

# THE 4 P'S OF MARKETING MIX



Angle180

INBOUND MARKETING AGENCY

The **4 P's**, **7 P's**  
& Additional **2 P's**  
of Marketing

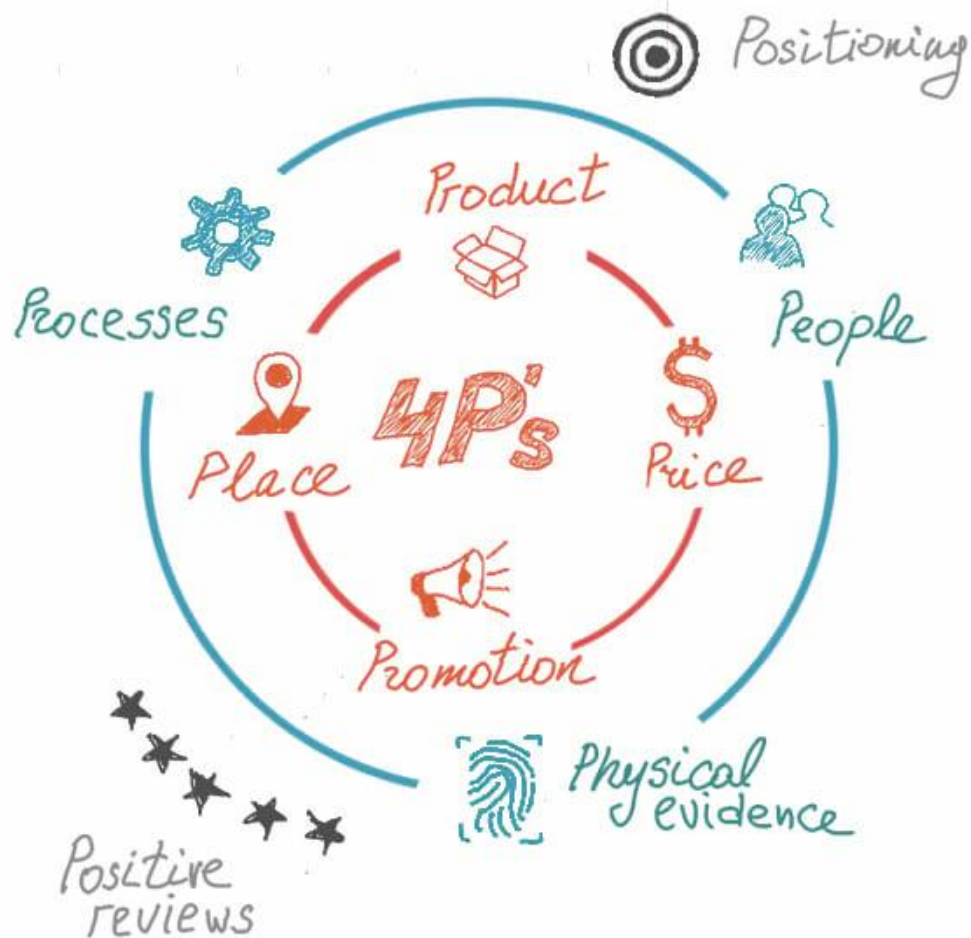


# THE 4 P'S OF MARKETING

HOW IT APPLIES IN TODAY'S WORLD.

"The Marketing Mix" is based on the 4 P's:  
**Product, Price, Place** and **Promotion**.

*Additional P's of Marketing: **People, Process, Physical evidence** and **Positive reviews**.*



# 4 P'S MARKETING IN SIMPLE TERMS

How to master it in today's world?



Product

A service or good offered to meet consumer interest or demand.



Price

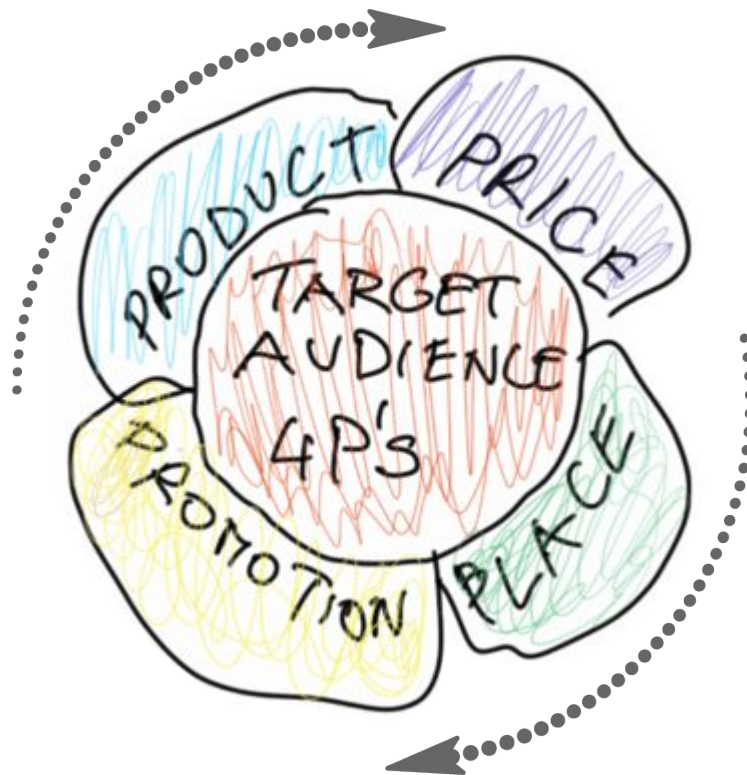
the cost people pay for a product.

