

MKT MIX (slide 3)

Product: includes not only the product itself with all its characteristics, but also the supplementary services offered to the customer (customer assistance, training, etc.). **WHAT**

Price: in addition to the price or, in some cases, rates or price lists, it also includes discount policies, gift vouchers or awards, terms and conditions of payment, granting of credit and so on. **HOW MUCH**

Place (Point of sale, intended as distribution): in a nutshell, it concerns the structure of the distribution channels and the inventory policy. **WHERE**

Promotion: this fourth P includes all the strategies aimed at promoting sales, therefore advertising, promotion, participation in trade fairs, the organization of events, web marketing and so on. **HOW**

With the advent of digital marketing or web marketing, which has in fact assigned an increasingly greater role to the customer or consumer who is no longer passive, but a person actively searching for information relating to the products and services that they intend to purchase, the 4P's have been revised with the introduction of a fifth P, being "People", that is to say the people involved in sales and customer service who **have a direct relationship with the customer and, therefore, humanize the face of a brand or a company.**

Subsequently Booms and Bitner proposed a 7P model, adding the three P's of "Processes", "Physical Evidence" and specifically, "People" to McCarthy's model: in order, the two initial terms refer to the processes of supplying, buying and selling a product and the impact that the product itself has on people during these same processes.

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MARKET RESEARCH SURVEYS

These surveys must concern the entire life cycle of the service that you propose which includes the growth phase (therefore with respect to the context, what to propose specifically and how to propose it - such as free trial sessions), the mature phase (the ability to keep the course active and to consolidate its presence on the market, to maintain student loyalty) and, lastly, the decline (a decline always occurs and can be due to many factors, firstly coming to the end of the proposed program): at this point it is necessary to already have plans of what you are going to do in order to put the cycle of services you offer in+66q55qqqq action again, to constantly stimulate demand, once the decline phase has been reached. An example would be: I started a 6 month weekly course. At the end of this program, I can foresee a consolidation workshop or an in-depth retreat. This planning is generally done immediately or at the beginning, presenting it as the natural epilogue of the weekly course, and can be applied both with beginner and advanced students or after 2/3 of the weekly course if it is seen that the students want to go more in-depth. It is not recommended to go any later with the timing, in order to have the time necessary to choose the right location and plan the sessions in line with the path taken.

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COST

- *However, the price alone cannot determine or not the success of a marketing action, because try to ask yourself: **how much would you be willing to spend on a course you know nothing about? How many times are we faced with people who have not even heard of the term Biodanza, let alone know what it is?***
- Furthermore, the price is also able to influence the perception of what is offered: a low price is usually associated with a lower quality service. *So, if in the area there are other Biodanza operators or operators of other courses that always deal with personal growth (yoga, pilates, meditation, etc. ...) who apply a higher price, someone might also think that the other courses are better, more effective, of a higher quality ...*

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- Market penetration strategy, **in which prices are maintained at a very low level in order to attack or penetrate the market more.** (with the risk of diminishing the value of Biodanza)
- Market skimming strategy, **in which prices are instead kept very high, at least in the short term, only to be subsequently decreased with the entry of new courses.**
- Neutral strategy, **in which prices are always kept at the level of those of their competitors.**

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- **How much did it cost you to create and produce** the course / internship / event? **In terms of time, training, petrol, rent, etc. ...**

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There are many distribution strategies, including, just to name a few:

Intensive distribution, which involves a carpet distribution of the product, supplying the largest possible number of retailers (typical of companies that produce soft drinks, snacks, ice cream that they distribute in shops, supermarkets, bars, restaurants and so on).

Exclusive distribution, in which the product is distributed to a limited number of dealers with sales rights on a certain car (for example, a car dealership).

Selective distribution, in which there are still a large number but very selected retailers.

In addition, there are companies that choose not to use intermediaries (in this case we are speaking about a channel or direct sales); companies that choose a short or brief channel with only one intermediary; finally companies that choose a long channel that instead leans on the distribution of products to several intermediaries.

Finally, there is the distinction of small distribution (to which retail shops and street vendors belong), **large-scale distribution** (supermarkets and hypermarkets), **wholesale distribution** (goods or services destined for other companies). In this last case, you don't have to choose a single distribution method (small, large or wholesale) but, if production allows it, you can combine more than one, differentiating the price, in order to get the most profit.

