

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

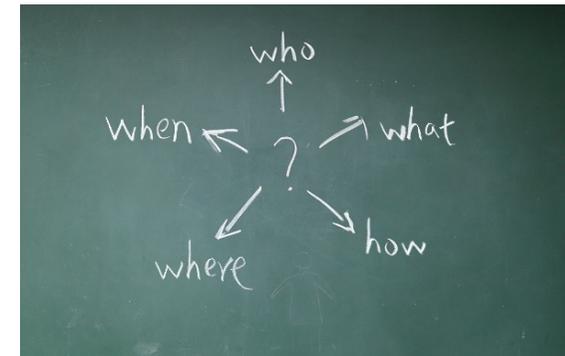
Position and differentiate service

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=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?

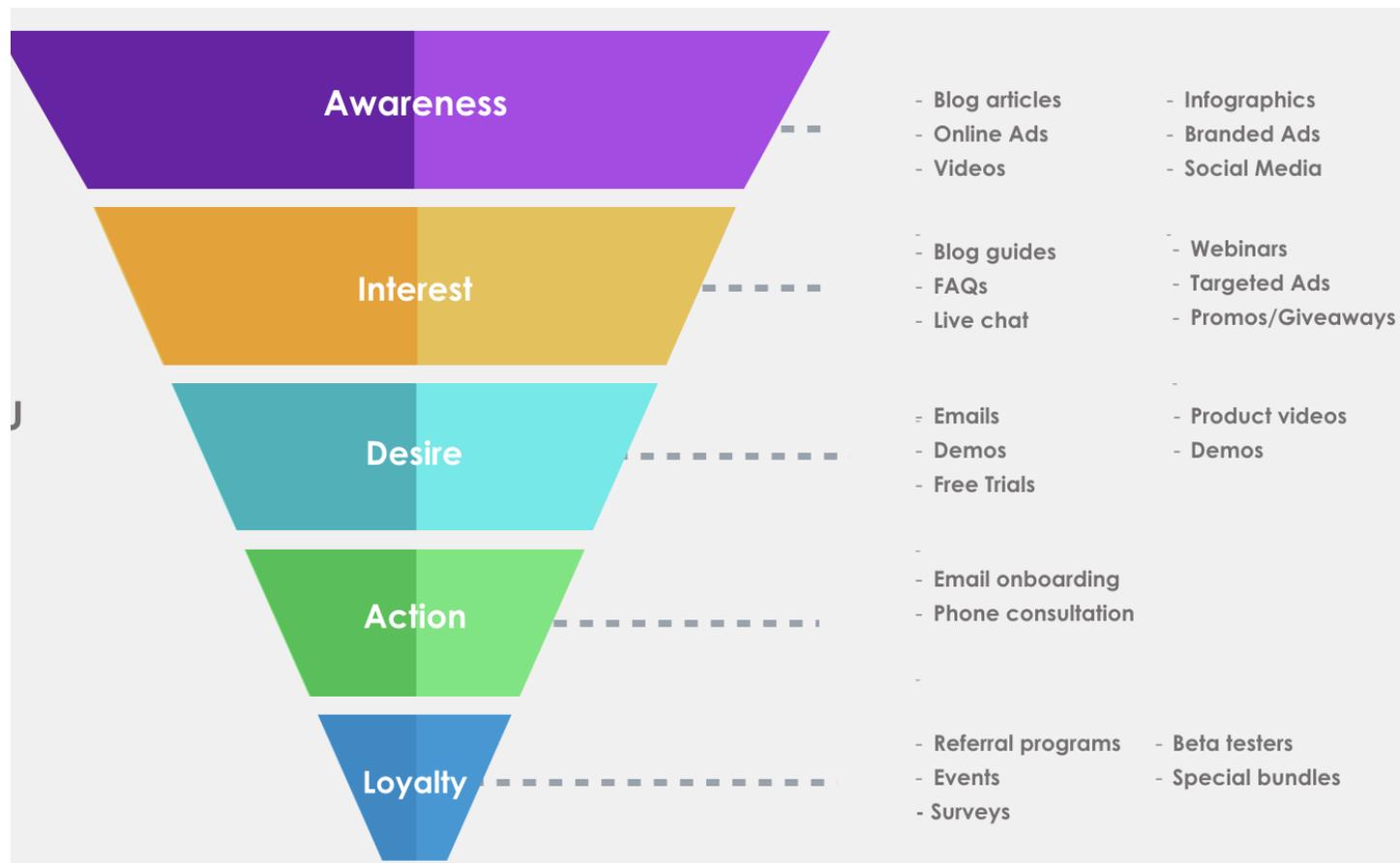
The Marketing Communications Mix

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

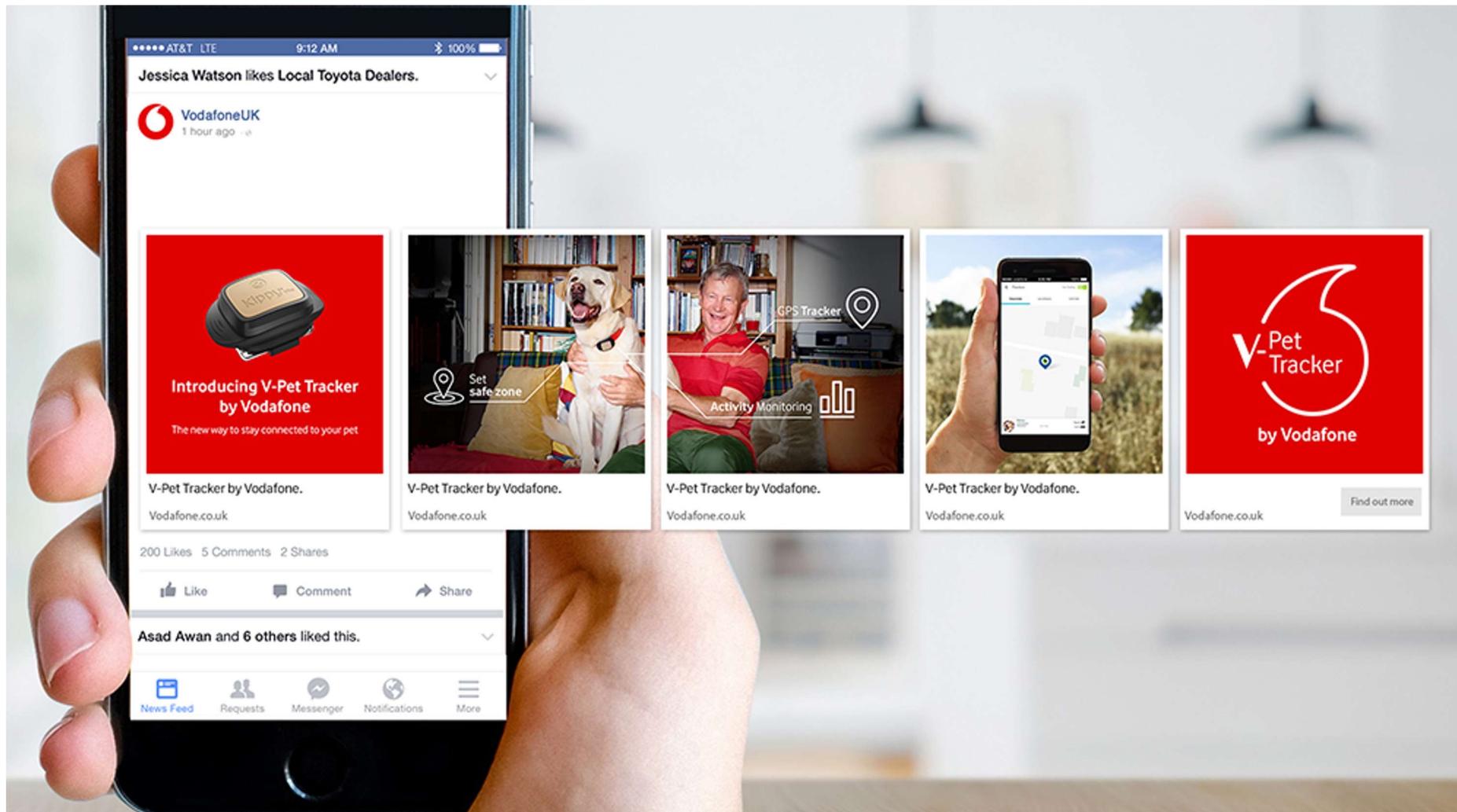
<https://www.youtube.com/watch?v=UE-E5DFeF3o>



