

# MARKETING MIX

DEFINITIONS, EXAMPLES, STEP BY STEP  
GUIDE

BY INTOTHEMINDS

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## DEFINITION

What is the marketing mix? It is the operational extension of your marketing positioning. How do you create a marketing mix according to the 4Ps or 7Ps model? Through specific examples and complete case studies, our guide is infinitely richer and more precise than other guides on the internet. Here is how to understand and apply the marketing mix easily!

# THE 4P

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Eric McCarthy's "4P" cover 4 essential aspects of the marketing mix:

The **Product** - all aspects related to the product you are selling

The **Price** - pricing policy, discounts, and how to determine prices

**Promotion** - promoting your product or company in the broadest sense of the term is the communication strategy (ex: sponsorship, partnerships, etc.)

**Place** - Distribution Policy





As relationship marketing was born, we need three more “P’s:”

The **People** - interactions with people through the multiple channels available today (primarily digital)

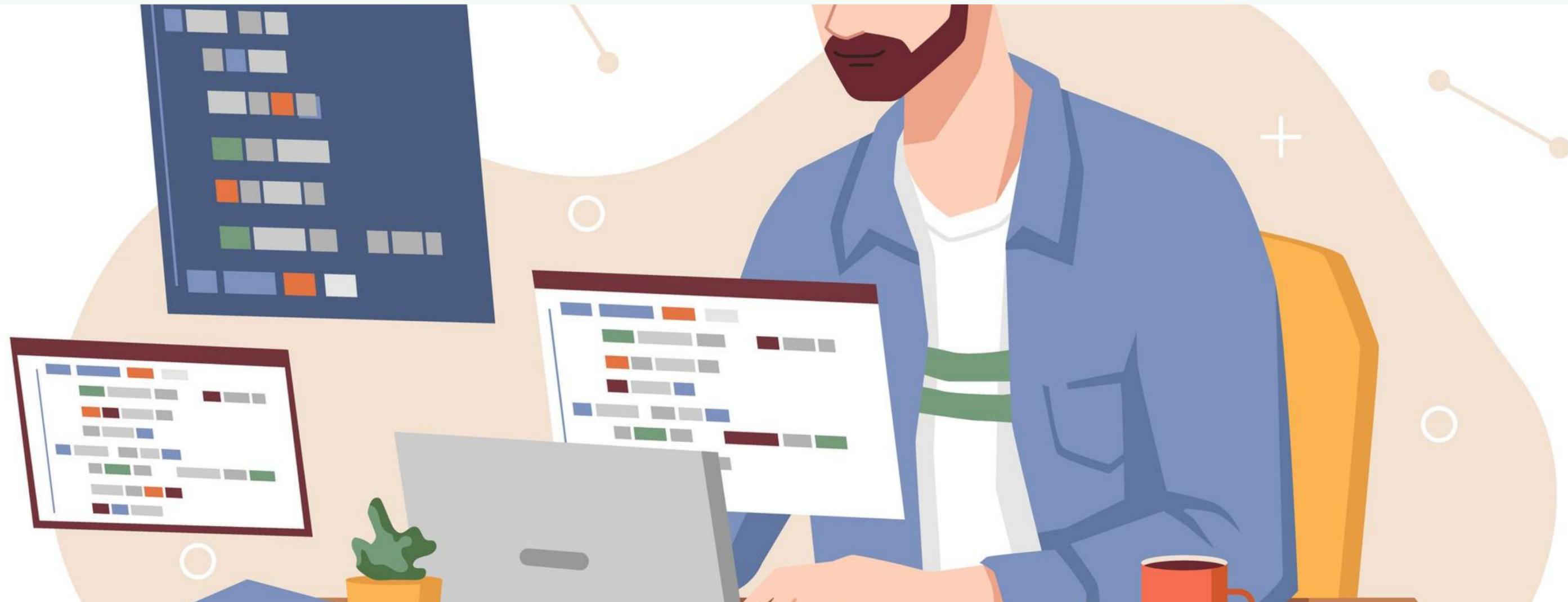
The **Process** - the customer’s “journey”

The **Physical environment** - the arguments and tangible elements used to convince the customer

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# PRODUCT

*Characteristics, place and services: analysis*





# DESIGN

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- Is the product's design remarkable?
- Is the product differentiated by its design?
- How does the design contribute to attracting customers and building loyalty?

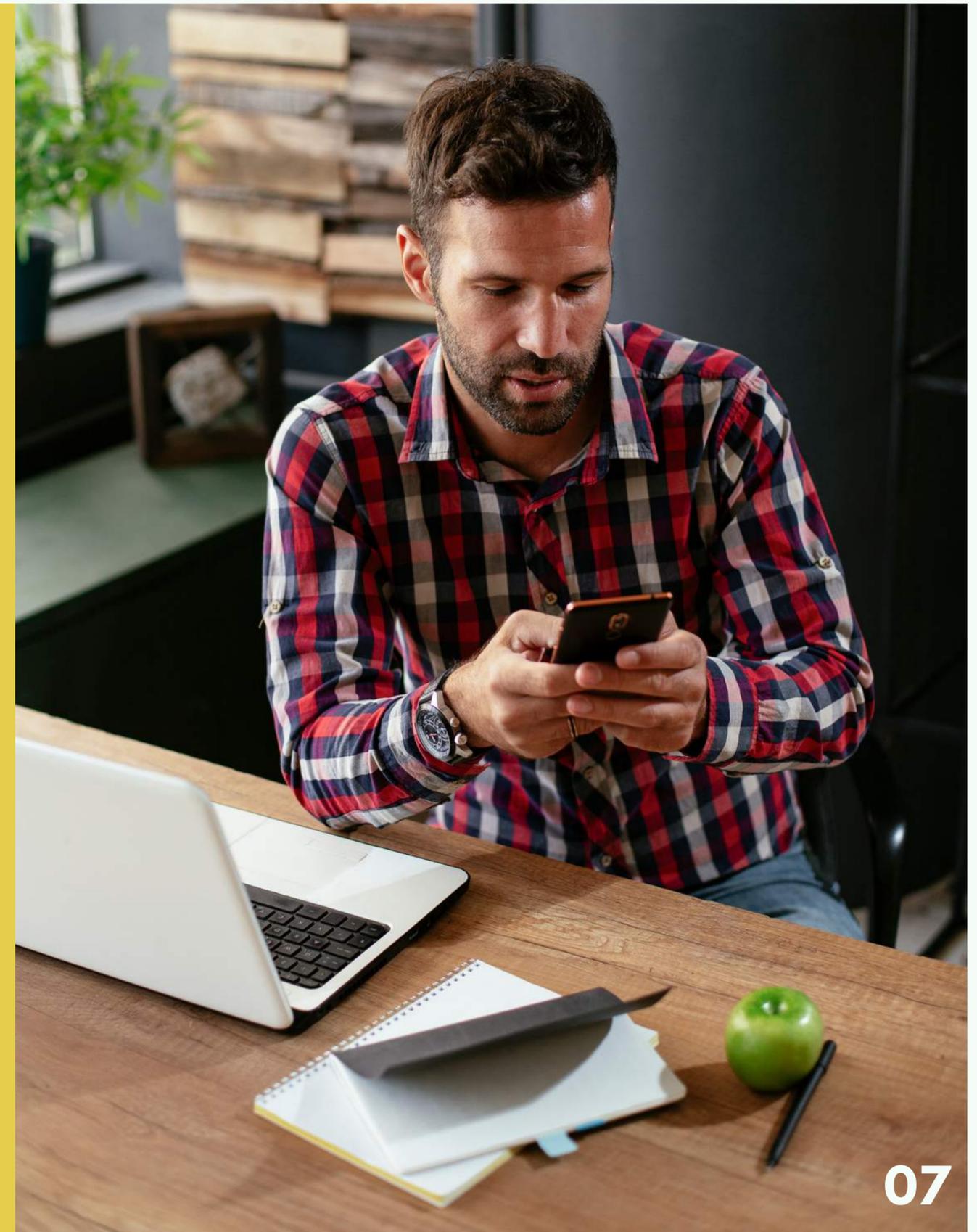
*Many companies have made design an essential component of their success: Apple, of course, Bang & Olufsen (audio and video equipment), Bodum (kitchen accessories), etc.*



# ASSORTMENT

- Where does the product fit in the company's product range?
- Is the product itself available in more variants?
- Is it a limited edition of an existing product?

