

**MARKETING MIX FOR SERVICE COMPANIES - ADAPTATION OF CLASSIC  
MODELS TO SERVICES**

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**Abstract:** In our article, we consider the features of the marketing mix application in service companies. The classic 4P (Product, Price, Place, Promotion) model is adapted to the specifics of service provision, taking into account such factors as intangibility, inseparability from the consumption process, quality variability and the impossibility of storage. Also analyzed are the extended 7P and 8P models, including the elements of People, Process and Physical Evidence, as well as possible modifications to improve competitiveness and customer satisfaction. In the article, we provided practical recommendations for optimizing marketing strategies for service companies.

**Key words:** marketing mix, service marketing, 4P, 7P, 8P, services, adaptation, strategies, promotion, consumer experience, competitiveness.

**Аннотация:** В нашей статье мы рассматриваем особенности применения маркетинг-микса в сервисных компаниях. Классическая модель 4P (Product, Price, Place, Promotion) адаптируется под специфику предоставления услуг, учитывая такие факторы, как нематериальность, неотделимость от процесса потребления, изменчивость качества и невозможность хранения. Также анализируются расширенные модели 7P и 8P, включающие элементы People, Process и Physical Evidence, а также возможные модификации для повышения конкурентоспособности и удовлетворенности клиентов. В статье мы привели практические рекомендации по оптимизации маркетинговых стратегий для сервисных предприятий.

**Ключевые слова:** маркетинг-микс, сервисный маркетинг, 4P, 7P, 8P, услуги, адаптация, стратегии, продвижение, потребительский опыт, конкурентоспособность.

**Introduction.** In modern conditions, service companies face high competition and rapidly changing customer expectations. In order to successfully develop and maintain their positions in the market, service companies need to apply effective marketing strategies. One of the key tools for building competitive advantages is the marketing mix - a set of elements aimed at satisfying consumer needs and achieving business goals.

The classic marketing mix model, based on the 4P concept (Product, Price, Place, Promotion), was developed for the commodity market. However, services have a number of features, such as intangibility, inseparability of production and consumption, variability of quality and the impossibility of storage. These characteristics require the adaptation of traditional marketing approaches. Over time, the model was expanded to 7P and 8P, including additional elements: People, Process and Physical Evidence.

In this article, we consider how classic marketing mix models can be adapted to service companies, and also offer recommendations for their effective application.

**Main part.** In modern conditions, service companies face high competition and rapidly changing customer expectations. To successfully develop and maintain their positions in the market, service companies need to apply effective marketing strategies. One of the key tools for building competitive advantages is the marketing mix - a set of elements aimed at satisfying consumer needs and achieving business goals. The classic marketing mix model, based on the 4P concept

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This article discusses how classic marketing mix models can be adapted to service companies and offers recommendations for their effective application.

Service marketing differs from product marketing because services have four key characteristics:

1. Intangibility – a service cannot be touched or assessed before purchase, so reputation, reviews, and recommendations play an important role.
2. Continuity of production and consumption – a service is provided and consumed simultaneously, which requires a high level of interaction with the client.
3. Variability (heterogeneity) – the quality of a service depends on the human factor, time and place of provision.
4. Non-storability – a service cannot be stored or accumulated, which requires effective management of supply and demand.

These features make it necessary to revise the traditional marketing mix and adapt it to the service sector.

The classic 4P concept includes:

- Product – in the service sector, the product is the service itself. It is important to clearly define the value it brings to the client, as well as to form a unique selling proposition (USP).
- Price – pricing for services may depend on the qualifications of the staff, the time of service provision, competition and perceived value.
- Place – for services, the location of provision (e.g. a beauty salon, a bank office or an online platform) plays a key role.
- Promotion – marketing communications include advertising, PR, digital marketing and customer recommendations.

However, for service companies, the 4P model is insufficient, so it was expanded to 7P and 8P.

In addition to 4P, three additional elements were added to the model:

- People – staff has a significant impact on the perception of a service. Companies should invest in training, motivation and corporate culture.
- Process – standardization and automation of processes help improve service quality and minimize variability.
- Physical Evidence – the atmosphere, interior, employee uniforms, website design and other material aspects build trust with customers.

These three elements are especially important for increasing customer satisfaction and creating competitive advantages.

The 8P model includes an additional element:

- Productivity & Quality – in services, it is important to ensure a balance between work efficiency (costs and service speed) and quality that meets customer expectations.

The use of this model allows service companies to increase the efficiency of their activities, manage customer expectations and improve the level of service.

Practical recommendations for applying the marketing mix in service companies

1. Create value for customers – focus not only on the service itself, but also on its usefulness, convenience and emotional perception.
2. Develop personnel – high-quality service and professionalism of employees increase customer loyalty.

3. Automate processes – the use of CRM systems and online services helps to reduce the influence of the human factor.

4. Monitor quality and feedback – analyze customer reviews and promptly respond to comments.

5. Invest in visual design – the appearance of the office, website, corporate identity and even the uniform of employees create the first impression on customers. 6. Use comprehensive promotion – combine digital marketing, content strategy, SMM and traditional advertising methods.

The marketing mix in the service sector requires the adaptation of classical models to the specifics of intangible products. The expanded 7P and 8P models allow for important factors influencing service quality and customer satisfaction to be taken into account. Companies that competently integrate these elements into their strategy gain a competitive advantage and increase audience loyalty.

Effective application of services marketing involves an integrated approach that covers personnel, processes, customer experience and promotion. In the context of increasing competition, companies need to constantly improve their strategy, focusing on customer needs and new market trends.

**Conclusions and suggestions.** An analysis of the marketing mix for service companies has shown that the classical 4P model needs to be expanded and adapted to the specifics of services. Unlike goods, services are characterized by intangibility, variability, inseparability of production and consumption, and the impossibility of storage. These features require a more comprehensive approach to marketing strategies.

The expanded 7P and 8P models allow for important aspects of the service business to be taken into account, such as the influence of personnel, process organization, and material attributes that shape the perception of the service. Their application helps improve service quality, strengthen competitive advantages, and increase customer satisfaction.

Key aspects of successful marketing in the service sector include:

- Creating value for customers and creating a unique offer.
- Developing and motivating personnel to improve service quality.
- Automating and standardizing processes to improve efficiency.
- Paying attention to the physical attributes of the service that build trust.
- Comprehensive use of marketing tools for promotion.

For the successful development of service companies in a competitive market, we recommend:

1. Optimizing the marketing mix based on the 7P or 8P model, paying attention not only to traditional tools, but also to people, processes, and material attributes of the service.
2. Implementing quality control and feedback collection systems to promptly identify weaknesses and increase customer satisfaction.
3. Actively use digital technologies, including CRM systems, online sales channels and service automation, which improves the customer experience.
4. Stimulate customer loyalty by creating loyalty programs, personalized offers and retention strategies.
5. Develop a corporate culture and train staff, as people are the key factor in the successful provision of services.
6. Invest in the brand and reputation, working on the visual and emotional perception of the company, as well as building trust through quality service.

Thus, adapting the marketing mix to the specifics of services and its competent application allow service companies to improve efficiency, gain customer trust and successfully compete in the market.

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