



The Marketing Mix


Marketing is the co-ordinated process of getting a product or service into the hands of customers.

After identifying your target customer, you can use the information to inform the aims and design of the product, the optimum price it should be sold at, where and how it should be delivered to the market, and how the market should be persuaded to buy it through promotion. When this combination of elements works to support each other, they become your marketing mix.

THE FOUR Ps OF MARKETING

- PRODUCT
- PLACE
- PRICE
- PROMOTION



 Brainstorm the beginnings of your marketing strategy by answering the questions in the boxes below

PRODUCT

Your product or service is the lifeblood of your business. A strong brand identity will help to attract loyal customers/clients.

What impression do you want to give your target market and how will you do that?

PLACE

Whether brick and mortar, online, or both, place is how your business gets its products/services in front of interested consumers. Always consider how you can make it easier for customers to find and access what you have to offer.

Where do you need to have a presence so your typical customer/client can find you?

PRICE

The challenge is to create a price that is attractive to your customers while still making a profit for your business. You need to factor in competitor's prices; production costs; overheads; market fluctuations; and basic supply and demand when pricing your products/services. **What might your customers/clients be prepared to pay and why?**

PROMOTION

You need to promote your product/service through advertising, PR, social media, and other marketing channels. Clear brand identity, influencers, sponsorship, and utilising a range of platforms all play a part in reaching and keeping customers.

What words, images, colour schemes, taglines and call to action will you use to get them to engage with your product or service?