*The range of iPads comes in 3 models: mini, Air, Pro, and in different capacities. The range allows for covering different needs at different price levels. Some brands partner with personalities who co-sign a limited version of the product: Dolce & Gabbana pasta, Delvaux handbags. "365 Whole Foods" products are sold under the "Amazon Fresh" brand in Amazon Fresh sales outlets.*





# EXAMPLES



**Bodum products adopt highly recognizable color and design codes to attract customers and promote cross-selling.**



**The Delvaux brand has teamed up with Dandoy to produce a one-of-a-kind copy of its iconic bag.**



## INTOTHEMINDS

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→ What is the product's image concerning the rest of the range and with the company's positioning?

*In some cases, the product is the company. Apple has long been identified with the iPhone (which represented up to 80% of its profits). Perugina, a Nestlé Group brand, is identified with its flagship product, the "Bacio Perugina."*



## PACKAGING

→ Is the packaging differentiating?

→ Is it designed with a particular spirit that is reflected in its design?

*Apple has, from the beginning, created packaging that matched the spirit of its iPhone. They followed the same design principles.*

*Amazon identified early on that packaging could be a source of customer dissatisfaction. Launching "100% frustration-free" packaging has enriched its marketing mix with an original dimension.*

*In doing so, Amazon has reinforced its image as a leader among consumers and has developed a standard that others are now adopting.*



# EXAMPLES (1/2)



The Perugia confectionery brand is identified in the minds of consumers by its iconic product "Bacio Perugina."



The chocolate maker Pierre Marcolini and Maison Kitsuné have joined forces to create limited edition cakes. For this occasion, a very original packaging was designed. This packaging is a tangible element of the marketing mix "product."



# EXAMPLES (2/2)



Bonne Maman's packaging has particular codes that reinforce the brand's marketing positioning. Nostalgia can be seen in the motifs used (the checkered tablecloth, for example). In this sense, the packaging is an integral part of the Bonne Maman marketing mix.



When Monoprix wanted to rethink the products marketed under its brand (Private Label), the packaging played a central role. A very distinctive identity was given to the packaging, which became an element of the marketing mix.



# SERVICES

INTOTHEMINDS

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→ What services are proposed during or after the sale of the product?

*Apple's pre-sales service is remarkable thanks to the level of expertise of its salespeople (see also the "human aspects" part of the marketing mix).*



# GUARANTEES

→ What extra-legal guarantees does the company offer its customers?

*Tediber offers a 100-night money-back guarantee on its mattress. Kia offers a 7-year warranty on its new cars.*





# EXAMPLES



Apple's pre-sales service is known for its high level of quality. So, this service is part of Apple's marketing mix. The "blue vests" are the Apple employees in the Apple Store who advise customers.



Tediber is a DNVB (Digital Native Vertical Brand) that markets a mattress sold online. A mattress is a necessary purchase that can present certain risks. Tediber offers an unconditional 100-day money-back guarantee to eliminate any perceived risks for potential customers. Therefore, this guarantee is an integral part of the marketing mix of the Tediber brand.



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→ How does the company simplify the return of its products if the customer is not satisfied?

*Zalando offre le retour gratuit des produits qui ne conviennent pas. Les retours gratuits sont un élément essentiel de la stratégie de Zalando pour attirer les clients et les faire acheter. Cette politique des retours gratuits, même si elle a un coût élevé pour l'entreprise, est donc centrale dans le marketing mix.*



## UPGRADES

→ Does the company offer facilities to service the product and keep it up to date?

*Porsche maintains an extensive spare parts inventory, even for its oldest models. Thanks to this policy, nearly 70% of the Porsches produced since the birth of the brand are still running.*



# RECYCLING

→ What does the company do to manage the end of life of its products?



**PRODUCT**

*Nespresso recovers used capsules when delivering new ones and recycles aluminum. Apple proposes to take back your old iPhone when you buy a new model.*

*Some companies are committed to the niche of reparability. The introduction of a reparability index has led to the emergence of brands like Fair Phone. Some companies have even launched themselves exclusively on the repair market. Murfy, for example, is developing a solid network for the repair of household appliances.*



# EXAMPLES



**The Fairphone was designed to be easily repairable and have the longest possible lifespan.  
(Credits: Fairphone via Flickr)**



**Nespresso recovers its capsules to recycle the aluminum and combat the criticism about its product.**



INTOTHEMINDS

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# PRICE

*Strategy, tactics, setting, incentives, discounts and payment terms*



## INTOTHEMINDS

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# PRICING STRATEGY

→ What is the pricing strategy? Operations-oriented? Revenue-oriented? Customer-oriented? Value-based? Relationship-based? Socially-oriented? Optional pricing?

*The Price of cigarettes follows a “socially oriented” strategy. Governments impose prohibitive taxes to limit consumption, Detrimental to individuals and society (due to the medical expenses involved).*

*Ryanair’s marketing mix is quite complex in terms of pricing strategy. It is a hybrid strategy that aims to maximize operational efficiency on the one hand and relies on “optional” pricing to boost margins. Ryanair, therefore, proposes a series of (expensive) options to customers to increase the average ticket.*



## PRICING TACTICS

→ What is the pricing policy approach?

→ How is the overall pricing policy translated into the field?

*Shaver and inkjet printer manufacturers have identical pricing tactics. Their overall strategy is “revenue-oriented” and takes the form of a very attractively priced main object (the printer or the razor) and costly consumables (ink cartridges and razor blades).*

*Uber plays on-peak hours to determine the Price of its rides. A supplement is applied at the peak hours when the request is on the rise (morning, exit from the office, evening). Uber has also been accused of raising prices when the customer ordering the ride smartphone was almost out of battery.*

# EXAMPLE

Ryanair is inflating its margins through a strategy known as “optional.” The bottom price of the tickets increases with the addition of options such as baggage handling or priority treatment in the queues. (Photo credits: Flickr)



# PRICE SETTING

INTOTHEMINDS

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- How is the price determined?
- What is the logic behind setting the price?

*Whether in B2B or B2C, the price is, in practice, often set according to supply and request. For example, airlines set the price according to the request and the number of remaining seats in the plane. This leads to costs varying according to the period, the destination, and the proximity of the departure date.*

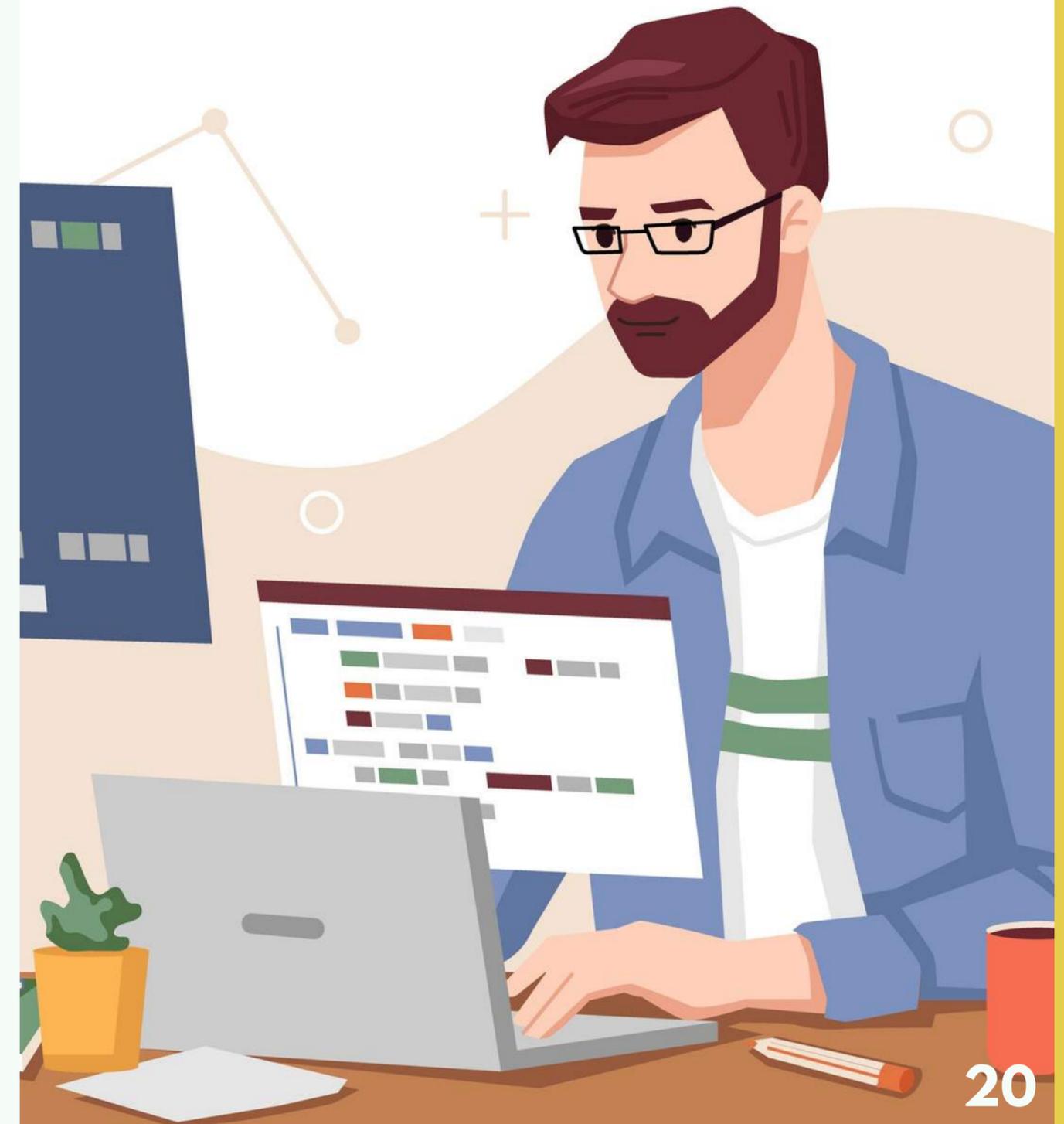


# FINANCIAL INCENTIVES

- Who are the intermediaries, and how are they paid?

