

Service Marketing

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Abstract

Is important to bear in mind that the company may be within of a market with the different product and service, need to know, which is what the consumer wants or what you are looking wing when purchasing a product or service, these, which must have strategies to fully satisfy customer needs and achieve the objectives and targets in the company.

The service sector is of great importance in the global economy, because the services are found in all parties, is for a medical consultation, restaurant, travel, daily transportation, school or university, at the supermarket or market. From there, the importance of knowing a little about the marketing of services.

Use the marketing services to increase sales and must be designed and offered in such a way that meets customer needs.

Keywords: Company; marketing; consumer; services; product; sale

Introduction

Marketing has been defined many times and perhaps they will continue to define it, since with the passage of time they begin to have other lifestyles, technological advances and cultures that allow new challenges and needs of the different consumers that companies seek to satisfy.

The purpose of marketing is to meet the needs of the consumer, in addition to achieving the objectives of the companies and having an economic benefit.

Every company regardless of the size or sector to which it belongs, must elaborate and work a detailed and complete marketing plan so that it is easy to find what is sought and relevant information is not omitted, in addition to achieving excellent results and benefits in the sale of a product and / or service.

In this sense, it is important to delve a little deeper into service marketing, which focuses more on strategies to achieve a position in the chosen markets, define the types of segments, size and specific needs.

In this way it cannot be forgotten that services are everywhere and that this sector has had a growth and have provided the most important part of the wealth in many countries.

Marketing

The word marketing began to be talked about in Europe and the US in the 90's, where at first companies were more oriented to production. Manufacturers concentrated more on the manufacture and quality of their products and in turn on series production, es-

established by the car manufacturer Henry Ford. But in the middle of the decade companies were already beginning to orient themselves to sales, they were no longer concerned only with producing, but with how to sell the production that was taken out, for this reason the famous promotional strategies began to be used. Already at the end of this decade, we begin to talk about marketing orientation, when you already have a strong demand for products and services and companies realize the wants and needs of consumers.

In this way, what the above means is that marketing had an important advance in this decade of the nineties, becoming a discipline that studied the medium to meet the needs of consumers.

It is considered as the father of marketing to Philip Kotler who defines Marketing as: (encyclopedia wikipedia) *"the technique of business administration that allows to anticipate the structure of the demand of the chosen market, to conceive, promote and distribute the products and / or services that satisfy it and / or stimulate it, maximizing at the same time the profits of the company"*.

It is important to keep in mind that in order for companies to be in the market with the different products and / or services, it must be known, what the consumer wants or what he is looking for when acquiring a product and / or service, that is why, you must have tools or strategies to fully meet the needs of consumers, thus positioning in their minds a brand, a product or a service, and seeking to be the best choice at the time of purchase. In this sense, to achieve good results, management must be carried out in the product, in its price, the relationship and acceptance it has with customers, advertising and the media.

In companies, normally the commercial area is the one who handles this part of marketing and sales, because it is there where all the necessary market research is done, marketing strategies, sales, market positioning, what types of customers want the product and / or service, know what is the need of consumers and be able to satisfy them. This is done in order to achieve maximum profit in the sale of a product or service and satisfy the consumer.

Currently, it can be said that the market is not the same as it was before, because there are many changes that have occurred over time, where companies have seen the need to evolve due to the same social pressure, new lifestyles, technological advances and globalization itself, which creates new behaviors and challenges that must be learned to handle to have a satisfactory response in terms of marketing. In addition, there are many universities specialized in this subject of marketing, who are designing new programs, procedures and rules that socially allow a better management in terms of the use of marketing at the business level.

Marketing has two types of approach: (MUÑIZ, R)

- As a philosophy: which begins at that time where barter existed and products were exchanged to cover the basic needs of people increasing their well-being. But this did not stop there, because it was evolving thanks to the social and economic development that was taking place over time, such as the industrial revolution, urban centers, technology, specialization in work, among others.
- As an organization or business level: its primary purpose is the achievement of the objectives set. Hence, marketing includes activities that not only meet market demand, but can also cover the objectives set for the company.

Marketing Mix

The marketing mix, are tools that companies use to create marketing strategies and achieve the objectives and goals established. This is why it can be defined as (MUÑIZ R) *"the selective use of the different marketing variables to achieve business objectives"*. These strategies in the mid-twentieth century, were known by Professor McCarthy as the theory of the four "P" Product, Price, Square and Promotion.

