

The 4 P's

The Marketing Mix

The RIGHT product in the RIGHT place,
at the RIGHT price at the RIGHT time!
(Adcock, Halborg, and Ross, 2001)

B2C Examples

CATEGORY	PRODUCT	PRICE	PLACE	PROMOTION
Low-cost physical product	Milk			
High-cost physical product	Car			
Service	Internet			
Digital Product	Ringtone			
Entertainment	Ticket to Disneyland			
Subscription	Netflix			

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B2B Examples

CATEGORY	PRODUCT	PRICE	PLACE	PROMOTION
Low-cost physical product	Sheet metal			
High-cost physical product	Forklift			
Service	Internet marketing			
Digital Product	Quickbooks			
Entertainment	Catering			
Subscription	Adobe Creative Cloud			