
PROFESSIONAL MARKETING SERVICES FOR BUSINESSES THAT OFFER THE SERVICE

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Abstract: The heart of business success extends to its marketing. Many aspects of business depend on successful marketing. Marketing is known as an action or business of promoting and selling goods and services, including market research and advertising. The overall marketing umbrella covers advertising, public relations, and how the service is presented and promoted to potential customers. This study will be conducted in order to examine with respondents what the impact of proper marketing could be on their buying choices. Data processing and analysis is expected to show that developing a good marketing strategy affects the profit growth of the company and that professional service companies do not apply proper marketing strategies.

Keywords: Marketing, professional services, strategy, profit.

INTRODUCTION

Service marketing is a relatively new phenomenon in the field of marketing and has gained importance only after the 20th century. These services emerged in 1980 when the debate began whether the services could have marketing and whether it was different from that of the products. Prior to this, services are only considered as a contribution to the production and marketing of goods and so it is not considered that they have their own special importance.¹³¹

Thinking and marketing practices have gradually shifted from manufacturing industries to service industries, though its role is still limited. Many professional practitioners deny the role of marketing in their companies, and if they admit, they usually have an inadequate idea of how to keep it and how it can be applied to their companies. Otherwise, marketing as one of the main functions of a company is the biggest help for these companies to solve their challenges.¹³²

Professional practitioners prefer to think themselves distracted from their responsibility in the company's ongoing development while practicing their profession. They would like to believe that their clients will come to them without any organized effort but simply as a result of achieving good reputation. They would like to think that they have no competition and that there are no other companies that cultivate the same clientele.¹³³

Problems in marketing, especially in promotion, of services are also in companies and individuals who practice their profession in Ferizaj. Lack of willingness to invest in this regard has made many professional companies shut down since the first two years of operation. Or, other companies have applied marketing but it has not been effective. Therefore, it is necessary to develop and apply different marketing service strategies, as the next section of the paper will suggest.

LITERATURE REVIEW – PROFESSIONAL SERVICES MARKETING STRATEGIES

According to Kotler, service is any activity that a party can offer to another, which is essentially intangible and does not result in ownership of something. These services are those activities that satisfy the requirements.

Professional services are professions in the tertiary sector of the economy that require special training in art or science.¹³⁴ They include a range of different professions that provide support to businesses of all sizes and sectors. Individuals who work as professionals, give their objective and specialized opinion to their clients. This includes services such as tax advice, accounting advice, architectural projects, etc., and these services help increase productivity and the overall economy.¹³⁵

But each company knows that to survive must distinguish itself in the mind of the client. Distinction in prices has resulted not too adequate in attracting customers as well as differentiating products because technological developments have made the majority of products similar and only a few of them differ with some features. As a

¹³¹(Juneja, Services Marketing - Moment of Truth, 2016).

¹³²(Kotler & Connor, 1997).

¹³³(Kotler & Connor, 1997).

¹³⁴(Professional Services, 2014)

¹³⁵(Group, 2018)

consequence, marketers have understood the importance of service marketing, as a stable service differentiation strategy, to compete for a portion of customer wallets.¹³⁶

Professional companies, like other companies, have three main objectives: sufficient demand, sustained growth and voluminous profit. They should use marketing to achieve these goals. There are three marketing styles that stand out in this case: minimal, sales and professional.¹³⁷

Kotler and Connor present six key strategies for effective marketing:

1. Expanding services to existing clients
2. Identifying and Cultivating Potential Prospective Customers
3. Expanding and deepening personal reference resources
4. Favorable awareness programs
5. Service and Market Specialization
6. Replacement of Customers.

While, the five pillars on the professional marketing services strategy are (Beveridge, 2017):

1. Focus on sales and marketing - targeting the right customers
2. Content Marketing - Providing templates for service delivery by the company
3. Interactive web site - continuous and frequent news coverage of services
4. Marketing via email
5. Creating networks and referrals.

Not many years ago, professionals counted on their reputation for a steady stream of customers. Today, however, lawyers, accountants, management consultants, architects, engineers, dentists, doctors and other professionals need to practice extensive marketing to preserve and build their image. Many factors have contributed to the growth of this practice recently but has mostly affected competition. As competition intensifies, many professionals are discovering the limits of conventional marketing wisdom.¹³⁸

Some of the challenges facing professional services sector marketing are: strict ethical and legal restrictions, the need to be perceived as experienced professionals, limited differentiation, the unavailable benefits of advertising. But how can these challenges be overlooked? Professionals can try to educate their clients so that they can contribute to problem solving ethically and legally. Also, they may be more selective in accepting clients and not accepting clients who are very demanding with unreasonable demands. But one can say that ethics is just for those who already have enough clients. Many service buyers need to know if a professional has previous experience that service quality is higher. If the trader has experience then the buyer will have the least risk to the service and the contractor will lower the likelihood that he will blame for the wrong person contracting. Some of the steps that professional companies can take to eliminate inexperience are: recruiting people to have the experience they need, joining with another company that has more experience in the service or the market, and reducing the price for the service. Differentiating products and services is very difficult to achieve, especially for professional services. Regardless of virtually no differentiation between services, professionals can search for what you like most about their clients or what attributes they would like them to see in the service so that the service to be quality and meet the requirements. Also, if professionals do not choose the right advertising methods, they can lower their image even more because customers can think: if this professional is so good, why are ads? Therefore, it is very necessary for ads to be applied when and when appropriate.¹³⁹

DATA PRESENTATION FOR PROFESSIONAL SERVICES BUSINESSES

A total of 1,250 responses were provided during the distribution of this questionnaire, completing the sample of 1,250 respondents. Of all respondents, 60% of them were women, while 40% were males. 35% of respondents resided in the villages around Ferizaj while 65% lived in the city. In the 18-30 age group, 55% of respondents, 25% 31-40, 5% 41-50, and the other 15% were over 50 years of age. 60% of respondents had postgraduate education, followed by higher education by 25%, secondary education by 10% and primary education by 5%. These were the results in terms of the demographic part of the questionnaire.

