



# What is Marketing Mix?

“Marketing Mix is the set of controllable variables or elements that the organization can use to influence the buyer’s response”. The controllable variables or elements in this context refer to the 4 ‘P’s [product, price, place (distribution), and promotion]



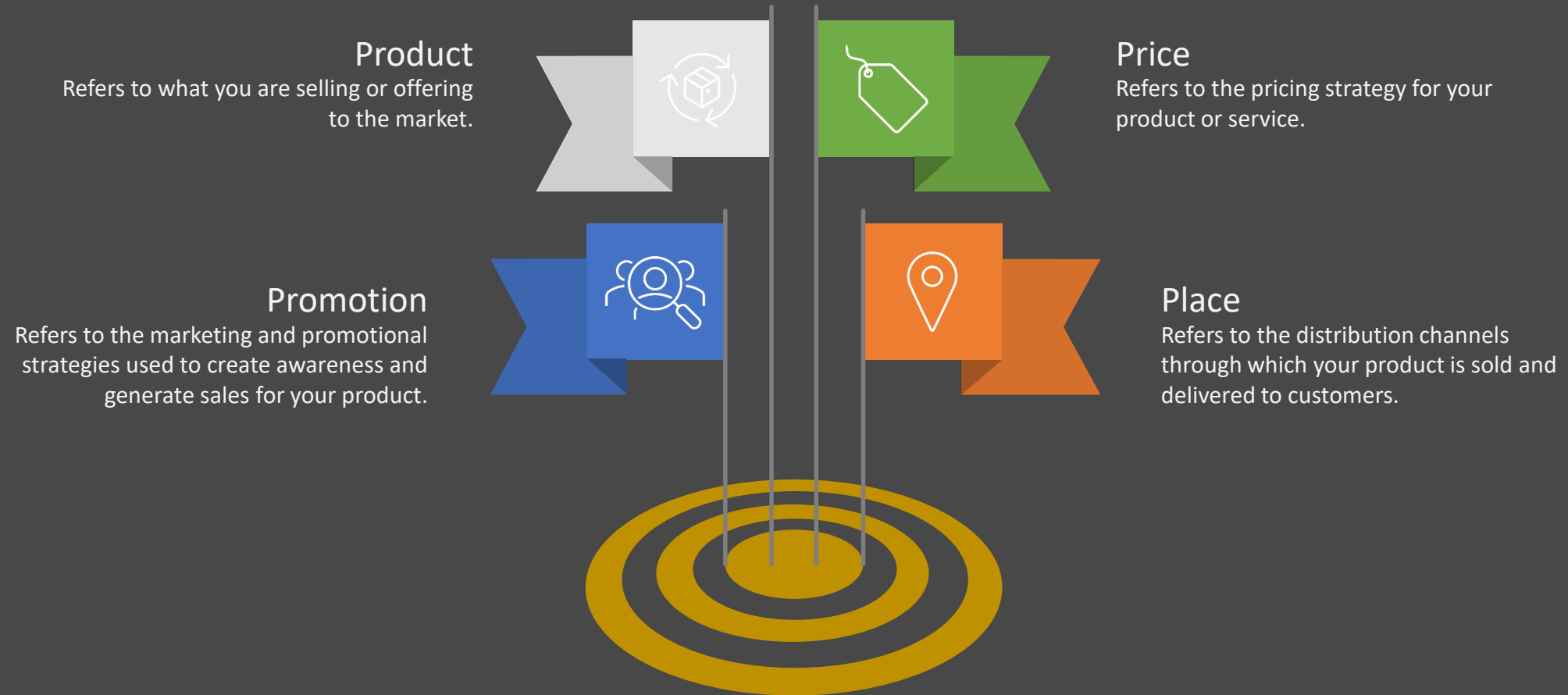
# The four Ps of Marketing mix

The four Ps are a “marketing mix” combination of four key elements—product, price, place, and promotion. It is used when a business is marketing a product or service in the market. Specifically, successful marketers and organizations consider the four Ps when creating marketing plans and strategies to market to their target audience effectively.



# the Marketing Mix 4Ps

The 4P's of Marketing, also known as the Marketing Mix, is a foundational framework in marketing theory. It represents the four key elements that are involved in the marketing of a product or service.



# The four Ps of Marketing mix

## Product

Product refers to the goods and services which are offered by a company to the target audience. Successful products fill a need not currently being met in the marketplace or solve a problem. There are many dimensions that a business must consider when deciding which products to develop and sell such as:

- ❖ Product quality
- ❖ Design
- ❖ Packaging
- ❖ Variety
- ❖ Adaptability
- ❖ Sustainability

Some questions to consider when working on a product include:

- 1- Does your product solve a problem?
- 2- Does the product fulfill consumers' wants and desires?
- 3- How is your product different from what others offer?



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## Price

Price is the amount charged for a product or service. Price is the only element in the marketing mix that generates sales revenue, while the other marketing mix elements do not generate revenues and are only elements of cost (Kotler et al., 2012).

Fixing a product price is a tricky job. Many factors should be considered when pricing a product or a service such as:

- ❖ Cost involved
- ❖ Demand for a product
- ❖ Prices charged by competitors for similar products
- ❖ Consumer's financial ability to pay for the product or service
- ❖ Government policies and regulations etc (Kerin & Hartley, 2022)

Some questions might be considered when a business is trying to price a product or services.

- 1- What is the average price of our product's competitors?
- 2- What price best fits your target market?