Place \$

the "home" where the product resides.

Promotion

product exposure and public relations efforts via advertising.





# PRODUCT

A service or good offered to meet consumer interest or demand.

It could come in the form of occupational therapy or a fidget spinner - choices are only limited to the imagination, BUT, are highly dependent on marketplace curiosity or need.





## \$ PRICE

The cost people pay for a product. This includes base costs (materials, manufacturing, and shipping) plus expenses (rent, office supplies, healthcare, etc.).

While you should always look to the competition, a smart business will tap into what people will actually pay for it. That's the only thing that counts. If you can't rise above your bottom line and make your target profit, then it's a losing proposition.

# PLACE



The “home” where the product resides, and that “home” can live in many different channels, such as a physical store display, a newspaper, radio or TV ad, or a website or blog spotlight.

Really, a place is anywhere you can get your product in front of your target customers that compliments your budget, including the price point.

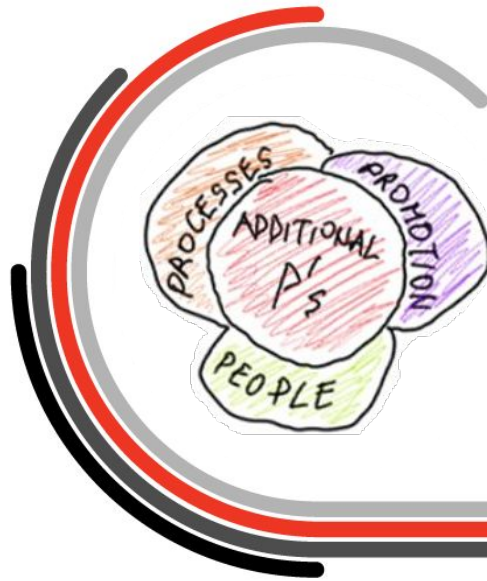
# PROMOTION



Product exposure and public relations efforts via advertising (through the channels mentioned above) as well as word of mouth, direct mail, email marketing and social media.

Promotion is a communication tool that encapsulates the first 3 P's by putting the right product in the right place, at the right price, at the right time, with the goal of it being irresistible to customers.





### People

The epicenter of the business world.



### Processes

Consistent service delivery to every customer



### Physical evidence

Physical proof of a transaction



# 7 P'S OF MARKETING





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## PEOPLE

The epicenter of the business world. Whether it's the company visionaries, the movers and shakers, or the daily doers, unless (or until) commerce is fully automated, you're only as good as the people who keep the business operational and flowing.

And believe you me, customers are quick to notice when there's a glitch in the matrix.



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## PROCESSES

Ensure consistent service delivery to every customer, at any time of day, on any given day.

And, a successful business incorporates scenarios where customer preferences can be accommodated to provide them a unique experience.

