

Services Marketing

what is a service

- an act or performance offered by one party to another
- intangible
- the tangible-intangible continuum for goods and services

growth and importance of services

- increased affluence
- increased free time
- IT in the home
- low barriers to entry
- blurred boundaries offers business opportunities

developments in theory

- services play a significant role in our economies
- services marketing is different from goods marketing because of distinctive characteristics
- we are no longer offering services, we are offering experiences

unique differences between goods and services

- intangibility
- inseparability
- heterogeneity
- perishability

Service-dominant logic

- collaborate with customers
- co-create service offering
- co-create value proposition
- co-create value processes and networks
- co-create conversation and dialogue
- overcome resistance
- draw upon resources (internal+external)

Goods-dominant logic

- customer
- product/price/place/promotion
- environmental constraints

The "Experience" Economy

- companies stage experiences whenever they engage customers connecting with them in a personal memorable way
- experientializing goods/sensorializing goods/making goods scarce/staging a goods event