*Financial incentives depend on the chosen distribution channel and the type of product. Retail, which distributes brands from various manufacturers, operates on a low-margin model and relies on volumes sold.*

*In the distribution of more high-end products, where purchases are less regular, the rule is to have higher margins to motivate the distributor. One can think of home sales (Tupperware sales) generally associated with high commissions for the home salesman.*



# EXAMPLE



**Airline's practice "yield management." They constantly vary the price of tickets to fill the aircraft and exceed the profitability threshold.**



## INTOTHEMINDS

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# DISCOUNTS

- What is the company's policy on customer discounts?
- Are discounts given to customers?
- Are they given to all customers or only to specific segments?
- Are discounts available year-round or only at certain times?

*NordVPN, for example, recruits its customers by proposing "temporary" promotions of up to 70% off. Companies active in the sharing economy (Uber, Lyft, Deliveroo, UberEATS) follow customer acquisition policies based on aggressive discounts.*

*On the other hand, some companies never propose discounts (Louis Vuitton, for example).*



# PAYMENT TERMS

- What conditions does the company propose to its customers to pay for its products?
- Are there mechanisms in place to simplify payment?
- If so, what is the cost, and is it attractive compared to market conditions?

*Split payments have been popularized by a series of FinTech, making them open to anyone. The emergence of electronic payments at the expense of cash is, for example, a significant trend since Covid-19. To do without it is a real commercial handicap or even illegal. Accepting certain credit cards, such as American Express, can be crucial in specific sectors. This card gives access to a network of cardholders with significant resources.*

# EXAMPLE

**Louis Vuitton's marketing mix goes against the grain of many brands when it comes to discounts. Louis Vuitton stores never have sales.**



INTOTHEMINDS

# PROMOTION

*Promotional strategy, strategic communication, chosen channels of communication, and frequency of repetition*





## INTOTHEMINDS

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# PROMOTION STRATEGY

- How does the company promote itself or its product?
- Does it invest in advertising (if so, through which channels)?
- Does it practice inbound or outbound marketing?
- Are promotional campaigns used to increase the company's awareness?

*Inbound marketing is a strategy that consists of letting customers come to you rather than going out and soliciting them. Some companies like IntoTheMinds do not practice outbound marketing. They rely on inbound marketing to find customers. IntoTheMinds develops an online content strategy to optimize its natural referencing (SEO).*

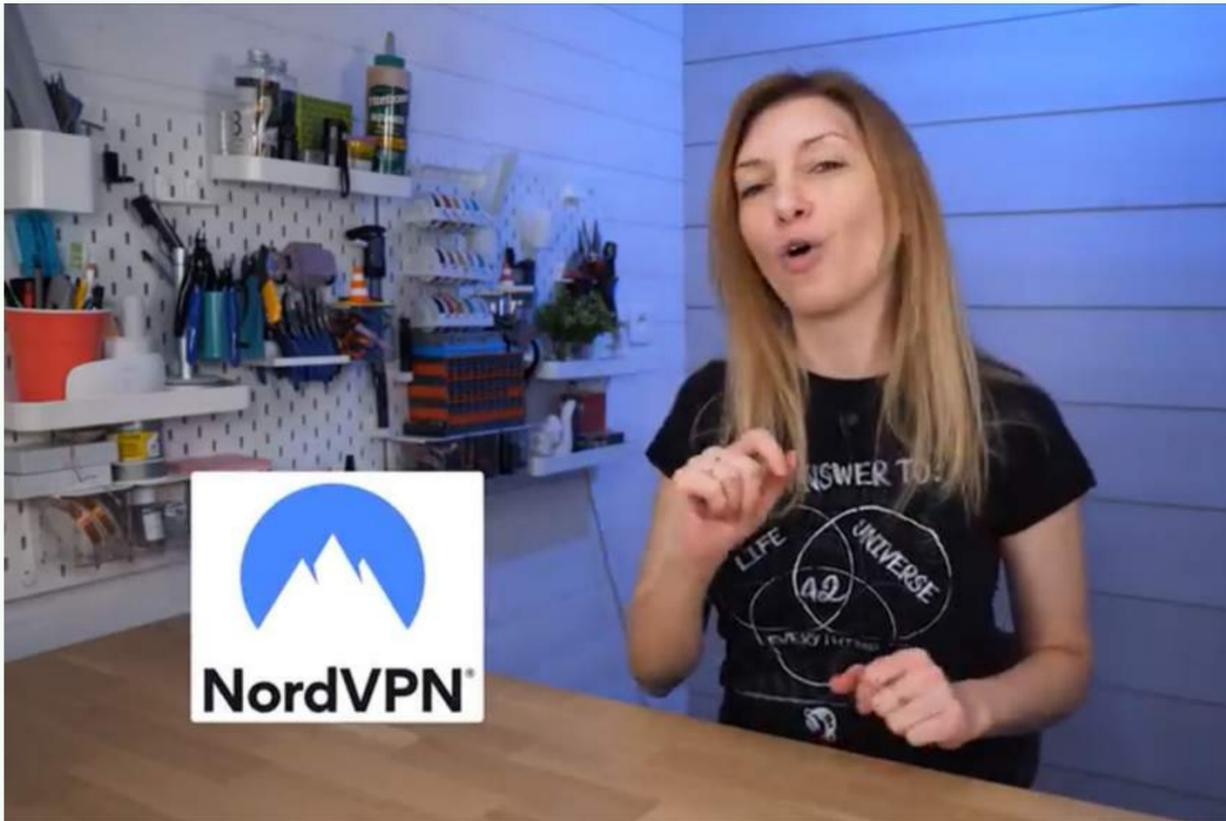


# STRATEGIC COMMUNICATION

- What is the content of the messages the company is sending out?
- What image does the company give of itself or want to provide?
- Is this image in line with what customers perceive?

*Omie is a French brand whose entire communication is transparent and a fair distribution of profits. The U stores (France) follow a similar communication strategy in their latest advertising campaign in France by detailing the distribution of margins between the different links in the value chain.*

# EXAMPLES (1/2)



Nord VPN follows a very clever digital strategy to promote its approach. It sponsors YouTube videos of well-known influencers.  
(credits: YouTube)



Rimac lends its hypercars to influencers to test drive and feature in their YouTube videos. Here, Many Koshbin, a famous California-based billionaire with over a million followers, is testing the Nevera, a 100% electric hypercar.  
(credits: YouTube)



# EXAMPLES (2/2)

Notre farine de blé U,  
des engagements  
aussi grands que  
son prix est petit.

  
Commerçants  
autrement

**POUR UN SACHET  
D'UN KG À  
0,59€**

**0,031€/kg**  
TVA

**0,114€/kg**  
CHARGES ET  
RÉMUNÉRATIONS  
MAGASINS U

**0,133€/kg**  
STOCKAGE, TRANSPORT,  
TRANSFORMATION DU  
BLÉ EN FARINE,  
CONDITIONNEMENT

**0,312€/kg**  
POUR  
L'AGRICULTEUR



Magasins U is a French retailer whose latest advertisements present a series of products and the distribution of the final price among the different stakeholders of the value chain.  
(crédits: Système U)



# CHANNELS OF COMMUNICATION

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- What are the company's preferred communication channels?
- Are certain channels reserved for specific messages?
- Why has the company chosen this or that channel?

