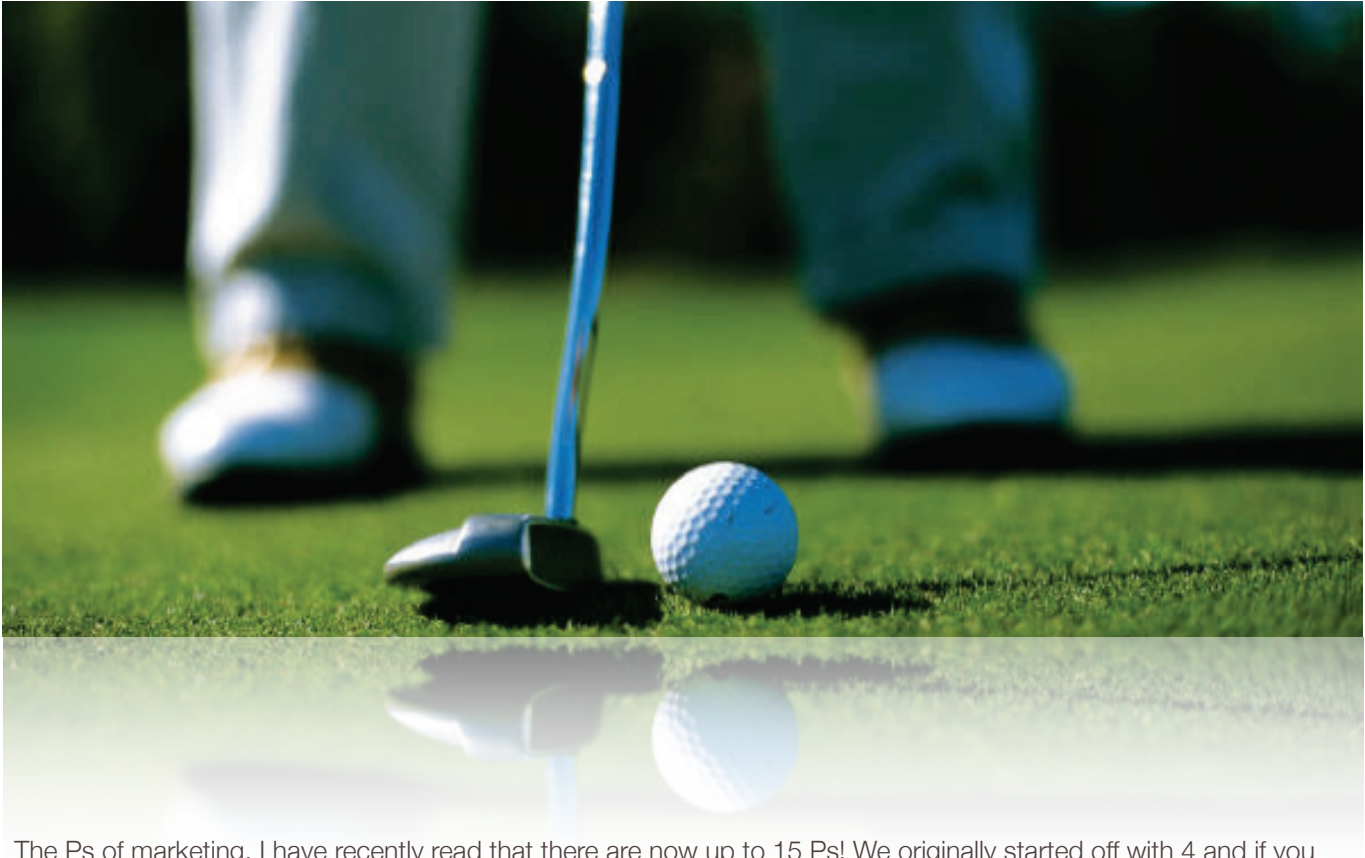

Markets



The Ps of marketing. I have recently read that there are now up to 15 Ps! We originally started off with 4 and if you are starting out, or reinforcing your marketing, stick to that. Do the basics right.

- Product
- Price
- Place
- Promotion

Product: There is no point in developing a product or service that no one wants to buy.

Price: A product is only worth what your customers are prepared to pay for it.

Place: The place where customers buy a product and the means of distributing your product to that place must be appropriate and convenient for the customer.

Promotion: this includes activities such as branding, advertising, PR, corporate identity, sales management, special offers and exhibitions. It must gain attention, it must be appealing, it must tell a consistent message, and it must give the customer a reason to choose your product rather than someone else's

However, you must be aware that everyone from your business who comes into contact with your customers will make an impression, and this will have a lasting impact - make sure it's good. Your delivery processes are crucial to customer satisfaction. If you are service-orientated and your customer cannot see tangible evidence before buying, you can help your potential customers to 'see' what they are buying. Case studies and testimonials provide evidence; premises that are tidy and well-decorated also provide reassurance.

Everything carries your brand - make sure the right message is delivered.

Your tasks:

- 1 Use a secret shopper - get an outsiders view
- 2 Review all literature and branded items - scrap it if it is not up to scratch.
- 3 Is your message clear and unambiguous.
- 4 Look at your business using the Ps