

The 5 Ps of Marketing

PRODUCT	<p>This is what you're selling—an item that addresses the customer pool's specific needs.</p>	<ul style="list-style-type: none">FunctionalityAppearanceWarrantyQualityPackaging
PRICE	<p>Determining the right price for your product is essential. You don't want to sell your product too cheaply or too expensively.</p>	<ul style="list-style-type: none">Selling PriceDiscountsPayment ArrangementsPrice Matching ServicesCredit Terms
PLACE	<p>Where will your product be sold? Will it be available online and in stores, or are you strictly an ecommerce business? This also includes where your content will exist online, overall.</p>	<ul style="list-style-type: none">Distribution ChannelsLogisticsService LevelsLocationMarket Coverage
PROMOTION	<p>This is the term for all of your efforts to spread the word about your goods. Promotional activities include advertising, public relations, social media marketing, direct marketing, sales promotions, etc.</p>	<ul style="list-style-type: none">SponsorshipsAdvertisingPR ActivitiesMessageMedia
PEOPLE	<p>Your customers are essential to your business; it's important for you to understand who they are and what motivates them to buy.</p>	<ul style="list-style-type: none">Service ProvidedAttitudeCustomer ServiceAppearanceEmployee Portrayal