

## The Marketing Mix

The Marketing mix is probably the most famous phrase in marketing and was coined by Neil H. Borden in his article 'The Concept of the Marketing Mix' in 1965. The elements are the marketing 'tactics', also known as the 'four Ps':

- Product
- Price
- Place
- Promotion



**The marketing mix**

Some commentators increase the mix to the 'five Ps', to include:

- People

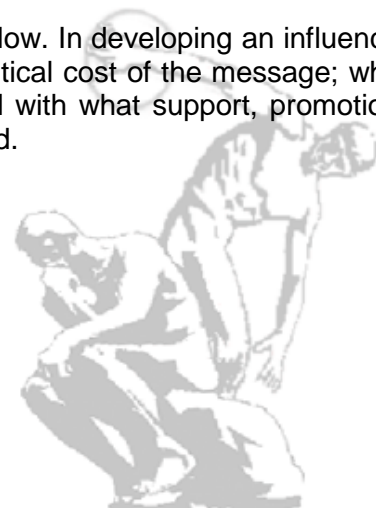
Others will increase the mix to 'seven Ps', to include:

- Physical evidence (such as uniforms, facilities, or livery)
- Process (i.e. the whole customer experience e.g. a visit to Disney World).

The concept is simple. All cakes contain eggs, milk, flour and sugar, however you can alter the final cake by altering the amounts of mix elements contained in it. It is the same with the marketing mix. The offer you make to your audience can be altered by varying the mix elements.

In the think tank world of policy influence the concept is still useful and particularly so when considering the promotional strategy. In planning the message, we have considered the product (the content of the message, or the issue), the physical evidence (the credentials to back up the message, or the research) and the price (how politically controversial the message will be, or the position). In planning for the policy audience, we considered the people (the policy audience we are communicating with).

We have adapted the marketing mix for influencing in the table below. In developing an influencing strategy one needs to consider the usefulness, credibility and political cost of the message; which decision-maker at what place and time it will be targeted at; and with what support, promotional package and ongoing relationships management it will be delivered.



## The influencing mix

Message that is...	Targeted at...	Delivered by...
<p><b>Useful in ...</b></p> <ul style="list-style-type: none"> <li>• the issues it addresses</li> <li>• its relevance to current situation</li> <li>• the piece of legislation, policy or programme it relates to</li> <li>• the change it proposes</li> <li>• how the change could be achieved</li> </ul>	<p><b>Policy decision-makers</b> especially:</p> <ul style="list-style-type: none"> <li>• Opinion Leaders</li> <li>• PM, Ministers and advisors (executive)</li> <li>• Civil servants and departments (bureaucracy)</li> <li>• Elected representatives (legislature)</li> </ul>	<p>Right mix of <b>promotional</b> channels:</p> <ul style="list-style-type: none"> <li>• Media (trade press, editorials, opinion pieces, academic journals)</li> <li>• Advertising, Mail-shots</li> <li>• Annual reports and publications</li> <li>• Books, Briefing papers</li> <li>• Events, Speeches</li> <li>• Personal communication</li> <li>• Direct actions (e.g. stunts, marches)</li> </ul>
<p><b>Credible</b> through:</p> <ul style="list-style-type: none"> <li>• Research and innovation</li> <li>• Applied practical policy problem solving</li> <li>• Piloting and evaluation</li> <li>• Use in other country or sector</li> <li>• Recommendation or endorsement</li> </ul>	<p>In the right <b>place</b>:</p> <ul style="list-style-type: none"> <li>• Informal social events, (e.g. luncheons and clubs)</li> <li>• Meetings and representations</li> <li>• Commissioned work</li> <li>• Consultations</li> <li>• Conferences</li> </ul>	<p><b>Supported</b> by partnership or coalition with:</p> <ul style="list-style-type: none"> <li>• Broader public (e.g. petition, march)</li> <li>• Interest group (e.g. poor, sick)</li> <li>• Influence group (e.g. scientists, economists, business leaders)</li> <li>• Sector organisations, unions</li> <li>• Committees, Taskgroup</li> <li>• Editors or</li> <li>• Experts</li> </ul>
<p><b>Politically Costed:</b></p> <ul style="list-style-type: none"> <li>• Fit in with policy needs and agenda</li> </ul>	<p><b>Timed</b> for windows of opportunity...</p> <ul style="list-style-type: none"> <li>• Formation of Legislation</li> <li>• Laying down of the law</li> <li>• Upholding of human rights and conventions</li> <li>• Formulating policy units and strategy</li> <li>• Ministerial speeches</li> <li>• Electing political representatives;</li> <li>• Consulting with stakeholders</li> <li>• Other windows of opportunity and relevance</li> </ul>	<p>With good <b>relationship</b> management...</p> <ul style="list-style-type: none"> <li>• Ongoing trust</li> <li>• Openness</li> <li>• Respect</li> <li>• Mutual listening and understanding</li> </ul>

