

Marketing: An overview

Marketing is traditionally considered to consist of the six Ps: people, product, place, price, processes and promotion. These are defined as follows:

People

People bring a facility to life. The friendliness of the box office staff, the knowledge and courtesy of guides and gallery guards, and the way in which grounds staff handle complaints, specific needs or lost children can create an even more lasting impression than the masterpieces on the walls or the string quartet on the stage.

Product

The major facilities, goods or services being offered. The product will vary depending on the organisation, for example:

- Art gallery - the permanent collection, education programs, catalogues, research services, special exhibits, books, merchandise, and souvenirs.
- Theatre - the season program, the timing of performances, the individual plays, the resident actors and special guest performers, the sets, the printed programs, and other merchandise.
- Festival - the theme, the major event, the combination and range of activities, the calibre of performers, food, displays, entertainment, stalls, and merchandise.

Place

The venue at which the activity takes place. This includes the location, the parking, the facilities available, the physical access, the comfort, and the size of the venue.

Again, using specific examples, some elements of place include:

- Art Gallery - the location (city, suburban, regional), the building, the size of the building, its architecture style, age, decor, level of maintenance, the amenities provided (air conditioning, lifts, coffee shop, souvenir shop), accessible features.
- Theatre - the location, the building itself, seating capacity, parking, facilities, amenities (heating, air conditioning, comfort of seating), maintenance, decor, condition of facilities, quality of sound, visibility of stage, accessible features.

- Festival - location, access, parking (distance from venue, security, traffic management and control), distance between various venues or events, security and safety, maintenance and amenities (portable toilets, lost children area, accessible toilets), quality of sound systems, visibility of stages, access to undercover areas in case of inclement weather.

Price

The prices charged for general entry, services, or facilities, or for any other elements of the product (such as printed programs, food and drinks, parking, or souvenirs).

Pricing can be a major issue for consumers. Many organisations use pricing as a major part of their marketing strategy. Pricing strategies that enable carers or support workers of people with disabilities to accompany them to events at no cost or reduced cost are one way of attracting this sector. An example of this type of pricing strategy is used in some cinemas, where adults are admitted free of charge to movies aimed at children.

Processes

The procedures that are developed to provide information, tickets, etc. This includes box office procedures, the use of commercial external ticketing services, and the use of 1800 or 0055 numbers for information. Often a customer's experiences during this phase can affect their attitude towards the event.

Promotion

Simply put, this is the way in which information is provided to the potential customers. It includes a wide variety of options including advertising, direct selling, publicity stunts, public relations activities and the internet. Good market research can ensure cost-effective promotions that will reach their intended audiences with the right message at the right time.