*Richard Mille sponsors events whose image aligns with the brand's marketing positioning. Partnerships are also concluded with sportspeople to reinforce this positioning. In the same sector, Patek Philippe publishes a magazine for its customers.*

*The marketing mix is more generally based on traditional advertising methods. The Covid crisis has impacted the traditional media, and the digital channel has benefited.*

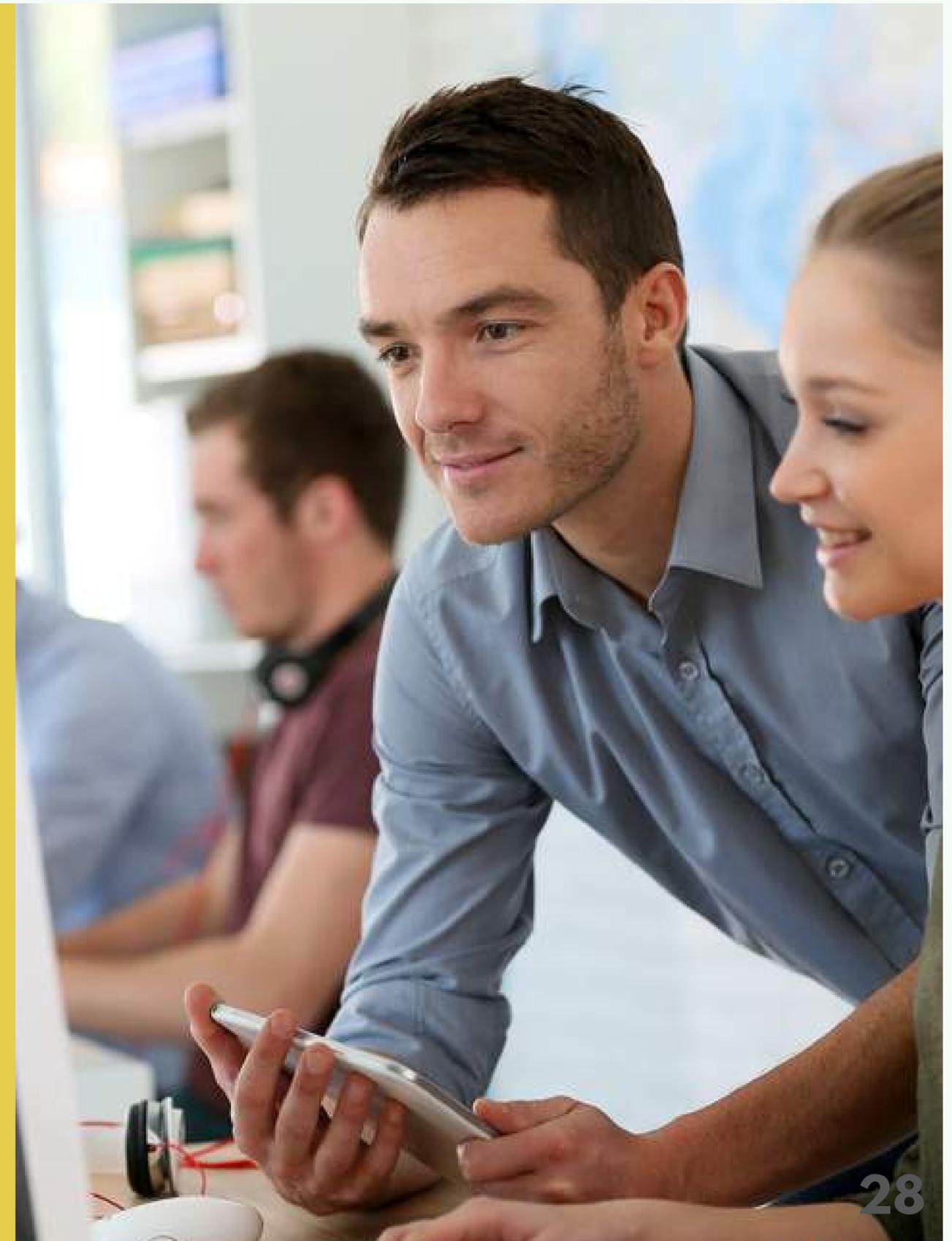


# FREQUENCY OF REPETITION

- How often does the company communicate with customers?
- In the digital world, how many impressions or views are generated?

*Companies that communicate via traditional channels (TV, radio) therefore buy advertising slots to ensure the repetition of their advertising message among their targets.*

*In the digital space, the principle is the same. YouTube, for example, is now a space invaded by short advertising messages. These are repeated with unprecedented frequency at different points in your videos.*



# EXAMPLES (1/2)



A racing car on the Richard Mille stand. The presence of this car communicates the brand's values related to sporting events.

(Credits: Gilbert Sopakuwa via Flickr)



Tarpaulins on renovation sites have become a specific means of communication that allows some brands to display themselves in prestigious places generally deprived of any advertising (as here the Saint Mark's square in Venice)



# EXAMPLES (2/2)

Omie communicates its values and positioning (price transparency) directly on its receipt. What better place to demonstrate its commitments?





INTOTHEMINDS

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## PLACE

*Strategy, franchising, market coverage, relationships, assortment, establishment, inventory, and logistics*

# DISTRIBUTION STRATEGY

INTOTHEMINDS

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- How are the products sold to the end customer?
- Does the company own the distribution network
- Does it rely on a third-party distribution network?

*The German company Hyla sells very high-end vacuum cleaners through a network of independent resellers who present them in private homes. Tupperware became famous by selling its plastic containers in the same way. FMCG brands are distributed through retail outlets, but some also try to open their stores to reach the consumer directly (M&M, Lindt, Danone, ...).*

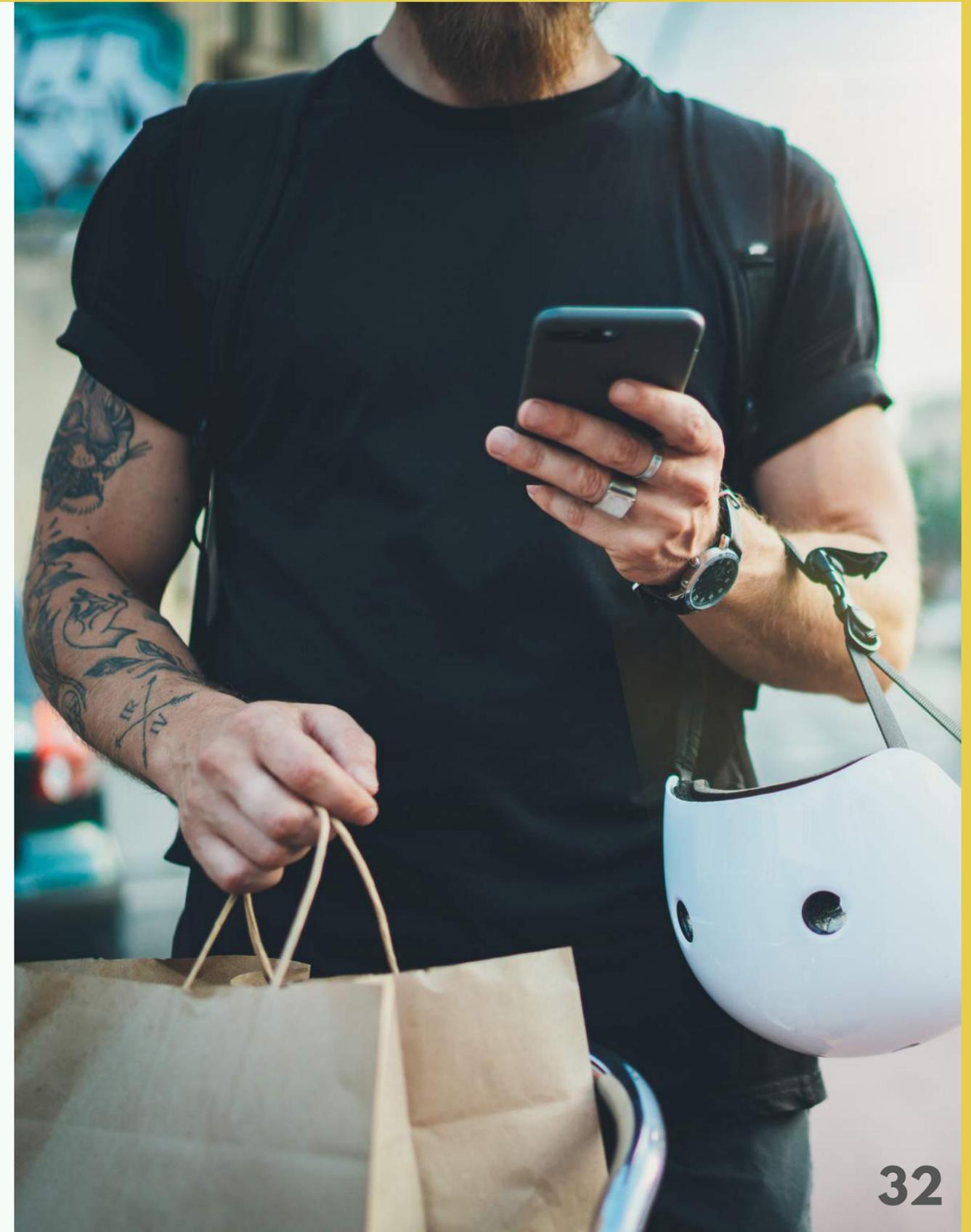


# FRANCHISING

- Does the company own any franchises?
- What is the company's policy on franchising?
- What is the relationship with its franchisees?
- Does the company sell licenses for its products?

