

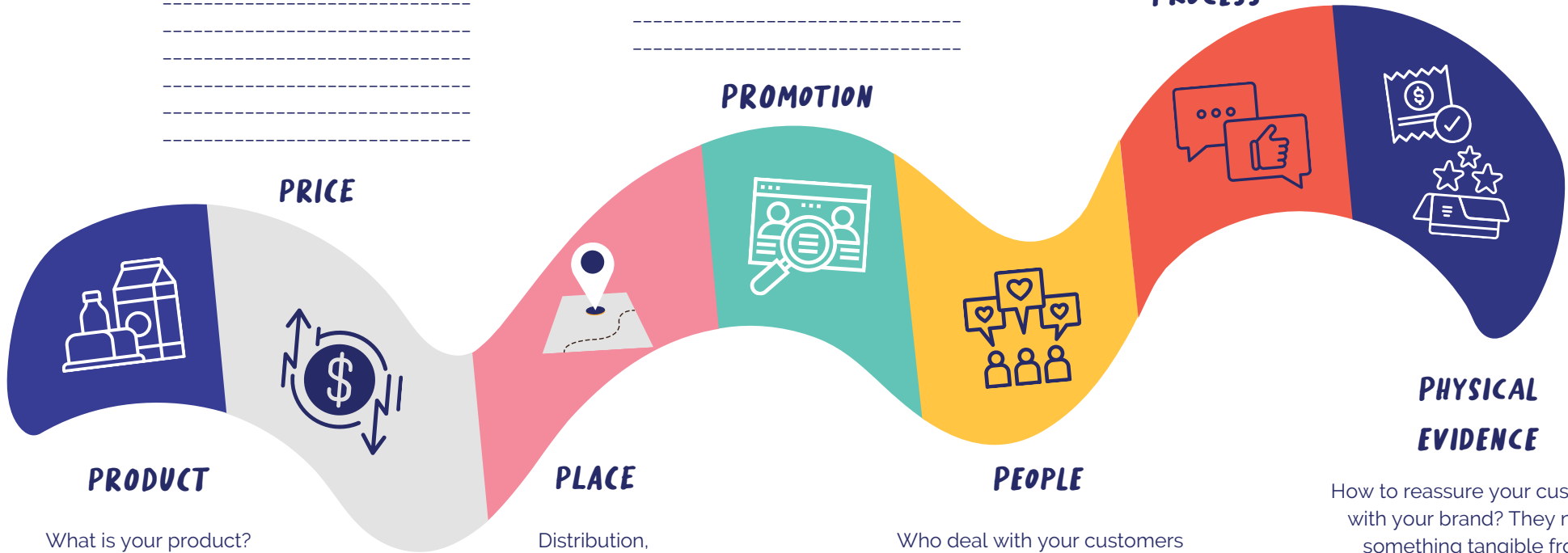
7P's of Marketing

How much should your product/service be?
Is it competitive? (look at expenses/cost, profit margin)

How do you promote to your audience?
Look at different types of promotion

Is your customers journey an easy process?
Effective ways to do business
i.e. sales, ordering, delivery, payment

PROCESS



PRODUCT

What is your product?
How does it bring value?

PLACE

Distribution,
where will it be for sale?
(i.e. online, retail, wholesale)
List locations - if applicable

PROMOTION

PEOPLE

Who deal with your customers
(directly or indirectly)?
Consider digital options like online chat,
social media direct message & emails,
what staff manage them?

PHYSICAL EVIDENCE

How to reassure your customer
with your brand? They need
something tangible from
interaction.
i.e. a receipt for the service,
the product you are selling or
a flyer about your offering

