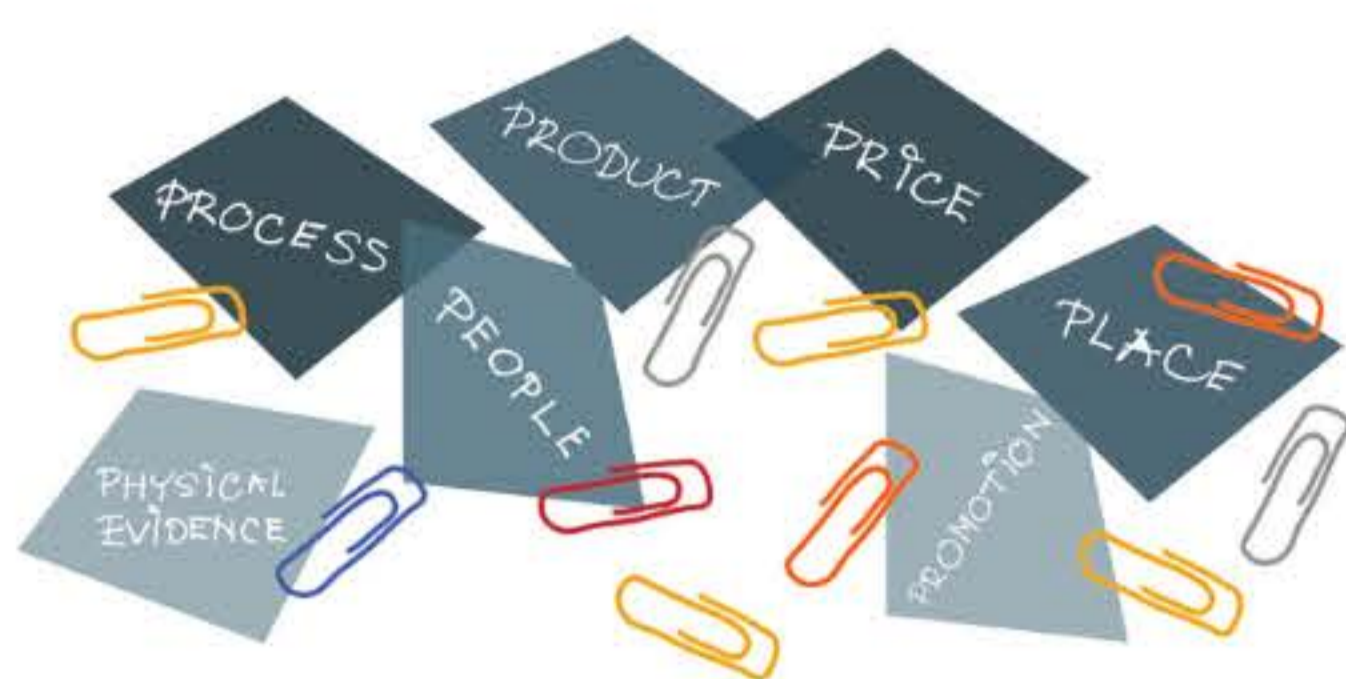




July 2017

# MOBO Pro Marketing

World Chocolate Day is July 7



## Are You Marketing a Product or a Service?

A successful marketing strategy must first begin with two simple questions. That is, "Am I marketing a product or a service?" And subsequently, "Am I selling B2B, B2C, or both?"

Dee Davey with Creative Ideas Marketing identified some core differences to the key characteristics of products and services along with a wonderful exercise we thought we would share with you after completing it ourselves:

- A product is tangible. It has physical size, shape or weight. You can experience a service or see the end results of it, but the service itself cannot be touched.
- Services are performed, not produced.
- Services cannot be stocked, returned or undone
- Service delivery is highly dependent on people...those providing it and those experiencing it.

Product Marketing should focus on the "4 P's" of the marketing mix; **Product, Place, Price and Promotion**. However, in Services Marketing there are 7 P's. We must also add:

**People** – Employees need to have the training, skills, tools and attitudes to provide the service. Having good communication and being customer focused are also critical.

**Process** – A service delivery process that is tried, tested and true makes it easier to train your employees while improving the perceived value by the customer.

**Physical Evidence** – this is anything tangible or visible about your service operation, such as appearance and location. It even applies to how your employees dress and act. Note – the team here at **MOBO** can help you to establish a standardized, professional employee apparel program.

Now that you know "What" you are marketing, the next step is to determine "Who" your audience is. Once you define that it makes it easier to then list "Where" you are going to find them. B2B might need a targeted focus with Chambers of Commerce, Business/Networking Associations or Trade Associations. B2C might call for a strong social media strategy.

Regardless, if you are marketing a service Ms. Davey states you need to define a clear **Service Description** for your company. Here is ours for **MOBO** Promotional Solutions:

- **What is your Service** – *MOBO provides our customers with advice on branding and promotional strategies with subsequent sourcing and customization of apparel and promotional goods*
- **Why is your service important** – *Building brand equity with targeted visual components can be a key element to our client's overall growth strategy*
- **Benefits of the service** – *Working with MOBO allows our customers to reduce costs given our buying power, our extensive corporate store programs wherein we stock and store their inventory. This also offers them Quick Ship options.*
- **Deliverables** – *MOBO's customers rely on the expert advice and quality service delivered by our Certified Advertising Specialists, Marketing Consultants, Designers and in-house Embroidery Studio staff. Every item is inspected, and in the case of garments, steamed and individually poly-bagged. We are committed to stocking and maintaining Saskatoon's best showroom of clothing and promotional good samples for our client's reference.*

**MOBO** is definitely a service provider, however, we also deliver product that is very tangible. We primarily are B2B; however, again we are a bit of an anomaly as we also have clients that are end consumers, i.e. associations, teams, schools, charities and even families looking for reunion shirts!

So, for B2B activities, we invest in a team of Marketing Consultants for customer care and development and memberships in great organizations like the BBB, the NSBA, SOA, EWI and Alignable. The bulk of our marketing resources are directed here.

For our B2C segment, we utilize social media given its lower costs. We would love to see this segment grow. If you are so inclined, please follow and like our efforts. All clients who take the time to review us on **Facebook** or with the **Better Business Bureau** are entered into a monthly draw for an OGIO Back Pack!

As you can see, understanding the "WHAT, WHO and WHERE" when building your marketing strategy is key. We hope this was of benefit to you but please call us if you have any challenges – we are here to help!

- Team **MOBO**

## AND THE WINNER IS...



CONGRATULATIONS to **Robert Schultz with CPS in Choiceland!** Robert is the grand prize winner of our CANADA150 custom bar bridge and a \$150 gift certificate for the beverages of his choice! Enjoy Robert! Our thanks to all of you who Subscribed to receive our communications!

For nearly 30 years MOBO Promotional Solutions has acted as a trusted advisor to our clients by helping them stand out from their competition. For expert advice on how you can get the best ROI for every marketing dollar, call us at **306.249.4318**



Visit Our Online Showroom

For all your summer promotional needs, visit our showroom at 335 Robin Way in Saskatoon. The coffee is always on!