



4 P's of Marketing Worksheet

Figuring out the elements that make up your company's marketing mix is the first step to defining your brand. Below, we've outlined the 4 P's of Marketing, their definitions, and how to use them when taking your product or service to the market.

Product: Whether you sell custom websites and digital marketing services or provide luxury accommodations, it's imperative that you have a clear grasp of exactly what your product is and what makes it unique before you can successfully market it.

Our product is...

Our product is unique because...

Price: Price decisions will impact profit margins, supply, demand, and marketing strategy. Similar products and brands may need to be positioned differently based on varying price points, while price elasticity considerations may influence our next two Ps.

Our pricing is...

Our positioning is...

Promotion: Promotion looks at the many ways that marketers disseminate relevant product information to consumers and differentiate a particular product or service. Promotion includes elements like advertising, PR, social media, email marketing, search engine marketing, video and more.

Our promotion consists of...

Our most effective promotion is...

Place: Marketing is all about putting the right product, at the right price, at the right place, at the right time. It's critical to evaluate what the most ideal locations are to convert potential clients into customers.

Our product is offered...

Customers first interact with our product...