



Navigating the Landscape: A Comprehensive Classification of Service Marketing

Dr.K.Mohan Kumar, ASP/MBA/SNSCT- Introduction to Services Marketing

Redesigning Common Mind & Business Towards Excellence



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Introduction to Service Marketing

In today's competitive environment, service marketing plays a crucial role in business success. This presentation will explore various **classification** methods for service marketing, highlighting key strategies and approaches that businesses can implement to enhance customer engagement and satisfaction.



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Services can be classified into **four main categories**: **people-based**, **equipment-based**, **information-based**, and **environment-based** services. Each category has unique characteristics that influence how they are marketed and delivered to customers, requiring tailored **marketing strategies** for effective promotion.



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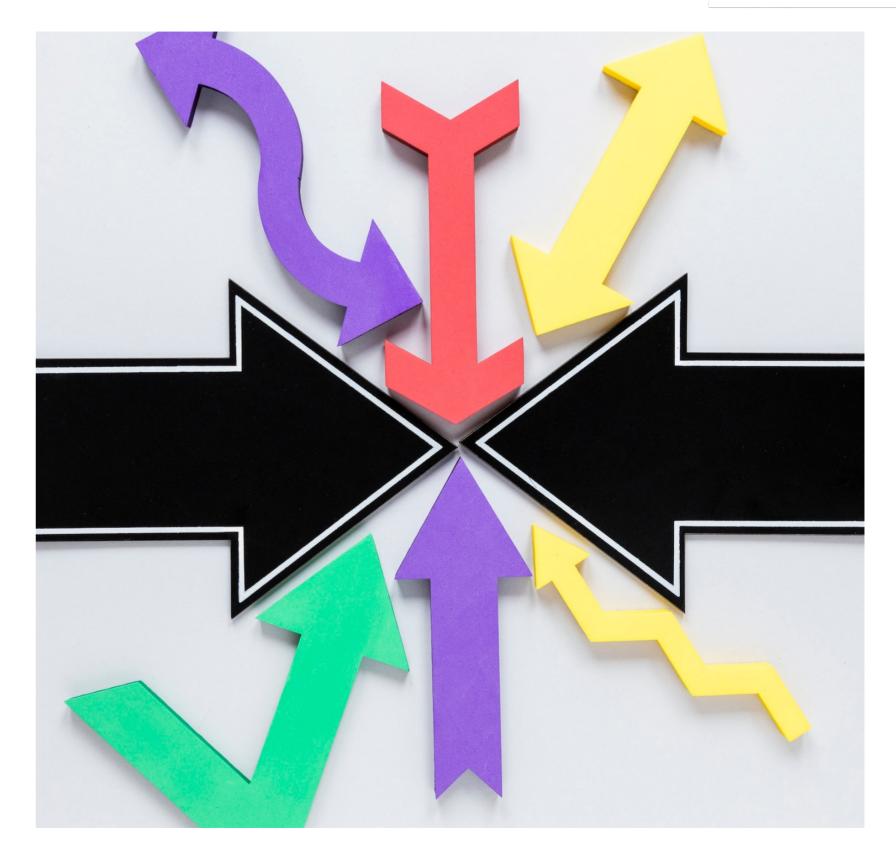
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Types of Services



Key Marketing Strategies

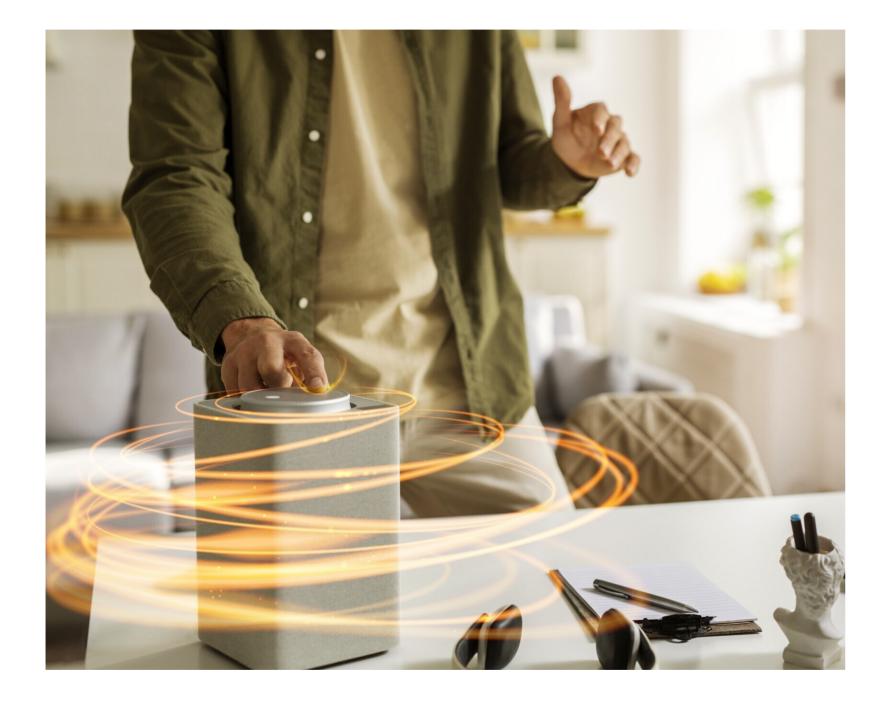
Effective service marketing relies on strategies like relationship marketing, service quality management, and customer engagement techniques. By focusing on these areas, businesses can create lasting connections with customers, ensuring loyalty and repeat business in a competitive landscape.



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As the service industry continues to evolve, understanding the classification of service marketing will be vital. Emphasizing innovation and adaptability in marketing approaches will help businesses thrive in a rapidly changing environment, ensuring they meet the needs of their customers effectively.

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Conclusion and Future Trends

Thanks!

Do you have any questions?

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