*As of 2021, LVMH no longer extends licenses to manufacture eyewear. It is recovering the contracts and has built two factories in northern Italy to produce eyewear for Gucci, Berluti, etc..... It is therefore increasingly vertically integrating all its activities.*

*Franchising is a market in its own right and requires a specific marketing mix, particularly pricing.*



# EXAMPLES (1/2)



The M&M's flagship store in New York Times Square is the best example of an FMCG brand that connects with its customers directly through a physical sales outlet that it runs itself.

(Credits: Sriram bala via Flickr)



Danone has opened Casa Danone in Barcelona. Thanks to this "flagship store" it is able to establish a direct relationship with consumers, which is impossible through traditional distribution channels (supermarkets).



# EXAMPLES (2/2)



Miele has several of its own sales outlets dedicated to its products. This is the Berlin store on the famous “Unter der Linden” avenue.



The “Au Bureau” brewery chain is developing on a franchise model. It has exact specifications, particularly in terms of location.





## INTOTHEMINDS

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# COVERAGE

- What are the geographical territories covered by the company?
- What is the catchment area covered?
- Which market segments does the company address?
- Does the company propose an offer for all segments
- Does it focus on a specific feature?

*Starbucks, for example, was known for “crisscrossing” the major American cities with a coffee shop every 500 meters.*

*Apple is also implementing this strategy by proposing “light” versions of its iPhone to satisfy different market segments. So, this is also a “coverage” issue, even if it is not geographical.*



# PARTNERSHIPS

- How are distribution partners selected?
- What relationships are maintained with them, and what support is provided to simplify sales?

*The brands distributed in supermarkets provide animation support to help discover their product. The company entirely covers the costs of these animations, and the supermarket pays nothing.*

*Companies that have adopted the door-to-door sales model (e.g., Hyla) generally provide extensive support to their independent resellers.*

# EXAMPLE

An outstanding network of commercial establishments ensured Starbucks' geographical coverage of the market.



# ASSORTMENT

INTOTHEMINDS

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- Are the products in the assortment complementary or competitive?
- Do they meet the needs of different customer segments
- Do they allow the same customer to satisfy different needs?
- Does the variety promote cross-selling or up-selling?

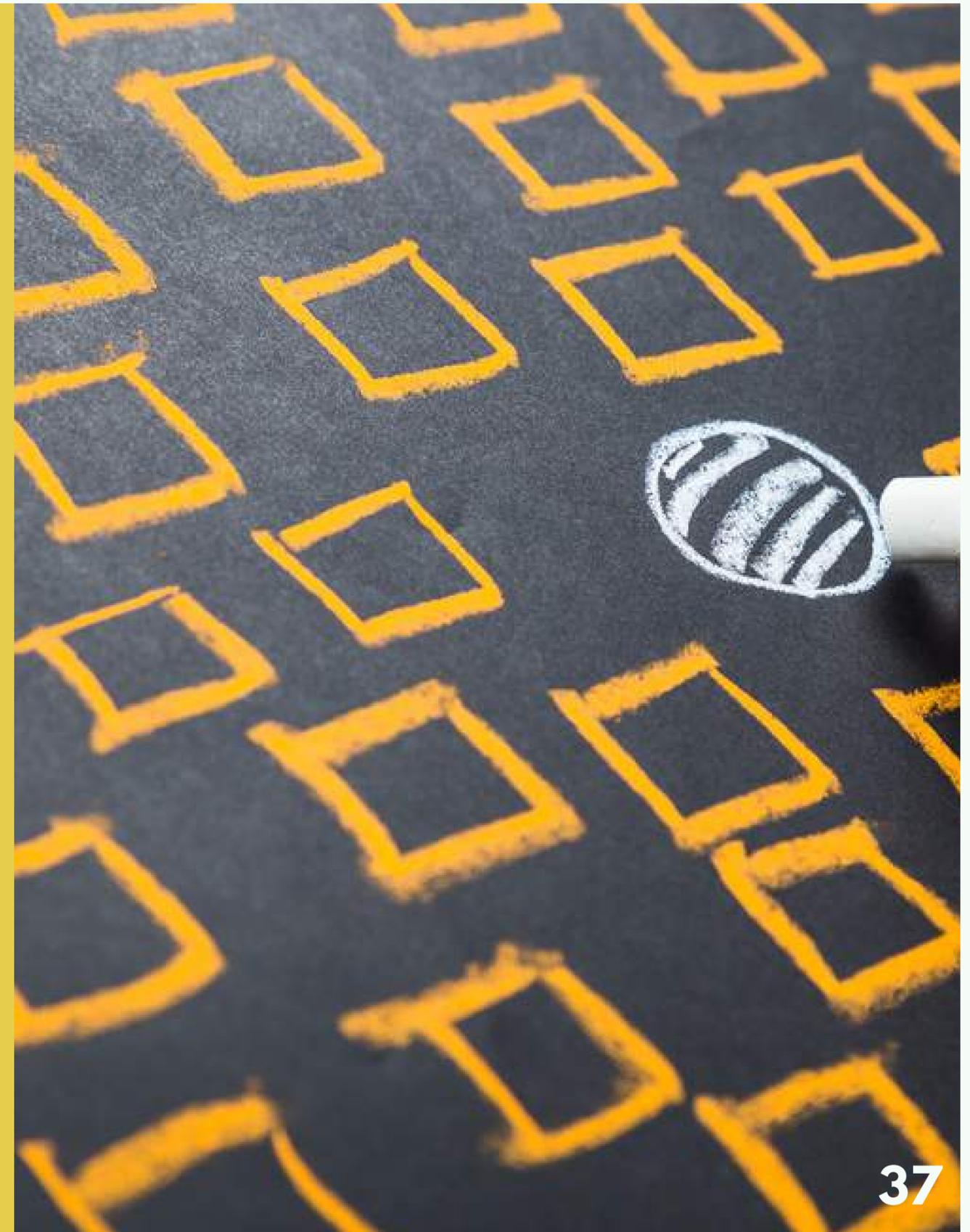
*Concept stores are temples of cross-selling. By juxtaposing different product categories, they create new mental associations and new purchasing desires in the consumer's mind.*



# ESTABLISHMENT

- How do you describe the locations where the products are distributed?
- How were the sites chosen?
- What is the traffic and the type of customers in the places where the brand is present?

*The location of physical sales outlets is a crucial factor of success in retail. The positioning of certain brands (high-end, luxury) requires selecting only "AAA" locations. Only the most reputable streets, attracting the most expensive tourists, will be chosen. Some brands have decided to establish themselves only in commercial areas and take advantage of the traffic generated by other sales outlets. Fast-food chains and brewery franchises are linked to this type of location.*



# EXAMPLES



The essence of a concept store is to mix product categories to promote cross-selling opportunities.



The Vuitton sales outlets are all located in renowned locations that attract many quality customers. This is the Vuitton store on Place Vendôme.



- What is the availability of products?
- Is a large inventory maintained to meet the request as quickly as possible? Is there voluntary tension to limit supply and lengthen delivery times?

*Patek Philippe maintains a meager inventory and sometimes makes customers wait several years before their luxury watch is delivered. This expectation creates a desirability effect central to the brand's marketing mix.*



## TRANSPORT, STORAGE AND LOGISTICS

- How does the company manage deliveries?
- Are they realized using in-house or outsourced?
- What are the timeframes, and how are the logistics organized?
- Have intermediate storage points been set up to reduce delivery times?

*Short delivery times are regularly cited as an essential criterion for purchasing physical products. Delivery times tend to become shorter and shorter. Satisfying customers, therefore, requires that ad hoc logistics be put in place. On-time delivery is a criterion for customer satisfaction.*

*Amazon, which may represent the best in logistics today, relies on a series of intermediate warehouses to deliver quickly thanks to a network of subcontractors bound by strict contractual clauses. In some countries, Amazon may depend on its delivery services to retain maximum value within the company.*







INTOTHEMINDS

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# PEOPLE

*Service quality, values and interactions*

# SERVICE QUALITY

## INTOTHEMINDS

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- What role does the company give to its employees in customer service?
- How does the human factor influence the quality of service?