Awareness



Interest



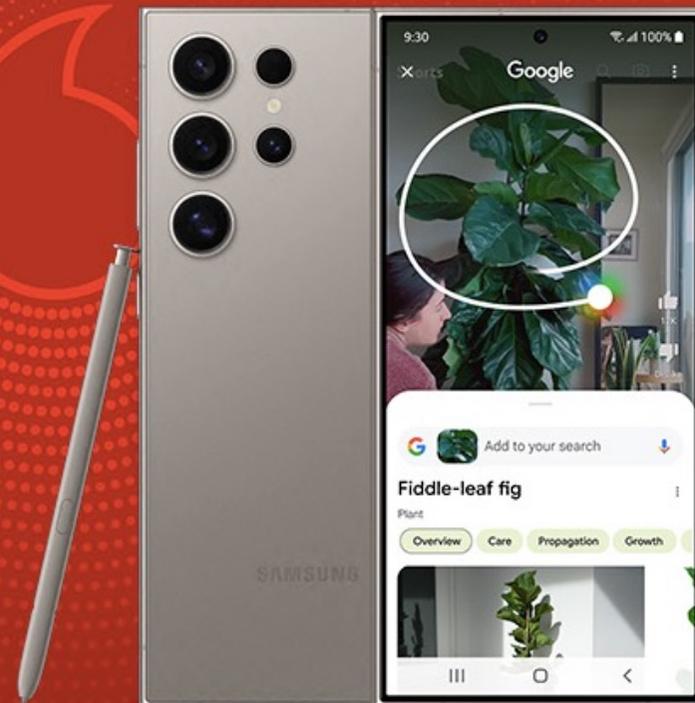
Desire

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



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

Find out how we are helping customers with the cost of living, including our range of social tariffs.



Action

The screenshot shows the Fastweb website homepage with a dark blue header. The navigation menu includes 'Famiglia', 'Internet', 'Mobile', 'Internet + Mobile', and 'Configura'. Utility links for 'FastwebAI', 'Negozio', 'Assistenza', and 'Area Clienti' are also present. The main headline reads 'TU SEI FUTURO' in large, bold, yellow letters. Below this, two promotional cards are displayed. The left card, 'Fastweb Mobile', offers '150 GB 5G e minuti illimitati' for '7,95 € al mese'. The right card, 'Fastweb Casa Light', offers 'Fibra ultraveloce' for '27,95 € al mese' and includes 'Internet Box NeXXt One e attivazione inclusi'. Both cards have a 'SCOPRI' button with a right-pointing 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^{NEW} 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



More of what you love with VeryMe Rewards

A loyalty programme exclusively for Vodafone mobile customers – packed with weekly treats, offers and discounts from your favourite brands.

