

4 P's of Marketing

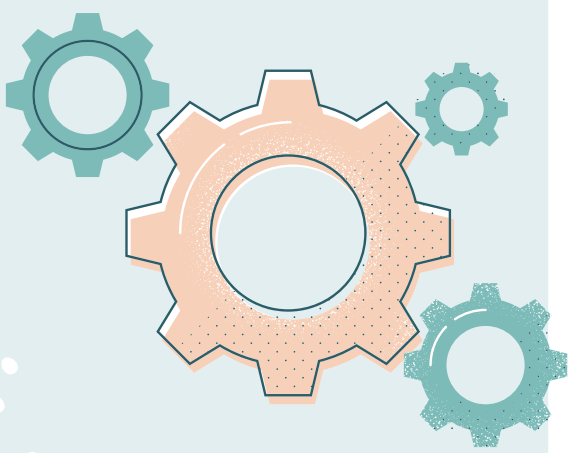


Product

The product is the good or service being marketed to the target audience. As you are working on your product, it is essential to consider your target audience and their unique needs.

Price

Price is the cost of a product or service. When marketing a product or service, it is important to pick a price that is simultaneously accessible to the target market and meets a business's goals.



Place

Place is where you sell your product and the distribution channels you use to get it to your customer.

Promotion

Promotion is how you advertise your product or service. Through promotion, you will get the word out about your product with an effective marketing campaign that resonates with your target audience.

