
Arrowspires Ltd – Marketing Newsletter

14th November 2007

Strategic Marketing Management
Business Performance Excellence

A focus on one of the services Arrowspires Ltd offer:

Ways to Get There

From the previous Marketing Newsletter handouts it is clear that information on capability, market, customer, competitor, targeting etc. should be collated and reviewed before any decision is made. Indeed, the knowledge gained may well show a number of paths that a company can follow, however which should they follow? This is where looking at the marketing mix comes in.

Firstly, products are not necessarily physical goods like computers they can also be Services (solicitor), People (pop group), organisations (charity organisation) or ideas (wear a helmet when riding a motorcycle). Also a company's products may be a mixture of these, e.g. a computer shop that also has an installation service.

The marketing mix comprises making decisions on:

Product		People
Pricing	and also	Physical Evidence
Promotion		Process Management
Place		

Reviewing the above will lead to one or more potential paths to follow to market the product.

The above analysis of the marketing mix is critical to creating the potential ways forward – This is where Arrowspires Ltd can show you how and guide you through the process.

Arrowspires Ltd – Moving forward with you

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