

MANAGEMENT ȘI MARKETING

MARKETING MIX

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The 4 Ps of marketing is a marketing is a concept that summarizes the four basic pillars of any marketing strategy.

The four Ps of marketing are:

Product: What you sell. Could be a physical good, services, consulting, etc.

Price: How much do you charge and how does that impact how your customers view your brand?

Place: Where do you promote your product or service?
Where do your ideal customers go to find information about your industry?

Promotion: How do your customers find out about you?
What strategies do you use, and are they effective?

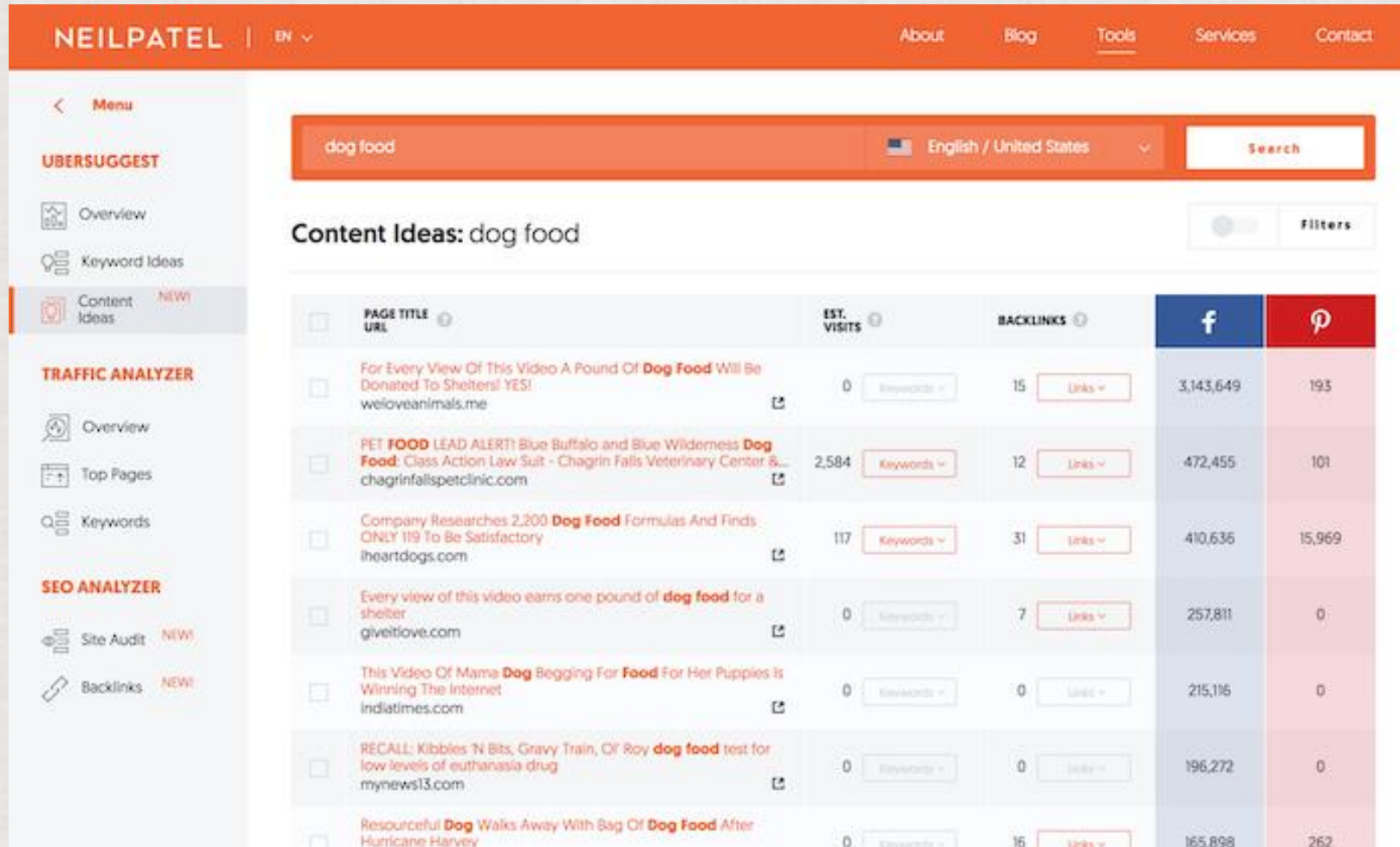
The origin of the concept, also known as marketing mix, goes back to 1960 when McCarthy introduced it in his book **Basic Marketing: A Managerial Approach**.