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## Place

Place is where a business sells its product, and the distribution channels uses to get it to its customer. A good place or location in the marketing process is an easy location where customer can find what they need and make a purchase (Americian Marketing Association 2022).

When companies decide the best place to offer their product or services for sale to their customers, they should consider researching the physical places or digital channels that target audience shops and consumes information. So, it is important that the product is available at shops for the customers (Kotler et al., 2012).

There are few questions a business need to consider include:

- 1- Where does your target audience shop?
- 2- What are the best distribution channels to reach our target market?

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## Promotion

Promotion is one of the marketing strategy process in which business communicate with the market with the association of promotional mix composition (Kotler et al., 2012 and Marshall, G.W. & Johnston, M.W. 2023).

There are many ways to promote business's products and services. Some traditional methods include:

- ❖ Print advertisements
- ❖ Word of mouth
- ❖ Television commercials.
- ❖ Social media Marketing
- ❖ Email marketing



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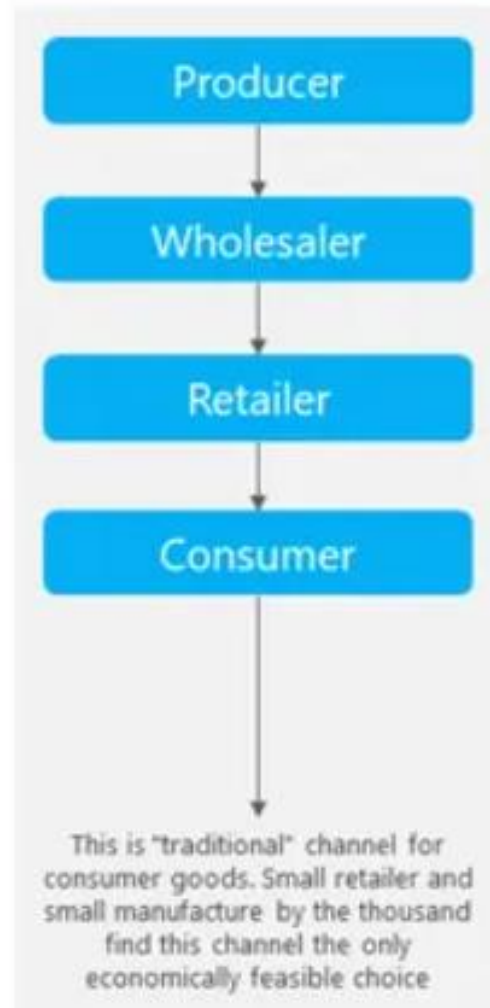
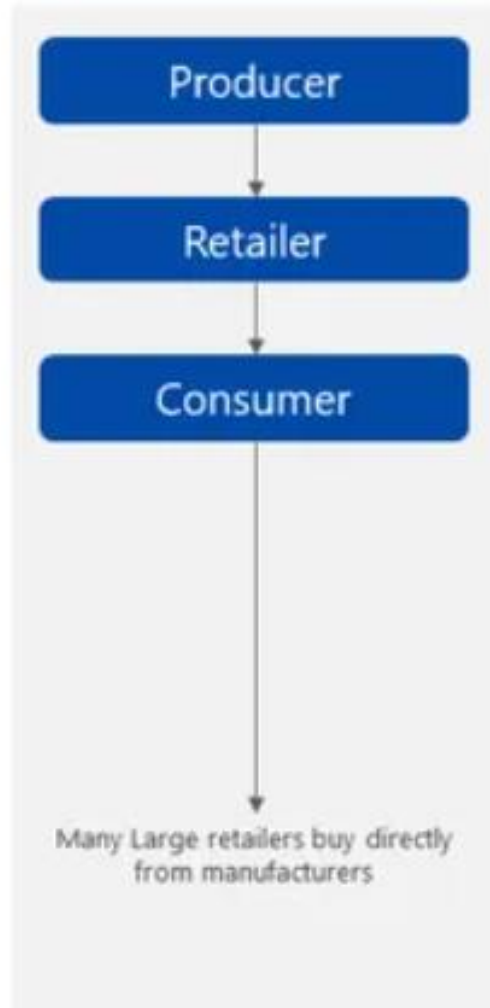
Some questions businesses need to consider when working on product promotion include.

- 1- What is the best time to reach target audience?
- 2- What advertising approaches are most persuasive to your target audience?
- 3- What marketing channels are most effective for your target audience?

# Distribution Channels

- Distribution channels are **the methods and pathways a company uses to deliver its products or services to the final customers.** They play a crucial role in marketing strategy success because they determine product accessibility and convenience for consumers.
- **Importance of distribution channels:**
  - Increase customer reach.
  - Reduce the cost of reaching customers.
  - Enhance customer experience.
  - Boost sales and market share.

# 4 Types Of Distribution Channels



# Criteria for Choosing Distribution Channels

When selecting the appropriate distribution channel, consider:

- **Type of product:** luxury goods, consumer goods, or services.
- **Market size and geographic spread.**
- **Customer behavior and purchase preferences.**
- **Cost and company budget.**
- **Control over customer experience and relationships with intermediaries.**
- **Speed of market reach.**

# Practical Steps to Determine Distribution Channels

- **Identify target customers:** who they are, where they live, and how they shop.
- **Define distribution objectives:** maximize reach, reduce costs, or provide superior service.
- **Analyze potential channels:** consider cost, control, and coverage for each option.
- **Select the most appropriate channel(s).**
- **Evaluate and review performance:** ensure channels are effective and adjust strategy if needed.