

Marketing political Instruments

You can realise the marketing strategy through many measures. The instruments, which can be used through the company to take an active part on the market situation, this we call marketing political instruments

Performance mix.

Performance as well as product politics.

The guests expecting many of payment in kinds and services. It's an important task of the management, to create this one like, that the guest can satisfy his necessities.

Therefore we understand under Performance or product politics, all the measures, we can do to get better evaluations for our products from the guests.

Price politics

The price as equivalent value for already finished payment in kinds and services shall save the expenditures of the performances and give the profit to the company.

Just if the price – performance relations is correct, than the guests will expect to pay the price for it.

Price political measures are also important for the credit and discount politics, for example the acceptance of credit cards etc.

Channel of distributions

Here we talk about the ways for the distribution. We have to ways to choose, the direct one or the indirect one.

Communication mix

(Sales promotion)

She served to the promotion, information and motivation for involved person in the **In-house-promotion** and **Out-house-promotion**. The measure support the personnel contacts to the guests, to influence them and sensitise to company goals

Advertising

These instruments include all measures to inform all regular guests and target groups with distance from the companies offers and to convince of the advantages.

Interior advertising

The advertising, which base on performance like mouth-to-mouth advertising, is for free. She is also known as on of the most effective advertising's.

Exterior advertising

With the help of advertising carriers like news papers or transported advertising medium like prospects, posters or announcements, which should inform and motivate with their content, without compulsion

Public Relations

Here we talk about scheduled and steady efforts between the company and the public, to get and to care mutual trust. Public relations is made for the increasing of the good status quo and the, from the management, wished images. The marketing instruments are linked together. Three of these instruments are in each marketing mix: Each performance has his price and comes through the channel of distribution to the guest. This minimal mixture we call also as performance mix.

The effectiveness of the performance mix can be increase, if the information goes, through the channel of distribution with advertising, public relations and sales promotion to the market. These communicative measures affect the attitude and imaginations of the guests from the offers but not from the performance. If the management understand to arrange these marketing instruments through clever combinations, its possible to increase the success as through disconnected using of each single instrument. Synergy effect (1+1=3)

Example

The standard of the hotel rooms become better through structural measures (performances). Just through corresponding measures we will get a better success, like higher price, information through advertising and public relations.

INFORMATIONS- – MEASURES CALCULATION

Measures

Means

Success

Market analyses		
Market observing		
Evaluations		
Balance / Number analyse		
Quality controls		
Company analyse		
Economical and political Observations		
Debit – out turn comparison		
Competitors analyses		
Competitors test		
Result		

You can just put your own values in this chart and control everything