The First P of Marketing: Product

The product is what the company sells.

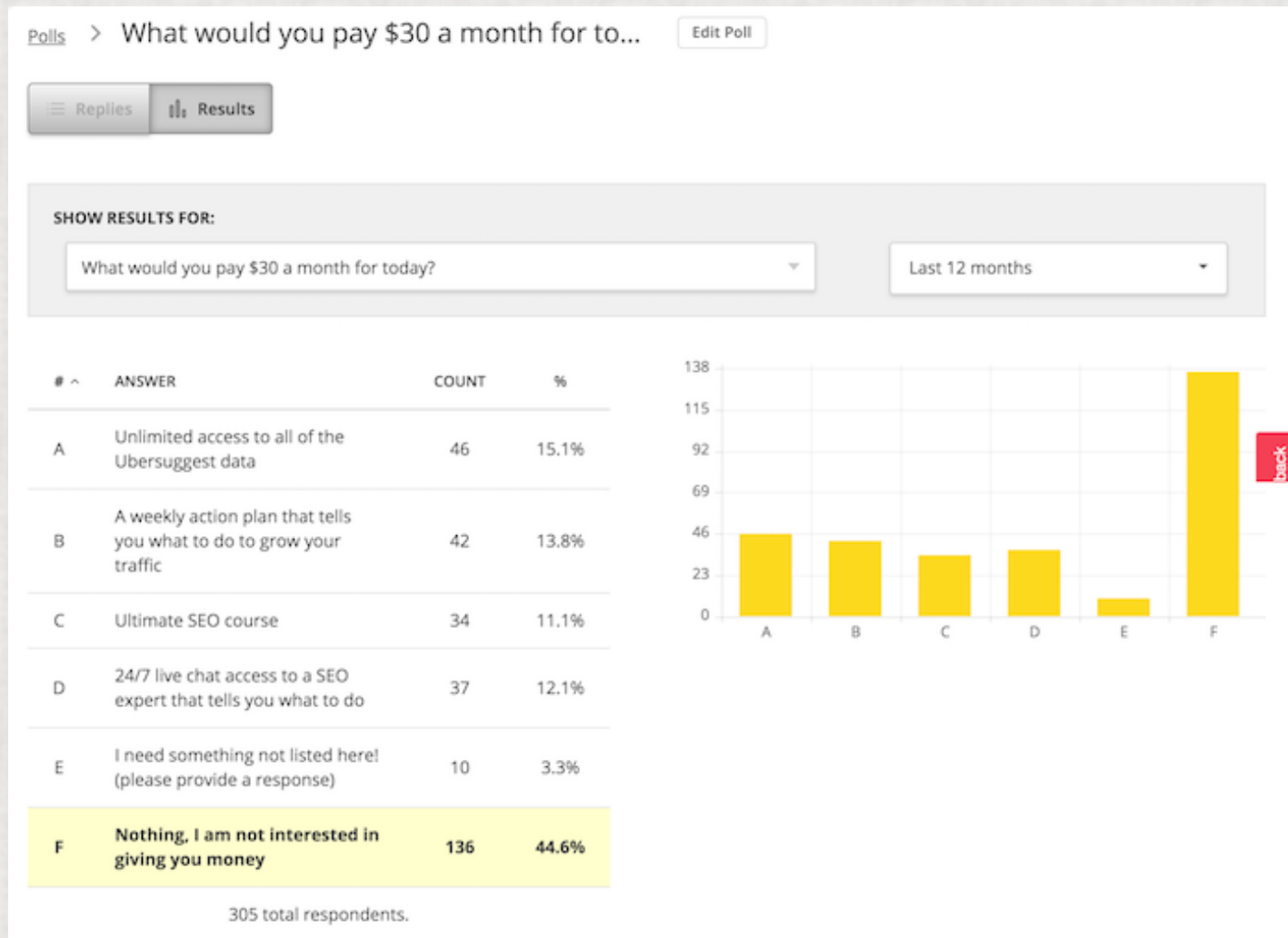
It might be a product like a soft drink in the beverage industry or dresses in a clothing store. Or these days it may even be software.



