected with the  
communication of  
services?**



*How* should we communicate this?

## What can be done to overcome SM communication problems?

- **Intangibility** (abstractness): e.g., safe transportation do not have one-to-one correspondence with physical objects
- **Generality**: some services have a physical connection but are too broad to create a unique value proposition is to communicate what makes a specific offering distinctly different from — and superior to — competing offerings
- **Non-searchability**: refers to the fact that many of the service attributes cannot be searched or inspected before they are purchased
- **Mental impalpability**: refers to services that are sufficiently complex, multi- dimensional, or novel so much so that it is difficult for consumers — especially new prospects — to understand what the experience of using them will be like and what benefits will result.





# How should we communicate this?

## Advertising Strategies for Overcoming Intangibility

<https://www.youtube.com/watch?v=E8hKc4u7S6U>

<https://www.shouldice.com/hernias-explained/>

Intangibility Problem	Advertising Strategy	Description
Incorporeal Existence	Physical Representation	Show Physical Components of Service
Generality:		
• For objective claims	System documentation Performance documentation	Objectively document physical system capacity Document and cite past performance statistics
• For subjective claims	Service performance episode	Present an actual service delivery incident
Non-searchability	Consumption documentation Reputation documentation	Obtain and present customer testimonials Cite independently audited performance
Abstractness	Service consumption episode	Capture and display typical customers benefiting from the service
Impalpability	Service process episode Case history episode  Service consumption episode	Present a vivid documentary on the step-by-step service process Present an actual case history of what the firm did for a specific client  An articulate narration or depiction of a customer's subjective experience



### SOURCE

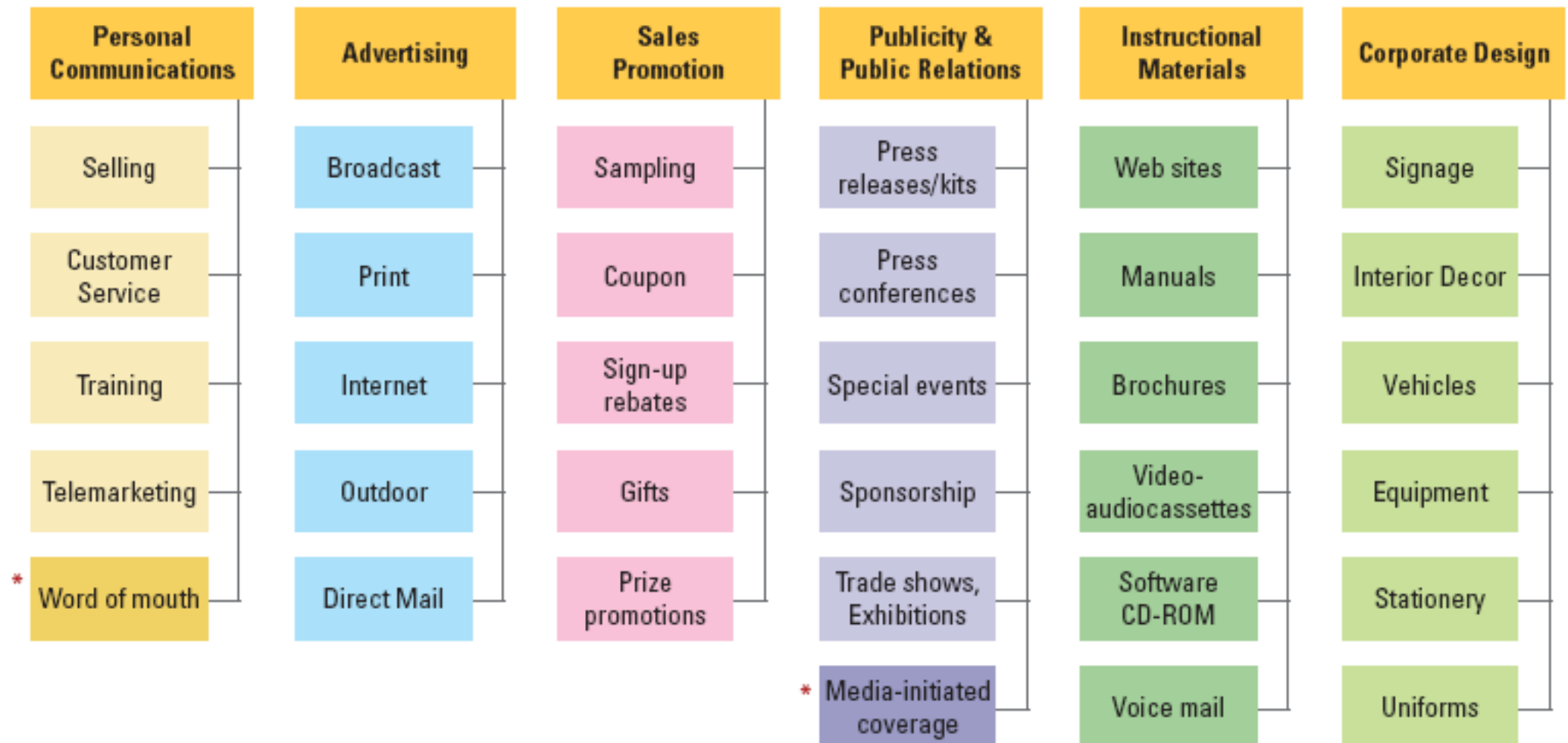
Banwari Mittal and Julie Baker, Advertising strategies for hospitality services. *Cornell Hotel and Restaurant Administration Quarterly*, 43 (April 2002): 53. Copyright Cornell University. All rights reserved. Used by permission.

