

04a Marketing Mix

Do

This worksheet will help you be clear on the ways that you can market your product or service.

The marketing mix refers to the 7Ps of marketing that can help ensure that your business offer is in alignment with your company's business strategy.

Work alone or with partners or friends to explore each of the seven components for your business's marketing mix.

Use as many stickies as you need and change them around until you are happy with the completed worksheet.

PRODUCT: The 'Unique Selling Proposition' states clearly the features and benefits that make your offer different from your competitors.

PLACE: Where your product/service is sold to customers. Also how it is distributed to that place.

PRICE: What you can charge for it in the market based on costs and value to the customer.

PROMOTION: The means to make potential customers aware of your offer.

PEOPLE: Your staff or representatives. Customer service and after-care that builds customer loyalty.

PROCESS: The procedures that your company uses to deliver your offer have a role in building your brand.

PHYSICAL ENVIRONMENT: Your workplace, showroom or retail presence sets an impression of your business to your customers, suppliers and staff.