- Product: is any tangible or intangible good that is offered in a market to be acquired and that can satisfy a need.
- Price: is the monetary value given to the product or service.
- Plaza: it is the place where the product or service is sold and where it will satisfactorily reach the customer.
- Promotion: are the different strategies that companies use to offer their products and / or services.

The only one that generates income of the four (4) "P" is the price, because the other three generate are expenses, hence the importance when launching a product and / or service to the market, because good marketing must be done to have the information of consumers, such as, what characteristics they have, which is what they seek or want in a product and / or service, and in this way, be able to be very coherent and clear with the objectives that are established in the company and achieve the expected success.

Services

There are several definitions of the word Services, but you can look at two that are very accurate.

According to the American Marketing Association (AMA), services are *"products, such as a loan from a bank or home security, that are intangible or at least substantially. If without totally intangibles, they are exchanged directly from the producer to the user, they cannot be transported or stored and are almost immediately perishable. Service products are often difficult to identify because they come into existence at the same time they are purchased and consumed"*.

Another definition of services is given by Philip Kotler *"a service is a work, a realization or an act that is essentially intangible and does not necessarily result in the ownership of something. Their creation may or may not be related to a physical product"*.

With these definitions, it can be said that services have some characteristics such as that it is intangible, it cannot be seen, smelled, felt, or touched before being bought, nor can it be inventoried or stored, nor can its quality be measured, of course the quality of the services depends on who provides it and how it does, in addition the main objective of the services is to be able to satisfy the needs of customers.

In service companies, the interaction between the client and the employee is important, because it is the employee who must create the customer service and where thanks to his skill, the processes and the service he uses, he can make the client leave satisfied and can meet his need with the service that is being offered.

In general, service companies can vary according to their size, and use marketing to achieve a good position in the market that is chosen, of course thanks to technological advances it has been allowed that services reach consumers quickly.

In recent years, globally services have grown greatly, the US has become the leading service economy in the world. It also generates most of the Gross National Product and has become a fundamental source of employment and exports. (Douglas, K). This growth that services have had and their great demand, is thanks to technological advances, demographic changes and pressure from the competition, which makes every day more updated in the medium.

Currently, in companies there is the department or area of services, because they are responsible for the company is recognized for its excellent service and that the quality of the service justifies the price of what is offered. This department is fundamental for the full development of the company. Some of the areas that have evolved the most and have led this sector to great growth are commercial services, health services, professional services and hospitality.

Service Marketing

Services use marketing to increase their sales and must be designed and delivered in a way that meets the needs of customers. Since it is more difficult to sell an intangible good than a material good.

The service marketing strategy is related to the segment, positioning and marketing mix. Well, once the segmentation of the market has been defined, a positioning of the service must be made, that is, it must be accepted, relevant, distinguished, remarkable, desired and differentiated with respect to those of the competition, so that the client sees it as the best, is satisfied, likes it and does not change it once it has been acquired. As for the marketing mix, the combination of these 4 variables is important, since they are important when making decisions and in the planning of the marketing strategies to be carried out, to achieve the objectives of the company.

It is worth mentioning that in the strategy of service marketing, in addition to needing the marketing mix, it requires external and internal marketing.

According to Kotler (1996) *“internal marketing is the work that the company does to train and motivate its internal customers, that is, its contact staff and the staff that supports the services, to work as a team and provide customer satisfaction. Everyone must work with a customer orientation, or else a high and consistent level of services will not be developed”*.

It is important that in service companies employees are trained and motivated to work as a team, and those employees who have contact with the customer can reach them and satisfy them in the best way when providing or selling a service; Well, it must be borne in mind that employees are the best customers of the company.

External marketing, unlike internal marketing, is what is related to the market, it is what customers think, advertising, promotion and the means that are used to publicize the product and / or service.

Conclusions

Still, there is no very clear definition about the word services, but it is based on some definitions that are more accurate, where these services offer satisfaction or benefits for customers or consumers. In addition, the services have specific characteristics such as intangibility, heterogeneity, inseparability, and ownership; that make the service sector better and better, hence the great growth it has had in recent times and that may continue to have.

When talking about marketing, we refer to activities that are related to strategic market planning, in addition to what is related to sales, customer, promotion and advertising. Hence the importance of marketing in the service sector to meet the needs of consumers, in addition to the growth that the company can achieve.

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