*Lush sells “fresh” cosmetics through a network of single-brand stores. Its employees are chosen for their human qualities. Their enthusiasm and empathy contribute to the creation of a unique customer experience. In Apple stores, employees are trained to help customers solve their problems.*



## THE COMPANY'S VALUES

- What are the company's values, and how do employees embody them?

*CSR policies are currently integrated into the strategy of many companies. They are part of their values. These values may remain at conceptual levels, or they may be passed on to employees to embed them.*

*The Raidlight company produces equipment for trail running. Its employees are chosen for their passion for this discipline. They embody the values of the brand. It is the same for Southwest Airlines, whose employees perpetuate this low-cost airline's “offbeat” marketing positioning.*



# EXAMPLES



Apple Store employees are chosen for their technical abilities and ability to solve customer problems.



Raidlight displays how its employees transform its values (especially sports) into a tangible reality. In addition to recruiting passionate people about the sport, we can see that the values are also expressed in the modes of travel and the local anchoring.  
(Credits: Raidlight website)



# INTERACTIONS

- Are there interactions between clients? In what form(s) do they take place?
- Does the company simplify customer relationships or decrease them?
- How are interactions between customers and employees handled?
- Do employees have the flexibility to satisfy the customer if there is a problem?

*Online sales websites allow customers to rate products and react to these ratings and ask other customers questions.*

*Some companies promote customers based on their level of product knowledge. It is not uncommon to have "ambassador" customers who answer questions from other users on a forum in the software industry.*

*Other companies are going even further by encouraging interaction between customers. For example, Hollister has created its Vivre+ network, which enables users of its products to meet each other during activities organized by the company. These activities are a way to strengthen the ties between customers and the company (loyalty) and disseminate good practices between patients.*

*Starbucks had launched a co-creation platform (MyStarbucksIdea) that allowed customers to express their ideas and exchange them.*



**PEOPLE**

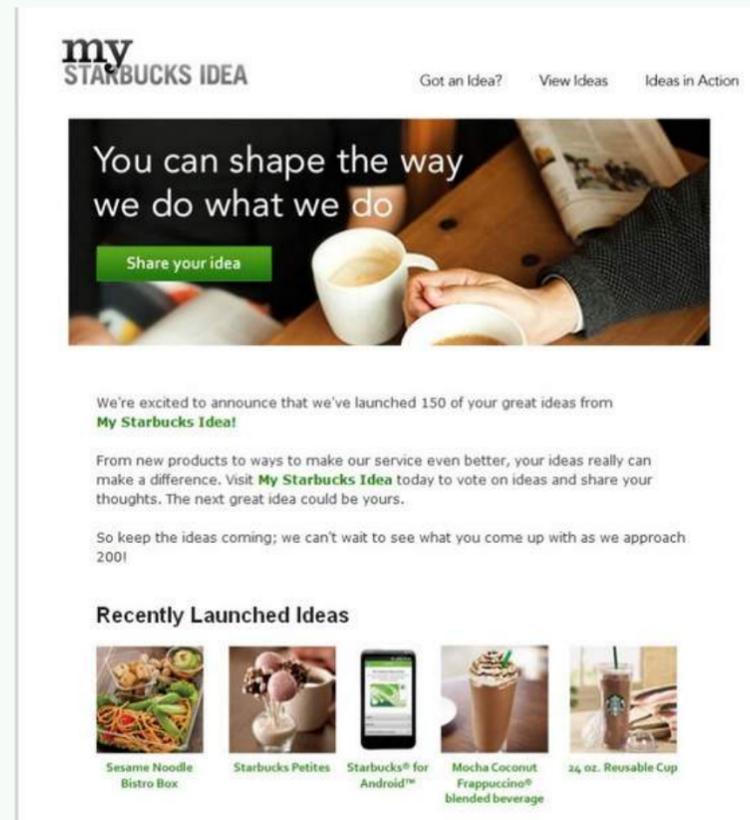
*In some industries, in some countries, customer-employee interactions are highly codified. In Japan, for example, interaction in certain high-end stores is the subject of a particular ritual.*

*In the restaurant industry, interactions also often follow precise procedures. These procedures are designed to maintain a distance from the customer to show respect.*

*Nordstrom store employees have the flexibility to deviate from these procedures to satisfy customers.*



# EXAMPLES



Starbucks had launched MyStarbucksIdea, an ideation platform that collected customer suggestions for improving the company. While this is primarily a people aspect of the marketing mix, it also has product implications.



At Nordstrom, customer satisfaction is a top priority. Employees can take personal initiatives to ensure that the customer is always satisfied.  
(credits: Bill Holmes, Flickr)



INTOTHEMINDS

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# PROCESS

*Design, customer service, standardization or customization, diagnosis, monitoring, resource analysis, "Best Practices," and user guides*



# DESIGN

## INTOTHEMINDS

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- Have the processes been pre-designed?
- Has the design been thought out with the customer in mind? How does this design contribute to the customer experience?

*Apple was one of the first retailers to rethink the sales process to simplify the buying process: more spontaneous, impulsive, and direct. With the Covid crisis, new contactless payment processes have emerged, such as those using QR codes in restaurants. Sunday, an application launched by the restaurant chain Big Mamma, simplifies the processes related to customer service and increases the speed of turnover by 15%. The operational gain is therefore apparent.*



# CUSTOMER SERVICE

- Are the processes formalized within the company?
- Are decision trees designed for customer service, for example?

*In call centers, the work is often highly formalized. The customer service employee then follows scripts that are themselves a reflection of decision trees.*

*The customer support of large companies often follows a similar approach to problem resolution. Troubleshooting, for example, is highly formalized to allow operators with no technical experience to help customers anyway. Customer support can thus be “broken down” according to difficulty (we speak of “Tier 1”, “Tier 2”, “Tier 3”). According to the Pareto principle, 80% of customer requests are handled by “Tier 1”. The most complicated requests are passed on to the most technically competent employees*





INTOTHEMINDS

## STANDARDIZATION OR CUSTOMIZATION

→ Do the processes surrounding the “service” component follow a logic of standardization or customization?

→ Are we in a mass service or extreme customization?

*The Nordstrom department store chain is known for the quality of its customer service; employees are allowed to make decisions themselves to satisfy the customer. Of course, we go beyond the simple framework of processes and enter the “human” dimension of the marketing mix.*



## ERROR DIAGNOSIS

→ What systems or procedures are in place to detect malfunctions?

→ How do customers have the opportunity to report problems?

→ Are techniques used to prevent quality problems?

*It is essential to collect customer feedback (positive or negative) to improve. A specific procedure must be implemented to manage customer complaints to identify malfunctions and increase customer satisfaction (and loyalty). If this process can be accessible in B2B, it becomes a challenge in B2C.*

*To ensure that as many complaints as possible can be expressed, it is necessary to:*

- Proactively let customers know that complaints are appreciated and valued
- Multiply the points of contact (omnichannel approach) to simplify information feedback



# EXAMPLES



Nordstrom stores give employees the freedom to deviate from processes and satisfy customers. This customer service policy is a distinctive element of the Nordstrom marketing mix.  
(credits: Bill Holmes, Flickr)



It is pretty common to provide customers with forms to suggest improvements (here is an example from Heathrow Airport in the UK). However, the usage rate is still relatively low as it is a passive method.



# PERFORMANCE MEASUREMENT AND MONITORING

- Are quality indicators in place to measure the performance of service activities?
- Is satisfaction measured within the customer service department?
- Are specific indicators used according to the type of contact (touchpoints)?
- How is the monitoring done and the results communicated to employees?

*It is common to measure and report performance almost live in call centers. Operators are assessed on several criteria:*

*The number of calls handled per hour (inbound calls for customer support, outbound calls for sales)*

*Customer satisfaction measured “on the spot” just after the call.*



**PROCESS**



# EXAMPLE



Customer service measurement devices are now commonplace in “physical” environments. In airports supermarkets, it is not uncommon to find this kind of terminal that allows getting feedback from the customer on the perceived performance of customer service at a specific location.



# RESOURCE ANALYSIS

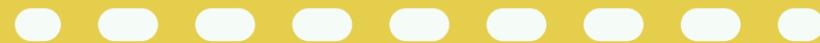
INTOTHEMINDS

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- How are incoming customer requests managed?
- Is an analysis of customer requirements performed?
- Is there planning of the resources to be allocated?

*The idea here is to analyze how the customer is directed to the best product/service to satisfy his requirements.*

*The needs analysis phase is classic in B2B and is usually salespeople's job. In B2C, this needs analysis is rare except when the product is distributed by a third party (retailer) who has a customer service department.*



# PERFORMANCE INDICATORS

- How is the company's performance measured?
- Have key performance indicators (KPIs) been put in place?
- What are they measuring?
- Are the different facets of the customer experience being measured?

