

**8Ps
of
Marketing
adopted for
Customer Success**



The 8PS OF MARKETING ADOPTED FOR CUSTOMER SUCCESS.

Many of us closely following marketing landscape, know the Kotler's 4Ps of marketing, that involves Product, Place, Price and Promotion.

That is a very wholistic definition of Marketing compared to certain practices that confine marketing to just promotions. The 4Ps of marketing later evolved into 7Ps/8Ps and expanded the construct further into People, Process, Physical evidence and Performance.

We are now observing early trends in marketing, where customer centric marketing is separated out from mass marketing. And more sensibly so. Because, they are already a customer and bought out on the product and ahead of the journey. They do not benefit from mass marketing messages and sending such messages to them could actually be taking them backwards.

So how does a framework, modeled around the 8Ps, look for existing customers? Rather, how should customer success work with Marketing for remodeling the 8Ps so that existing customers continue to understand the business premises and involuntarily continue to do business with us?

While the 8Ps still remain intact as a wholistic approach to marketing, a certain modification in strategy is required to win over existing customers again and again by adding what we called as customer specific context.

And here we present the 8Ps modeled to customer specific marketing, which organizations can leverage and adopt when marketing to existing customers.

Product decisions	Pricing decisions	Distribution	Promotion	People	Process	Physical Evidence	Performance
<ul style="list-style-type: none"> • Roadmap • Enhancements • Styling/UI • Quality • Safety • Support • Maintenance • Add-ons • End of life 	<ul style="list-style-type: none"> • Volume discounts • Customized list price • Long Product decisions • Seasonal pricing • New Bundling • Price Flexibility 	<ul style="list-style-type: none"> • New distribution Channels • Market coverage • Channel members • Website • New partnerships 	<ul style="list-style-type: none"> • Marketing communication • Customer Advocacy • Newsletters • Quarterly/ Annual results • Revenue reports • Expansions in other GEOs 	<ul style="list-style-type: none"> • Employees • Partners • Customers • Culture • Customer service • Training 	<ul style="list-style-type: none"> • Process changes • Support process flow • Software engineering Release process 	<ul style="list-style-type: none"> • Reviews • Feedback • Employees • Testimonials • Referrals • Downloads 	<ul style="list-style-type: none"> • Customer success Metrics (NRR etc) • ROI • Customer Satisfaction index • SLAs & KPI reports

The marketing framework is used as a strategy definition to achieve the overall customer advocacy & promotional strategy.

Product : Product communications are used to convey upcoming roadmap elements, new features, changes in UI or product branding, any new models of support, maintenance, other add-ons available etc.

Pricing decisions: Changes in pricing, customized pricing for the customer, any seasonal pricing that customer could benefit from if they are planning for their annual budget, revised pricing strategies etc

Distribution: Did we sign any new partners through which the product can be bought in geographies where the entity does not exist? Any new geographies where local support is available? Any such changes, modifications, additions to purchasing options

Promotion: Every event that happens in favor of the brand, must be communicated to existing customers so they feel convinced over and over that they made the right choice. No better way to communicate this than weekly newsletters, Revenue reports, annual results etc.

People: Massive increase in head counts, cultural behaviors, HR practices, other value additions to customer team such as training that involves people, must be in the regular updates so that the perception of a people centric brand takes an uptick.

Process: New and modifications to processes related to software release, Support process changes & enhancements, workflow changes – anything that would impact the customer or enhance their experience.

Physical evidence: Customers are always looking for new testimonials, review feedback for making further decisions. It is critical to keep them informed of upticks in physical evidence since the last buying period as a means of revalidation and to drive social behavior.

Performance: How did the review period go? Did we do well on Customer success metrics, customer satisfaction index, revenue, growth, adoption etc? It is important to present a trend and ask for support where is a downward movement.

This is a framework like any other and is designed to serve as a guideline. It is extremely critical that organizations adopt a customer advocacy framework as part of their marketing strategy to drive growth.

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