Marketing

What is marketing?

‘Marketing is the management process responsible for identifying, anticipating and satisfying customer requirements profitably.’

‘Marketing is presenting, promoting and selling a product or service to a customer in a way, which encourages them to buy.’

‘Marketing is getting your message across.’

What are the considerations for childcare providers?

The 4 Ps	• Product or service • Price • Promotion • Place
Product or service	• What is special about us? Unique selling points (USPs) • Why do people want or need our service? • When do people want or need our service?
Price	• How much will people pay for our service? • What is / will be the relationship with our customers? • What do / will our customers expect from us?
Place	• Is this service currently available in our area? • How accessible is the proposed location? • Will additional service be needed, for example collection and drop-off?
Promotion	• What is our position in the market? • Who are customers? • Who are our competitors? • Advertising and promotion – tailored to suit our organisation • Presentation – the image and ethos of our organisation

The 4 Ps can be traced back to the 1940s the 4 Ps, in its modern form, was first proposed in 1960 by E. Jerome McCarthy according to Wikipedia