The screenshot displays the Neil Patel Ubersuggest tool interface. The top navigation bar is orange with the Neil Patel logo and links for About, Blog, Tools, Services, and Contact. The left sidebar contains a menu with sections: UBERSUGGEST (Overview, Keyword Ideas, Content Ideas), TRAFFIC ANALYZER (Overview, Top Pages, Keywords), and SEO ANALYZER (Site Audit, Backlinks). The main content area shows a search for 'dog food' in English / United States. Below the search bar, the title 'Content Ideas: dog food' is displayed. A table lists various content ideas with columns for Page Title URL, Est. Visits, Backlinks, Facebook shares, and Pinterest shares. Each row includes a checkbox, a snippet of the article title, the source URL, and interactive buttons for keywords and links.

	PAGE TITLE URL	EST. VISITS	BACKLINKS	f	p
<input type="checkbox"/>	For Every View Of This Video A Pound Of Dog Food Will Be Donated To Shelters! YES! weloveanimals.me	0	15	3,143,649	193
<input type="checkbox"/>	PET FOOD LEAD ALERT! Blue Buffalo and Blue Wilderness Dog Food : Class Action Law Suit - Chagrin Falls Veterinary Center & chagrinfallspetclinic.com	2,584	12	472,455	101
<input type="checkbox"/>	Company Researches 2,200 Dog Food Formulas And Finds ONLY 119 To Be Satisfactory iheartdogs.com	117	31	410,636	15,969
<input type="checkbox"/>	Every view of this video earns one pound of dog food for a shelter giveitlove.com	0	7	257,811	0
<input type="checkbox"/>	This Video Of Mama Dog Begging For Food For Her Puppies Is Winning The Internet indiatimes.com	0	0	215,116	0
<input type="checkbox"/>	RECALL: Kibbles 'N Bits, Gravy Train, Of Roy dog food test for low levels of euthanasia drug mynews13.com	0	0	196,272	0
<input type="checkbox"/>	Resourceful Dog Walks Away With Bag Of Dog Food After Hurricane Harvey	0	16	165,898	262

It could also be services, such as consulting or a paid speaking gig or even a therapy session. In short, the product is everything that is made available to the consumer. In the 4 Ps strategy, this means understanding what your offer needs in order to stand apart from competitors and win over customers.



How to Create an Amazing Product Your Customers Love

I want you to do something simple. Go to Hotjar, signup for a free account, and run a poll. Just like the one.

- **What's the biggest problem you solve?**
This will give you an idea of what your product needs to do.
- **What's your favorite marketing product and why?** You'll want to replace the word "marketing" with whatever industry you are in... this question gives you an idea about who your competition is and what they are doing right.
- **How can we make our product better?** This is great if you already have a product up as you will get real feedback.
- **What don't you like about COMPETITOR ABC?** Replace competitor ABC with your competition's name... this question tells you where there is an opportunity. It really helps you identify how you can differentiate yourself from the competition.

The Second P of Marketing: Price

Price is simple, it refers to how much you charge for your product (or service).

Although it's simple to understand, it's really hard to come up with the “right” price. The one that doesn't just drive the most amount of sales but also drives the most profit.

The real question is, how do you want to be perceived?

Amazon wants to be the place where you can get the best-valued products from A to Z. And of course, delivered fast.

- What would be the lowest price you are willing to sell your product?
- What would be the highest price that consumers would be willing to pay?
- How sensitive to price are your customers?
- What prices do current leaders in your niche charge?
- How does your price compare to the competition?

The Third P of Marketing: Place

“Place” is another word for location.

As they say in marketing, it’s all about location, location, location.

- Where is your customer?
- Which outlets (online and offline) sell your product?
- Which distribution channels are currently working for you?
- Do you sell directly to businesses or consumers?
- Do you sell directly to your end customer or do you have to go through middlemen?
- Where are your competitors?

The Fourth P of Marketing: Promotion

Once you've optimized the previous three Ps of marketing, it's time to promote the offer.

- Which channels does your audience use the most to consume information?
- What kind of message tends to be more effective when promoting your solutions?
- What is the ideal period for promoting your product?
- Is there any concern about seasonality?
- How do your competitors plan and carry out their promotion?