Find VeryMe Rewards on the My Vodafone app



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	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
	Service consumption episode	An articulate narration or depiction of a customer's subjective experience

SOURCE

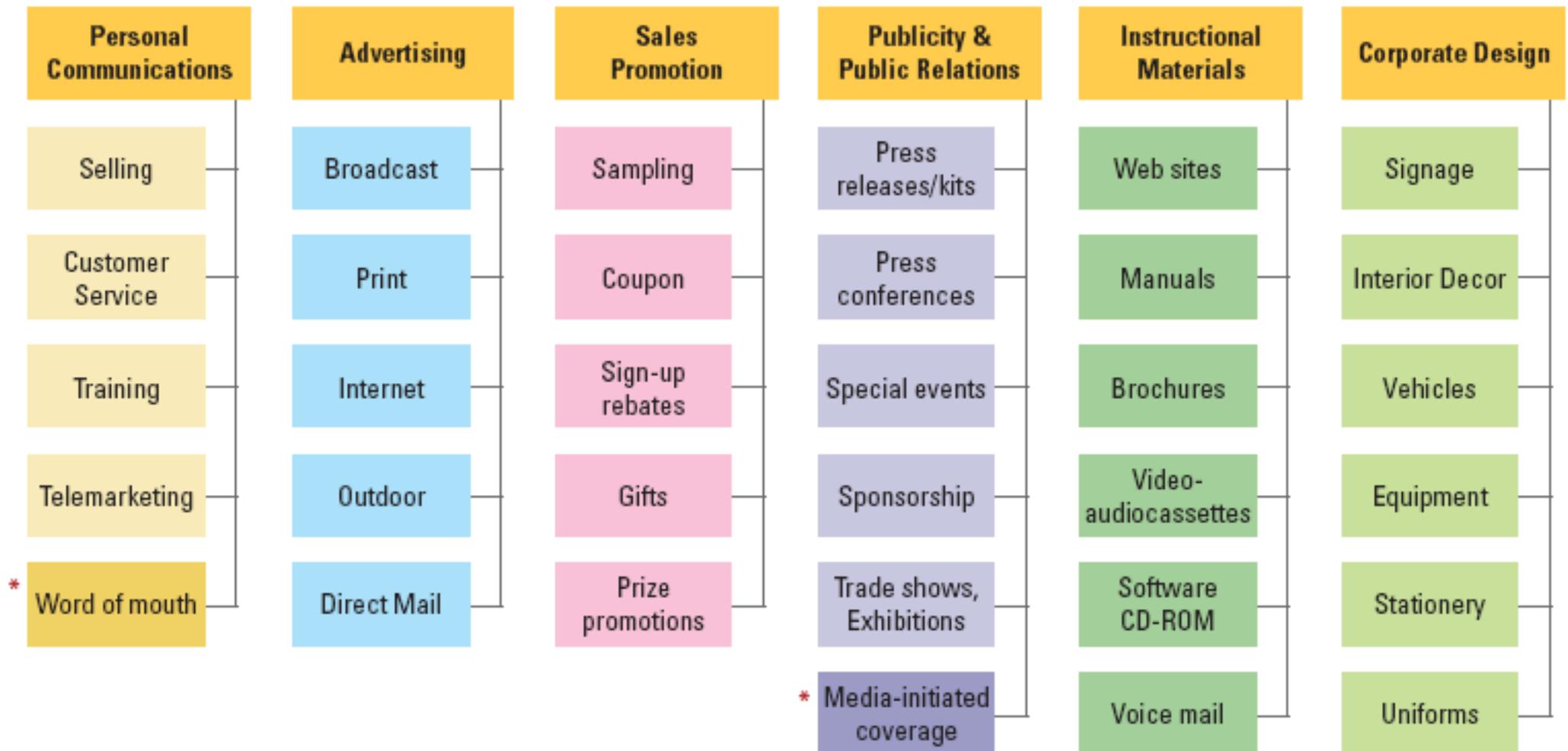
Banwari Mittal and Julie Baker, Advertising strategies for hospitality services. *Cornell Hotel and Restaurant Administration Quarterly*, 43 (April 2002): 53. Copyright Cornell University. All rights reserved. Used by permission.

<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

Messages originating within the organization

Messages originating outside the organization

Production Channels

Marketing Channels

- Front line staff
- Service outlets
- Self-Service delivering points

- Advertising
- Public relations
- Direct marketing
- Sales promotions
- Personal selling
- Trade shows
- Internet

- Word of mouth
- Blogs
- Media coverage



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

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 7th at 13.00