

# Master the Five New Ps of Marketing

*Jorge Enrique Díaz F., director of Resource Design and Development at the Baptist Spanish Publishing House in El Paso, Texas, United States, reviews the concepts that make marketing an art as well as a science.*

Conventional wisdom has held that the key to creating and executing effective marketing plans is to establish good strategies for product, price, packaging, place, and promotion. When applied to the Christian publishing industry, the five traditional “p’s” can be defined as follows:

1. *Product* is the sum of all the resources one has to offer.

2. *Price* includes discounts offered, operating costs for one’s business and profit margin.

3. *Packaging*, or presentation, is a complex element that includes book covers; however, it also involves the image the publishing house presents and even the level of service it provides to customers.

4. *Place* refers to the geographic location or the place in the market that a company holds.

5. *Promotion* includes all efforts made to position the resources (and the publisher) to help customers see the benefits they will obtain from one’s products. It is often said that 90 percent of all sales comes from the fifth “p,” promotion (which includes positioning the product, publicity, sales offers, and public relations).

## *Five New “P’s”*

In an article on Chiatday.com, Tom Patty, World Wide Nissan Account Director, writes that the rules of the game have changed. Until now, businesses have enjoyed some stability, a rapid and steady

growth of the economy, and limited competition. Today, they are in the midst of chaos, with slow growth and aggressive competition. Patty affirms the five new “p’s” of marketing are more abstract and conceptual than the five traditional “p’s”, which are more tangible and objective. The five new “p’s” are: paradox, perspective, paradigm, persuasion, and passion.

## *Paradox*

A paradox is a condition that involves a contradiction. Christian publishers are surrounded by paradoxes. In fact, they are forced to control and administer them. A publisher needs to have a global vision of his or her ministry’s mission, but must also take care of the details. A company seeks to serve the Church, but that market is composed of many different segments. A bookstore owner must have an ample variety of resources on hand, but must also select his or her inventory with care.

The way to dominate a paradox, says Patty, is to find the opportunity it represents and to then seek the maximum advantage from it. A publisher skilled at seeing “the big picture” can hire staff to turn the picture into reality. A publishing company can decide to target a particular segment of the Church to concentrate resources for greater effectiveness. That bookstore owner can explore ways to anticipate and even guide customer demand for

particular titles. He or she can review different inventory management systems to maximize profit and turnover.

## *Perspective*

Perspective is a specific point of view in understanding or judging things or events. Marketers say “The customer is always right,” “The customer’s opinion is the one that counts,” and “Give the people what they want.”

If publishers are in business to sell resources, they merely need to focus on the content, price, and publicity. However, if they are in business to meet spiritual needs, they must pay attention to the perspectives of their clients. They must evaluate their resources from the client’s perspective. For example, if a publishing house produces books for the church, its staff can meet with pastors to find out about their dreams, plans and ideas on how the publishing company can help them. Perspective must guide the way publishers distribute their time, money, and resources. It must guide their editorial decisions, product selection, pricing strategies, and customer service.

## *Paradigm*

A paradigm is a mold, a pattern, a model, or the guideline for doing things. It is critical, says Patty, to realize that success in an old model or paradigm does not guarantee success in a new paradigm.

For example, until a few years ago, pastors would avidly purchase books of sermon outlines. Nowadays, one out of three pastors that visit a Spanish-language Christian bookstore in the United States will ask if these same books are available on CD-Rom. Their basic need is the same—ideas and outlines for sermons—but the way they want to satisfy this need sends publishers to a new starting point. In other words, it invites them to change their paradigm from the printed page to the electronic page.

Another example can be found in the Christian music category. How many cassettes and CD's are distributed in comparison to books that contain the musical score? The Christian book industry, until now dominated by "hardware" (or the printed page, score, or hymnal), is quickly moving toward becoming a "software" oriented industry (with CD's, computer program, and electronic pages). Christian publishers need to pay more attention to the "software" their businesses can provide to satisfy customer needs.

Tom Patty offers an illustration of change in the paradigm in the field of auto advertising. Publicity used to focus on a simple task: "Show the car." (For publishers, this meant "Show the books and other resources.") A different paradigm is the brand advertising paradigm. In this case, a car manufacturer (such as Saturn, for instance) works to communicate the company's identity to the customers to highlight its uniqueness. (A publishing house could promote itself or a series or line of product.)

Publishers can identify the new paradigms in their markets and look for the marketing opportunities these paradigms offer them. Attendance at industry events, such as the Christian Booksellers Associa-

tion convention or Expolit (a similar event for Spanish-language Christian products), offers publishers an opportunity to observe the newest trends in the industry and how others are responding to the changes.

### **Persuasion**

Persuasion involves inducing or influencing a person to do something. Studies of human behavior show there are ways to influence the mind, emotions, attitudes, values, and lifestyles of customers.

Publishers may not have the opportunity to adequately master the science of persuasion and apply it to their customers, but they can remember people are generally looking for one of three things. Prospective customers want to meet an urgent need, solve a problem, or pursue a personal interest.

For example, Raquel is a mother who is very worried about her teenage daughter. She visits a Christian bookstore to find something that can help her in her situation. Naturally, any book with information on parents and adolescents will catch her attention; this is what matters to her.

Another prospective customer, Juan, has been named as Sunday School Director for his church. He has good ideas, but is not sure how to go about his new responsibilities. He looks to Christian resources for information, but his need is not urgent.

Jorge, on the other hand, enjoys Christian fiction. He has an extensive collection of novels, yet at least once a month he reviews catalogues and web sites or visits a bookstore to see "what is new." His interest is driving his shopping behavior.

Publishers who want to persuade Raquel, Juan, and Jorge to purchase their books must look for specific

ways to influence their behavior. The customers they want to reach will influence their book cover design, even to the level of the size and font used for the title, the art selected, and the type of copy printed on the back of the book.

### **Passion**

Passion is one's emotion, one's state of mind, one's positive or negative attitudes. Passion is what Christian publishers need to strive for in their markets.

How can publishers use passion in their marketing? Study the market. For instance, Hispanics will purchase almost any of the books from authors who have already gained recognition, but are slow to purchase books from unknown authors. They look for books recommended by well-known pastors. They depend on people who they see as knowledgeable and very familiar with books. For publishers, this means that endorsements from pastors who are influential in the Hispanic community are important. To obtain them, publishers can send letters, catalogs and advertising materials to these influential pastors. They can invite them to meet with the editorial staff every three or four months for a special presentation on a few of the new books that will be released by the publishing house. They can look for other ways to win these leaders' friendship, respect—and passion.

### **Closing thoughts**

Forget product, place, price, packaging and promotion. The world is changing. In order to succeed, says Patty, implement the five new "p's" of marketing. Master the paradoxes, see the customers' perspective, prepare for paradigm shifts, focus on persuasion, and cultivate passion. ❖

### **HOW MANY PS?**

In "Monkey Traps and Marketing," Brian Jud mentions four Ps: Product, Place, Price and Promotion. Jorge Díaz discusses five Ps, adding packaging or presentation as the fifth P. Some identify as many as seven Ps: Product, Price, Place, Promotion, Position, Planning and People. Tom Patty names five new Ps: Paradox, Perspective, Paradigm, Persuasion, and Passion.

-Editor