*Performance measurement requires standardized indicators that allow for comparison and tracking over time.*

*Measuring customer satisfaction is a crucial indicator of company performance because it determines customer loyalty and the entire company's profitability. Technically, several approaches are possible, for example, using the NPS (Net Promoter Score), whose validity is no longer debated.*



# EXAMPLE

The emphasis placed on measuring customer satisfaction sometimes leads to abuses, as in a car dealership. The customer is "primed" to give a precise score so as not to lower the average.





## INTOTHEMINDS

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# « BEST PRACTICES »

- How does the company incorporate best practices into its customer management and marketing?
- How are employees trained to stay current and ensure the highest level of quality?
- Is there ongoing industry intelligence to detect the latest trends and best practices?

*Marketing evolves with customer behavior and with increasing digitalization. The search for immediacy is characteristic nowadays. This forces companies to be aware of the best techniques to achieve this.*

*Market research and competitive intelligence are two techniques that allow you to stay in touch with your market and your competitors.*



## USER GUIDES

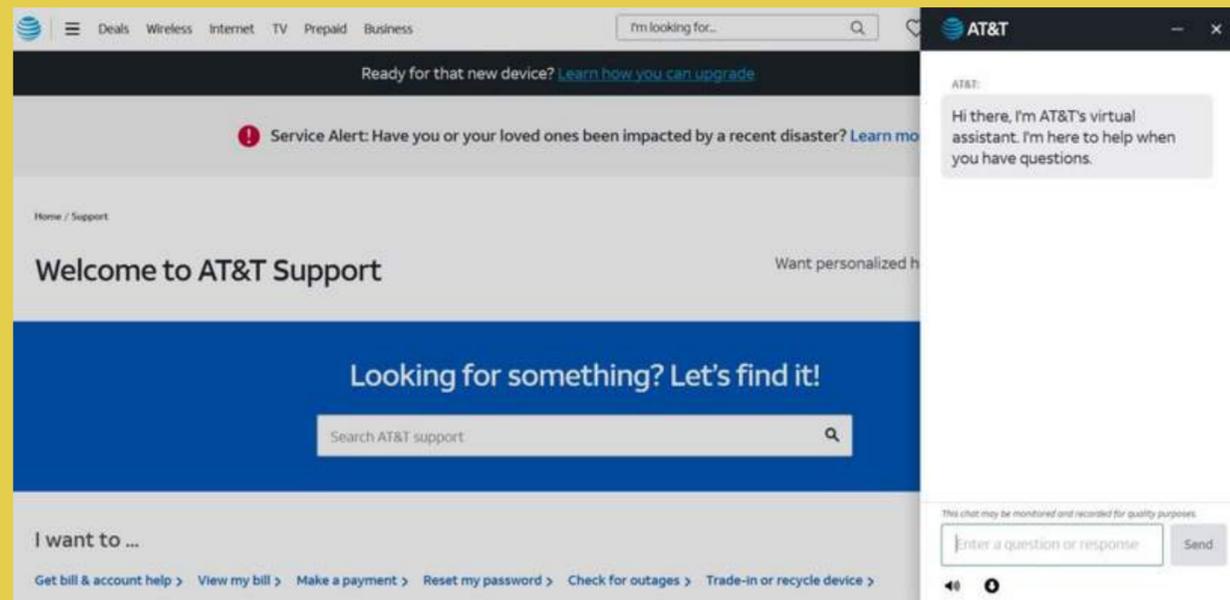
- Is documentation provided for the customer to use the product correctly?
- How is this documentation designed?
- Are multiple types of manuals provided based on the customer's level of knowledge/readiness?

*Documenting and simplifying the learning curve should be a priority, but many companies see documentation and manuals as an obligation rather than an opportunity.*

*Apple, for example, has its way of dealing with customer impatience and excitement about trying out their latest "toy". A quick start manual is provided that allows them to enjoy their iPhone immediately without making mistakes and without having to read hundreds of pages.*



# EXAMPLES



Chatbots are an efficient way for companies to offer an immediate response to their customers at any time and at a lower cost. This does not dispense with real customer support. In the case of AT&T, the chatbot is added to 24/7 customer service. This is proof that the chatbot is a “best practice” for customer relationship management because it is “superimposed” on other means of contact. It is preferred by some customers who otherwise might not have bothered to call.



Appliance manufacturers take into account in their marketing mix the desire of consumers to use their new equipment as soon as possible. For this reason, they deliver a “quick start guide” with their appliances that gives the most essential instructions.





INTOTHEMINDS

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## PHYSICAL ENVIRONMENT

*Facilities, space planning, signage, interior design, ambiance, accessory elements, and artifacts*



## INTOTHEMINDS

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# FACILITIES

- How does the sales outlet equipment help convey the brand's positioning?
- Is there something special about the access to the store or company?
- Does it mean something in terms of the company's positioning or values?

*The furniture in Google's flagship store in New York is distinctive because it allows visitors to sit and test devices. It is relatively similar to that of the Apple Stores. Le Pain Quotidien's table d'hôte is a standout feature of the brand. Its positioning shines through in this iconic piece of furniture that encourages interaction and promotes conviviality.*



# SPACE PLANNING

- Is the space design of the sales outlet outstanding?
- Does it contribute to the customer experience, and if so, how?
- Does the website present remarkable aspects in terms of ergonomics?
- How does the spatial organization contribute to efficiency?

*Apple has revolutionized the layout of sales outlets thanks to "low" furniture that clears the space and simplifies reading. The customer can now understand the structure of the sales space, which facilitates circulation.*

*This quest for spatial ergonomics also has repercussions in the virtual world. Websites are increasingly looking for efficiency, which leads to clean interfaces and makes them more readable.*



# EXAMPLES (1/2)



The table d'hôte is a very distinctive part of Le Pain Quotidien's marketing mix.  
Credits: Yuichi Sakuraba via Flickr

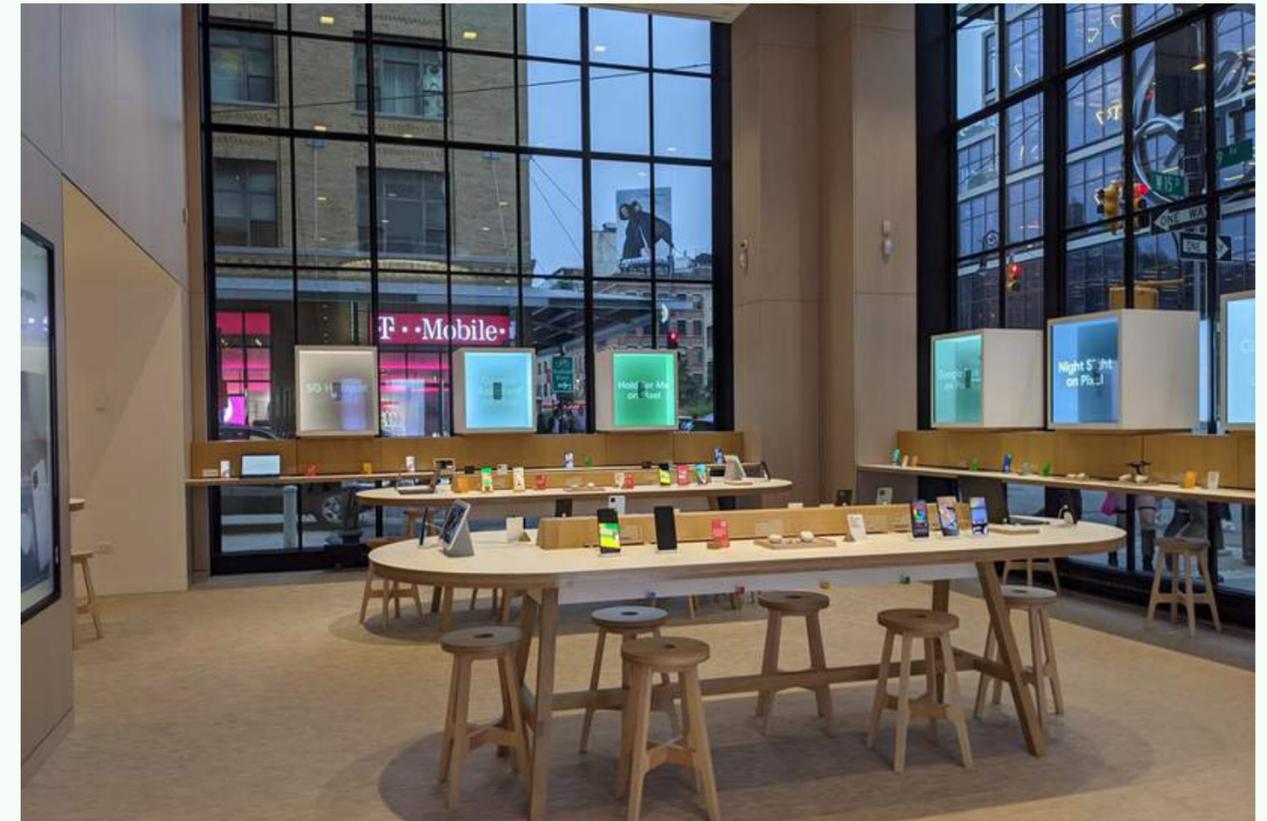


Imaginarium stores are equipped with 2 separate entrance doors: one for adults one for children.