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Here are some of the questions to ask yourself as you develop your distribution strategy:

- Where do, my users come from and what kind of courses do they usually attend? **gyms, small, medium or large holistic centres, centres where there are several different types of courses, do they go to one or more similar or different courses, do they already take awareness courses, are ready to travel, etc. ...**
- What is the distribution strategy of my competitors? **Where are the other Biodanza Operators proposing courses and not in that area I have chosen, which type of location is the most popular with respect to the context and the target ...**

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There are clear examples that are able to convey the commercial power of a flyer:

- **printing a discount code on it to be entered on your e-commerce site**
- **a code to be inserted when registering on a portal (this is also a method for understanding the outcome and effectiveness of the distribution)**
- **a prompt to download a specific application for mobile devices**
- **an invitation to subscribe to a social page / personal site.**

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1. Keep your target in mind:

You will be more successful if you know who you are targeting. So, before even writing the content of your flyers, it's good to think about who they are intended for. Do some research to understand your target audience - it is essential to create the right graphics and to decide how and where to distribute your personalized flyers.

2. Structure:

To be effective, an advertising flyer must be well structured. **Choose a strong title, think about the message you want to communicate, focus on that. Choose a clear and explanatory image**, it is the first thing that attracts attention and will probably be the discriminating factor between having the flyer read or not. And don't forget your contact numbers and a call to action: after reading your personalized flyer, what should the person who received it do with it (interesting to include a QR that refers to the fb page or site or your business card, or introduce a discount coupon)?

3. Title: Brief, well visible, centred

In general, it should not be longer than 5 words, 3 is ideal. Choose a font larger than the surrounding text - as a rule, **the title should be seen 2-3 meters away.** Centre it, it is the first thing you notice. Then you can think of a title that invites people to read them: people are interested in something that improves their current condition, that solves their problem. Communicate already in the title that you have the solution for them!

4. Message

Involve the person, treat them informally, make the message as personal as possible: that flyer was written especially for them. Try to be concise, do not overdo the text: **only a few lines are enough to explain who you are, what you do and what you offer.**

5. Size counts!

A5 flyers are the most popular, but they are not the only option. Think about what could be more attractive to your customers, perhaps, A6 or DL, or A4, easier to notice but definitely less practical than an A7, which fits comfortably in a wallet or handbag. These are all details to consider, a promotion is effective if tailored to the target. Also, consider the idea of making posters (a3-a4 to leave in strategic places)

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1. Too much information

It is important to give your users relevant information, which is why writing something just to fill in blank spaces will not lead to any results! Write a clear title and explain, in as few words as possible, what you offer **and why they should choose you over another.** You don't need to tell a story, a few but important details are all people want to read.

2. Missing call to action

Advertisements often give too much information but forget the call to action. **What do you want the reader to do after reading your flyer?** They must register on your site, visit the page that is reachable thanks to a QR code, come and visit you in the free trial session. Try to include a clear call to action that is not too demanding.

3. Too small characters

You probably won't get someone's attention if they can't even read what you wrote. Many times, this prevents readers from finding information that might be extremely important to them. **Try to write the most important information in larger print and make sure there is contrast between the text and the background.**

4. Too much colour

Usually, it is said that colour attracts attention, and this is true. But it must be used sensibly. **Colour can be confusing, especially when used in text.** For a perfect result, **use complementary colours**, even better if they recall and make your logo stand out. It will serve to reinforce your brand. In general, when printing your online flyers, **never use more than two colours for the text and use a different shade for the titles or to highlight particular sections of text, such as an offer you want to highlight.**

5. Bad quality photos

To create perfect flyers online, **it's essential to check the resolution of your photos** (try zooming up to 300x, how much resolution is lost?). **If you use blurry or grainy images on your flyers, you will communicate a low-quality feeling** even to the people you distribute the flyers to. In general, **avoid copying images from websites**, they are usually compressed and low quality. Try to take photos from a database or use the best ones you've taken! Better if they are personal photos, if you take them from the internet check that they are not copyrighted or that they have a free license.