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Facility Operations in Exercise and Health Fitness

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Section: Marketing and Public Relations
Lesson: 3

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Topics

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graph TD; A[Products and services] --- B[Introduction to marketing]; B --- C[Services marketing]; C --- D[E-marketing]; D --- E[Purchase process]; E --- A;
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Topic 1

Products and services

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Product

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- Physical object that can be touched, seen, tasted, smelled or worn.




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Service

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- “A service is an *activity* which has some element of intangibility associated with it, which involves some interaction with customers or with property in their possession, and *does not result in the transfer of ownership.*”
- “Services are relatively *intangible*, produced and *consumed* simultaneously, and often less standardised than goods.”




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Service

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- Characteristics that differentiate services from physical goods:
 1. Intangibility → not physical item.
 2. Inseparability → cannot detach from provider.
 3. Variability → tailored to customer.
 4. Perishability → cannot be stored until later time.



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Classification

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1. Pure tangible product:

- No services accompany these goods.
- Purchase decision made on branding, price, product attributes, etc.



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2. Tangible product with accompanying services:

- Services (e.g., warranty, lease) influence decision-making process.



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3. Service with minor accompanying tangibles:

- Core service is intangible, but there are tangible elements.



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4. Pure service without any tangibles.



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Topic 2

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Intro to marketing

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Definition

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- “Marketing is the management process responsible for identifying, anticipating, and satisfying customer requirements.”



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Good marketing

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1. Identify customer requirements.
2. Satisfy customer requirements.
3. Develop customer loyalty.
4. Encourage repeat interactions.
5. Make a profit (or achieve defined objective).



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Or else...

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- Market-focused organisation involves everyone being constantly aware of continuous flow of satisfied customers... or else:
 - Business will stagnate.
 - Job prospects will diminish...
 - ... And eventually disappear.



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Topic 3

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Services marketing



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Services marketing

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- Goods:
 - Product
 - Price
 - Place
 - Promotion
- Versus services... → customer involvement, time importance, etc. → 8 "P" Model.

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8 P Model

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1. *Product*: core service and supplementary services surrounding it.
2. *Price*: cost incurred by customer for obtaining service; not just monetary.
3. *Place and time*: speed and convenience.
4. *Productivity and quality*: balance with costs.

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8 P Model

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5. *Promotion*: persuade customer of merits; encourage action; brochure, etc.
6. *Process*: methods/sequence of actions from customer arrival; flow chart.
7. *People*: interaction between provider and customer; recruitment, training, retention.
8. *Physical evidence*: tangible elements must be modern and clean.

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Topic 4

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E-marketing




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Definition

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- Electronic/e-marketing uses electronic means to apply techniques and principles of traditional marketing.
 - Uses internet, e-mail, blogs, websites, etc.
 - A.k.a. on-line marketing, internet marketing.




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Pros and cons

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- Advantages:
 - Cheaper → automation, use of electronic media.
 - Faster response → to both marketers and customers.
 - Increased ability to measure and collect data.
 - Personalisation → opens possibility to "market of one."
 - Increased interaction.



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Pros and cons

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- Disadvantages:
 - Lack of personal approach.
 - Dependability on technology.
 - Security, privacy issues.
 - Maintenance costs due to dynamic environment.
 - Worldwide competition through globalisation.



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Methods

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- E-mail:
 - Increases sales.
 - Reduces costs.
 - Builds customer loyalty.
 - Shortens sales cycle.
 - Generates more referrals.
 - Saves time (automation).
- Most immediate, flexible, cost effective marketing tool in business today.



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E-mail

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- Key points:
 - Create customer database.
 - Send e-mail campaign.
 - Measure results.
- Search engines drive web traffic.
 - Search Engine Optimisation → get found by potential customers looking for service you offer.
 - Keyword strategy → targeted traffic.





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Methods

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2. Pay Per Click (PPC): company buys sponsored ads on Search Engine Results Pages (SERPs).

- Displayed above normal listings or on right hand side.
- Company pays for ad only when it is clicked on.
- Ad positioning based on bidding system.
- PPC campaign is dynamic strategic process → must be monitored to ensure maximum return on investment.




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Methods

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3. Social media and blogs:

- Used to raise awareness of company/brand.
- Ad space can be purchased on Facebook/Twitter.
- Company blog → encourage customer interaction.



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Methods

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4. Viral marketing:

- "Word of mouth" using electronic means to spread message.
- Referrals → most powerful marketing weapon.



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Purchase process

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Stages

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1. Pre-purchase
2. Service encounter
3. Post-purchase



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Pre-purchase

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- High/low risk purchase decisions for customer.
 - High (once off) → joining gym.
 - Low (routine) → attending yoga class.
- Higher perceived risk for first-time users.
- Sources of information → recommendation, reputation, trial, guarantee, online review.

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Service encounter

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- Personal exchange between customer and service provider... or impersonal exchange between customer and machine.
 - Environment → clean, appropriate.
 - Personnel → knowledgeable, friendly.
 - Support services → material, equipment, processes.
 - Other customers → well-behaved.


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Post-purchase

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- Comparison of expectations versus reality.
 - Satisfied → repeat customers, recommendations.
 - Dissatisfied → switch provider, negative review.



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Next

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Lesson 4

- Customer behaviour
- Evaluating services
- Targeting customers
- Relationship marketing
- Public relations

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