# EXAMPLES (2/2)



Apple stores are designed with “low” furniture that opens up the view. This gives the visitor a clear view of the space and the possible path through the sales outlet.



The Google Store in New York takes the idea of Apple’s low furniture and adds stools so that visitors can be more comfortable.



# SIGNALIZATION

- How is the circulation inside the sales outlet simplified?
- Does the brand prioritize efficiency in the buying process
- Does it try to expose the customer to as many products as possible to make him buy?

*The circulation inside IKEA stores is a textbook case. An imposed route “forces” customers to go through the different spaces. This imposed route is often debated, and it is regularly discussed to remove it because it is a source of frustration and dissatisfaction from customers looking for efficiency.*

*Amazon’s website is another model of its kind. The website looks like those “Christmas tree” websites of the 2000s bulimic with information. The homepage is not sober, and the Internet user is overwhelmed with proposals. Yet, it works. Amazon’s website is a real conversion machine in which its recommendation algorithm is responsible for about 35% of sales.*



## PHYSICAL ENVIRONMENT

*The Lego store in London presents a compelling use case for managing queues at checkouts. A flow management system has been set up that is adapted to children. This way, the little ones can succumb to their impulses and increase the average basket just before their parents go to the checkout.*

*A brand like Fauchon (delicatessen) capitalizes on a specific color (fuchsia) to be identified in the consumer’s mind. This same color identifies another luxury brand in the same sector: Wittamer.*

*Color can become an iconic color, as in the case of Hermès (orange). It then goes beyond the strict framework of packaging and logo to become part of product design.*



# EXAMPLE



**In the Lego flagship store in London, the flow management at the checkout is intelligently thought out. Customers are channeled through low barriers (at children's height) lined with products.**

# INTERIOR DESIGN

INTOTHEMINDS

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- How would you describe the design of the sales outlet?
- Is the furniture design specific? Are there particular colors used?

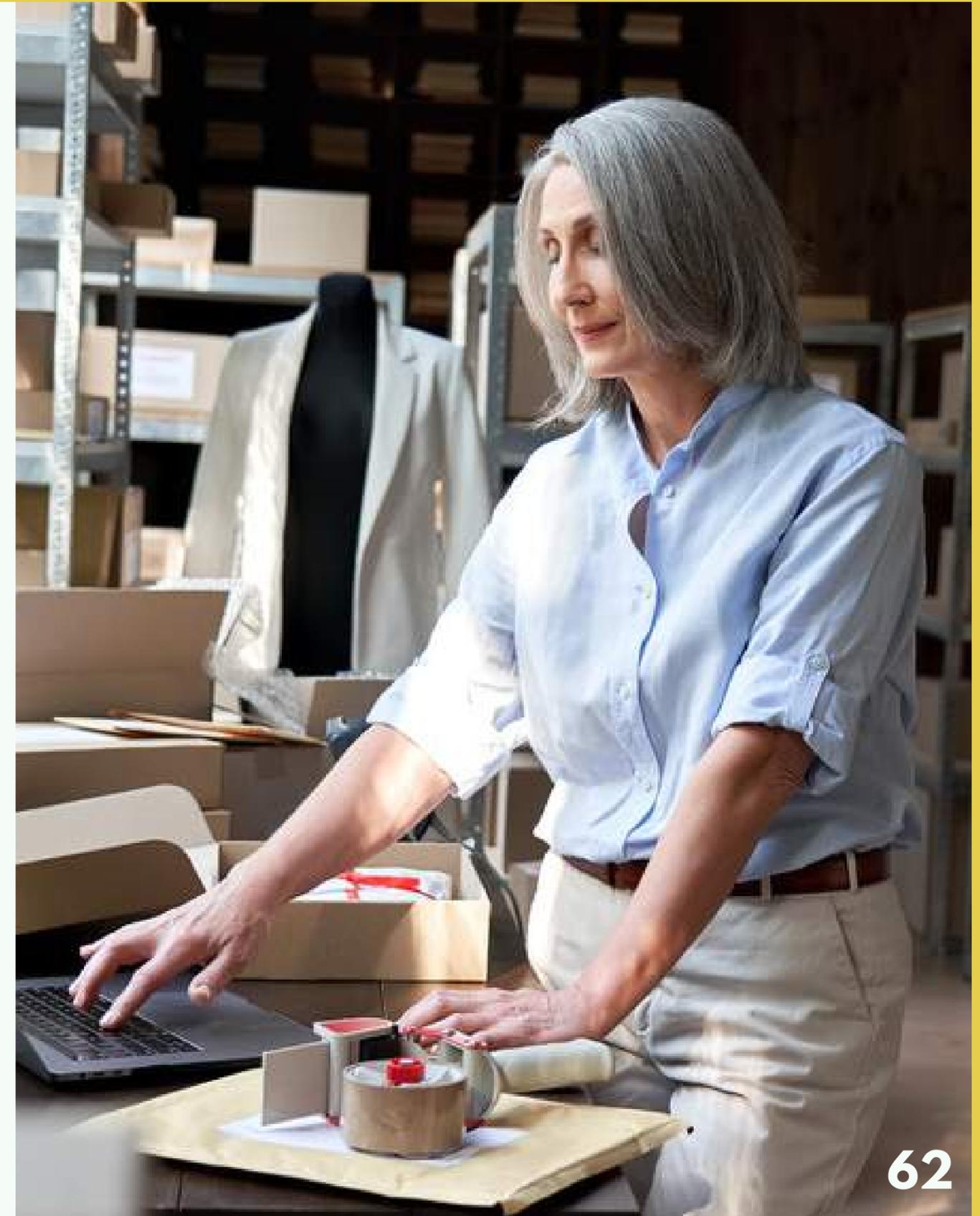
*The coworking sector has seen a plethora of offers in recent years. Consequently, some players in this sector have sought to differentiate themselves, mainly through their interior design. Fosbury & Sons, for example, proposes coworking spaces that are equipped with furniture signed by the most prominent names. You could easily find the workspaces in the pages of a fashion or architecture magazine because they are so beautiful.*



# AMBIANCE

- Is the customer immersed in a particular sound environment?
- Is his olfactory sense mobilized in any way?
- Is there anything special about the temperature of the sales outlet?

*The store's ambient conditions on buying behavior have been studied for a long time. Some brands have made it their "trademark." With Abercrombie & Fitch, all the senses are awakened: the music gives the impression of being in a discotheque, and the perfume diffused in the sales outlet is also diffused outside. Nature et Découvertes stores are known for their soothing sound ambiance, in line with its positioning. This is an essential element of their marketing mix.*



# EXAMPLES



A hut is installed in a Bonpoint store in Paris.



A pool has been installed to test the boats in the center of the Globetrotter store in Cologne. This body of water contributes to the general atmosphere of the store by changing the humidity and the acoustic atmosphere.

(Credits: Brian Chiu via Flickr)



## INTOTHEMINDS

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# ARTIFACTS

- Does the brand propose derivative items?
- What type of merchandise? What is their function?
- Where are these objects and souvenirs sold?

*Derivative objects and souvenirs are not limited to the tourism or sports sector. Examples: Football clubs, and all sports clubs, propose accessories with their effigy. Their sale allows to perpetuate the memory of the club and to maintain the flame of the supporter (i.e., his loyalty).*

*For some consumers, technology is like a religion. During our visit to the Google flagship store, we noticed that many "goodies" bearing the image of Google were sold there. A brand outside the world of sports can also have its followers or apostles. Apple enthusiasts, for example, will show their attachment to the brand through various objects.*



## DESIGN OF ACCESSORIES

- Do collateral items follow a particular graphic design or code?
- What do the colors used evoke?
- Is there anything special about the style used?

*Luxury brands are conscientious about aligning their perceived value with the elements surrounding it. In this industry, customer-facing employees are often dressed in the clothing of the brand they represent. Apple follows a different strategy. Apple's blue (or red) shirts are the employees advising customers in the sales outlet. This attribute identifies employees and distinguishes them from customers.*

# EXAMPLES



Souvenirs and merchandise are part of Google's marketing mix.



The "blue shirts" are the employees of the Apple stores.



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