<https://www.youtube.com/watch?v=k0UeodiASZs>



# Where should we communicate this?

## Marketing Communications Mix for Services

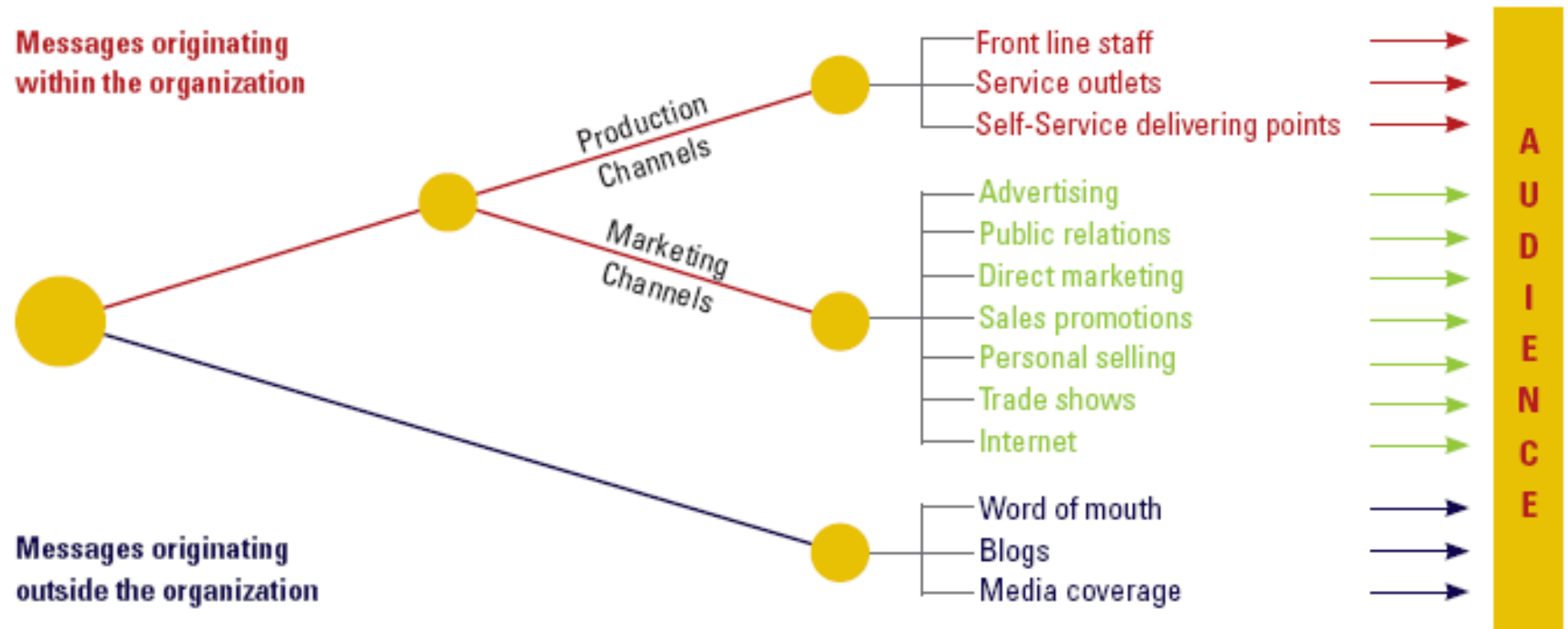


**Key: \* Denotes communications originating from outside the organization**



# Where should we communicate this?

## Sources of Messages Received by Target Audience



Source: Adapted from a diagram by Adrian Palmer, *Principles of Services Marketing*, London: McGraw-Hill, 4th ed., 2005, p. 397



# How to create Word of Mouth?

<https://www.youtube.com/watch?v=1BCA8dQfGi0>



# Where should we communicate this? Messages Originating From Outside the Organization

## Word-of-Mouth (WOM)

➔ Marketers use a variety of strategies to stimulate positive and persuasive comments from existing customers.

➔ These include:

*Creating exciting stories, promotions, and competitions that get people talking about the great service the firm provides.*

*Offering promotions that encourage customers to persuade others to join them in using the service*

*Developing referral reward programs that incentivize existing customers to make referrals*

*Referencing other purchasers and knowledgeable individuals*

*Presenting and publicizing testimonials.*

*Providing opportunities for online reviews, and supporting and responding to them frequently.*

*Support and engage brand communities.*



# *When* should the communication take place?



# When should the communication take place? The media plan flowchart

	Monday	Tuesday	Wednesday	Thursday	Friday
Week 1	Blog	Survey	Go-to-market	Blog	Landing page
		Success story		Analyst briefing	Website update
