

7 P's of Marketing

DIGITAL MARKETING

PRODUCT

What are you selling - a product, service or a experience?



PRISE

How much does your product or service cost?



PLACE

Where are you selling your product or service?



PROMOTION

How are you promoting your business social media marketing, on-site marketing, PR, advertising, content marketing or in-store?



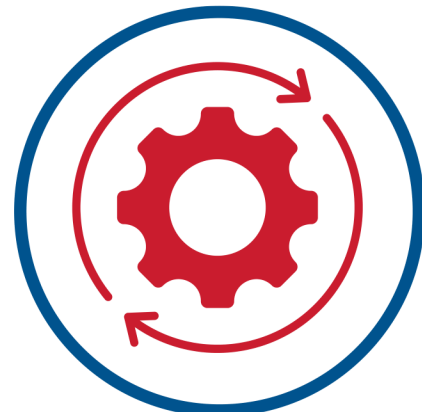
PEOPLE

Who is your target audience? And do you have the right team to help you reach that audience?



PROCESS

How do you deliver the product to the customer and how do you deal with feedback?



PHYSICAL EVIDENCE

What data do you have to prove your marketing is working, ROI, conversion rate or sales?