To the question of how satisfied citizens are with professional services, there were no satisfied ones, 85% were moderately satisfied and the rest were not satisfied at all. To the question of how often there are professional service innovations, 45% of respondents stated that not so often, 50% rarely, 5% never and 0% often. When asked whether

¹³⁶(Juneja, The Seven P's of Service Marketing, 2015)

¹³⁷ (Kotler & Connor, 1997)

¹³⁸(Bloom, 1984).

¹³⁹ (Bloom, 1984)

the services are cheap, expensive or the price justifies quality, 5% said they were free, 50% expensive and 45% agreed that the price justifies the quality. The quality of professional services by respondents is average, with 80% of responses and the rest of 15% stated that the quality of professional services is low. 60% of respondents stated that professional service companies, through various forms of promotion, provide accurate and abundant information about the service they offer, while 40% stated the opposite. Of the promotional forms, most respondents noted that companies use advertising in electronic media, at 95%, and ads on billboards by 5%. 15% of surveyed citizens perceive a cost-effective company if that company conducts contemporary and attractive promotion, 75% perceive it as a quality service company and 10% as a company that has only the means to develop attractive promotions and that service does not change from other companies. The last question was about how much it is possible for surveyed citizens to buy into a professional service for which a good marketing strategy has been developed. 20% responded that it is very possible, 65% said it was possible, 10% marked the least possible alternative and the rest responded that it was impossible.

DATA ANALYSIS FOR PROFESSIONAL SERVICES BUSINESSES

In this section we will do some analysis based on the response received by the respondents. These analyzes were made through cross-detection, crossing two relevant variables.

During the analysis, we noticed that respondents with higher levels of education (Master and Doctorate) estimate that the quality of professional services is average. Given that the highest level of education at the same time means more advanced knowledge and more objective thinking, we can say that professional services in the country are likely to be of average quality. The following table presents this analysis.

Table 1 Medium quality of professional services **Education rate* The quality of professional services in your city is:**

Count		The quality of professional services in your city is:		Total
		Low	Medium	
Education Rate	Postgraduate Education (Master, Doctorate)	2	10	12
	Higher Education (Bachelor)	0	5	5
	Secondary education	0	2	2
	Primary education	1	0	1
Total		3	17	20

According to the analysis, young people are on average satisfied with professional services in the country. Attention should be paid to this, since the ages of 18-30 are ages who have undergone major technological and technological developments, and these affect the creation of new habits, the change of perspective regarding what is quality service and which is not. Therefore, professional services in Ferizaj cannot say that fully satisfy customer expectations. The table below shows the analysis.

Table 2 Moderate satisfaction on professional services **Age * How satisfied are you with the professional services offered in your city?**

Count		How satisfied are you with the professional services offered in your city?		Total
		Moderately satisfied	Not satisfied	
Age	18-30 years	10	1	11
	31-40 years	5	0	5
	41-50 years	1	0	1
	Over 50 years	1	2	3
Total		17	3	20

Table 3 Gender and perceptions
Gender * What are your perceptions for professional service companies that use contemporary and attractive promotional forms?

Count		What are your perceptions for professional service companies that use contemporary and attractive promotional forms?			Total
		Those companies must have a more expensive service	Those companies must have a more qualitative service	Quality and price do not differ from each other	
Gender	Woman	1	11	0	12
	Man	2	4	2	8
	Total	3	15	2	20

The other analysis was done by crossing the perceptions of citizens to professional service companies that use contemporary and attractive forms of promotion and gender. According to the results of the analysis, female gender, companies that use contemporary and attractive forms of promotion, perceive them as companies that have the most quality services. Despite this, masculine, its responses are roughly the same in the three alternatives offered. The following table shows the analysis.

Analyzing the answers given to the last question about the possibility of acquiring a professional service for which a good marketing strategy is being developed, we come to the conclusion of establishing the first hypothesis. So if a company develops a good marketing strategy for its professional service, the opportunities for citizens to buy that service are high. Higher sales lead to higher profits.

If we analyze the answers given in question 6, 7, 8, 9 and 10, we can notice that, generally, professional service companies in Ferizaj do not develop good marketing strategies. This means that the second hypothesis is also confirmed.

CONCLUSIONS AND RECOMMENDATIONS

Conclusions

The findings from this research conclude that if a company applies good marketing strategies to its professional services, it boosts its profits and thus increases the well-being of the company but also of those who work there. Also, in Ferizaj there is no company that develops a good marketing strategy. However, it is necessary for another research to continue and improve the present research by addressing the limitations of this research. Thus, it is hoped that this research will provide preliminary data about understanding the importance of applying proper marketing strategies.

Recommendations

Future scholars can expand the scope of the study on this issue. The recommendations are to take into account a much larger population. The second recommendation is to consider other dependent and independent variables based on other new findings and latest literature at the time this work is completed.

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