

Marketing Mix Overview

Target Market Define your target customers in terms of demographics, characteristics, needs, desires, etc.
Product or Service Describe your product or service and the benefits it offers to your target market.
Features (including appearance and packaging)
Benefits
Price What will you charge for your product or service, including pricing levels if relevant?
Place - Distribution Channels Where and how will your customers receive your product or service?
Promotion - Marketing and Advertising Methods How will your target market find out about your product or service?
Offline (eg, direct mail, cold calling, print ads, billboards, TV and radio, newspaper ads, etc.)
Online (eg, content marketing, social media, search engine marketing, advertising, etc.)