

# Overview on the Effects of Service Marketing

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**Abstract:** *Marketing for services is relationship- and value-based. It might be used to advertise a product or service. When a company has a service-based model, it is different from when it has a product-based approach. Services marketing is a particular branch of marketing. As a result of the awareness that the special qualities of services required different strategies than the marketing of physical objects, services marketing emerged as a separate field of study in the early 1980s. The purpose of this essay is to investigate the notion, scope, challenges, and issues surrounding service marketing.*

**Keywords:** Service marketing, scope, difficulties, method, and thing

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