



The 4 Ps of the Marketing Mix

PRODUCT

(The thing you sell: a tangible product or a service or program.)

PRICE

(How much it costs. What the value is.)

PLACE

(Where you offer this for sale. Where you deliver your services. Geographically as well as in-person, online, strip center, mall, and so on.)

PROMOTION

(How you reach your customers. Via ads, social media, press, word of mouth, podcasts, email, bloggers, influencers, etc.)
