

the 4 P's of marketing



What's so important about marketing, anyway?

Do you have a product or service that you're just sure the world is going to love? Great! Now you need to transfer your passion for your idea to the people who will become your customers. This is the essence of marketing: making your product attractive to the right people through pricing it correctly, putting it in the right places, and promoting it effectively. Did you notice something? We just found 4 P's. These are the 4 P's of marketing, and now it's time to determine the 4 P's of your own marketing mix.

My 4 P's of Marketing

PRODUCT

What are you going to sell? Is it a product? A service? An app? What makes it unique? Why should the world want what you have to offer?

PRICE

How much will you sell your product or service for? Is it more or less than the competition? Will your customers be able to afford it? Will you be able to make a profit?

PROMOTION

How will you get the word out about your amazing idea? Will you use social media? Hang up posters in your neighborhood? Fly an airplane trailing a huge banner? Think big!



PLACE (LOCATION)

Where will you sell your product, or where will your service be available? Are you meeting your customers where they live, or are you expecting them to find you? How will customers access your product or service? Will it be online? Will you set up in your backyard, or have a reseller?

Horizontal lines for writing the answer to the 'PLACE (LOCATION)' question.

INSPIRATION STATION

Feeling inspired? Sketch out some ideas for your 4 P's!

A large grid of graph paper for sketching ideas.