Week 2	Campaign launch	Blog	Go-to-market	Newsletter	Blog
			Webinar		Product tour
Week 3	Tradeshow			Overview video	Blog
	Blog	Success story	Go-to-market	White paper	Digital ads
			Website update		
Week 4	Blog	Blog	Go-to-market	Newsletter	Blog
		Media pitch		Success story	



# When should the communication take place? Budget

## Three steps:

1. Defining the communication objectives along the service marketing communication funnel
2. Determining the tasks needed to achieve these objectives
3. Estimating the costs of the program

***Which costs should you consider?***



# Group work!

## Company



**LUDOVICO MARTELLI** SPA  
FIRENZE 1908

## Brands

*Adorn*

***Proraso***

<https://proraso.com>

*Erbaviva*

*Kaloderma*

*Prokrin*

*Schultz*

*Batist*

*Oxy*

*Sul Filo Del Rasoio*

*Marvis*

*Just For Men*

*Tenax*

*Sapone del Mugello*

*Valobra*

*Floid*



# Team Project Work – Ludovico Martelli

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Study the assigned company by providing:

1. One slide for the overview of the selected company and brand;
2. Four slides for identifying and analyzing Product, Promotion, Placement, and Price;
3. How can selling barber products be shifted to a service? Identify a service that does it or ideate it from zero, also describing the petals of the service flower - two slides
4. Identify one intriguing question you would pose to the General Manager of Ludovico Martelli – in the last slide of the PPT.

You need to document each source at the bottom of each slide or in the last slide of the PPT.

**Deadline:** Thu 7<sup>th</sup> at 13.00