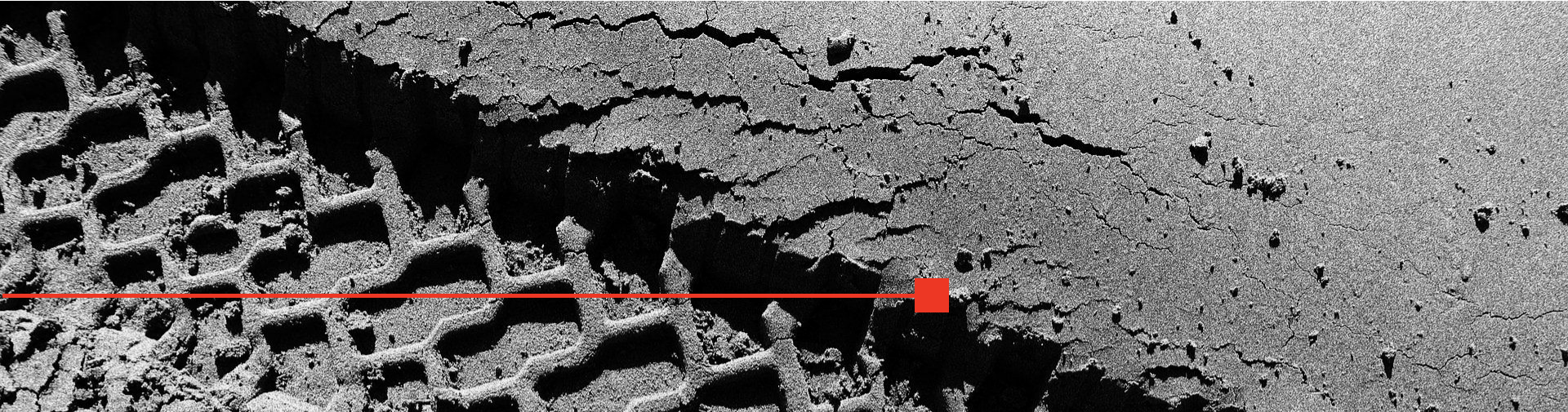




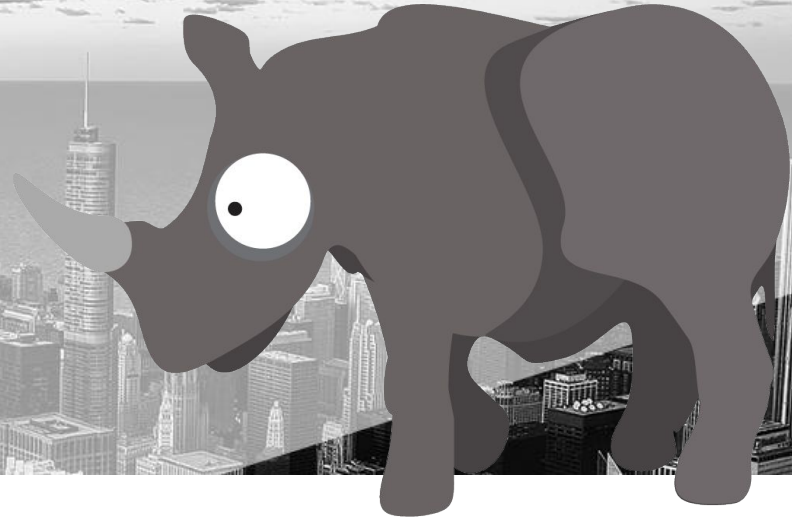
# PHYSICAL EVIDENCE

Almost all services include physical proof of a transaction, even if the bulk of what the consumer bought isn't tangible. It's something the customer can hold onto and recall about working with you.

Physical evidence also describes consistent branding across communication channels.



# 2 EXTRA P'S FROM ANGLE180



## Positive reviews

pretty self explanatory.



## Positioning

a fundamental piece of your marketing plan and your overall business success.



We take the “4 P's of marketing (Plus 3)” two steps further, to include **Positioning** and **Positive Reviews**.

A close-up photograph of a person's hand in a blue suit jacket, with the index finger pointing towards the viewer. Five stars are arranged in a horizontal line above the hand. The first four stars are white outlines, and the fifth star is a solid yellow color.

# POSITIVE REVIEWS

Positioning is strongly engraved into each pillar of The Marketing Mix. As far as pricing goes, having strong niche positioning eliminates the number of competitors that your product or service can be compared with and it opens up an opportunity to go for value pricing.

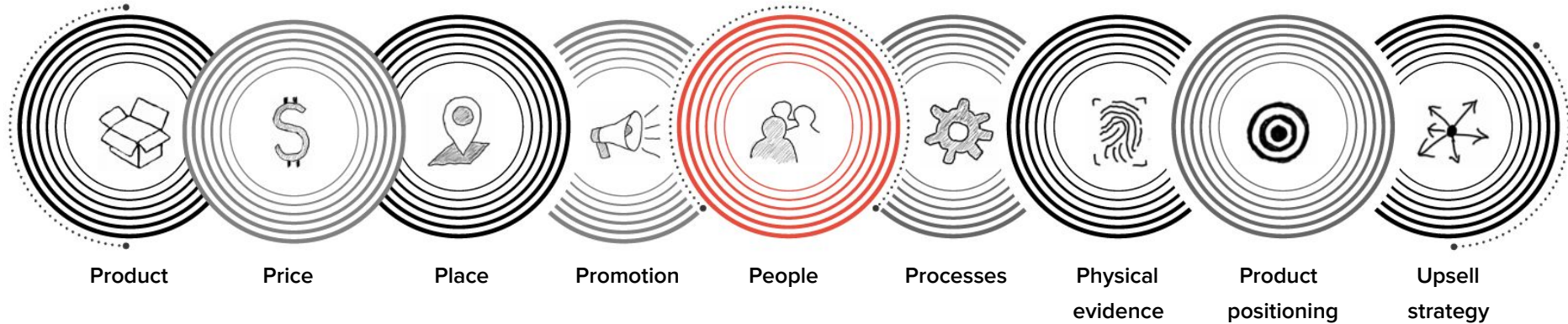


## UPSELL STRATEGY

An underestimated source of cash flow. It's always easier to sell to the people that already bought something from you and were happy with the product. It can be an additional items or warranties, maintenance or a product upgrade.



# 9 P'S OF MARKETING SUMMARY



Even with all the changes that technology has brought us, the 80 year concept of The 4 P's of marketing mix are still relevant and applicable today. Marketing platforms and tools have certainly changed, but the foundation is rock solid. And, let's hope it always remains personalized and people-driven.



# THANK YOU!

Read more on:  
[www.angle180.com/insights](http://www.angle180.com/insights)

