Citlalli Villanueva

Essentials of Marketing

Professor Winston Tan

April 1st, 2024

Take any company service, and describe their marketing efforts within the service marketing triangle. This could be any business, from a bodega, to a retail store.

External Service Marketing:

Coffee shops use various marketing strategies to attract new customers, such as social media, flyers, signs, local newspapers, and even ads depending on how big is the company, for example, Starbucks would use big ads and invest money in big campaigns but a small local coffee shop with low budget maybe will focus more on their social media engagement. Strong social media presence is the key to good marketing, platforms like TikTok and Instagram will attract new customers if given enough and good publicity.

Internal Service Marketing:

By keeping their employees happy, this will evolve in a happy customer as well. Efforts like making sure coffee shops’ employees are well-trained, motivated and aligned with the brand values are important to achieve the happy and welcomed customer goals. In the coffee shop case, brewing techniques, customer service skills and product knowledge are the main types of knowledge needed.

Interactive Service Marketing:

Social media posts are the place in which there can be communication between the provider and the customers, by commenting on the posts or DMing the coffee shop. Google Maps also works as a medium in which the customers can leave an honest review and the coffee shop can respond thanking or addressing the complaint given. Options like in-person surveys can be given to customers so that they can fulfill a request to the store, and in general, communication will always exist due to the nature of the business, which is an in person business that requires communication to make a coffee order.