



4PS OF MARKETING



Promotion



✓ Create awareness!

✓ Get the word out!

✓ Educate the consumer!

✓ Communicate with
the target audience!



Ads



f

Twitter

Instagram

YouTube

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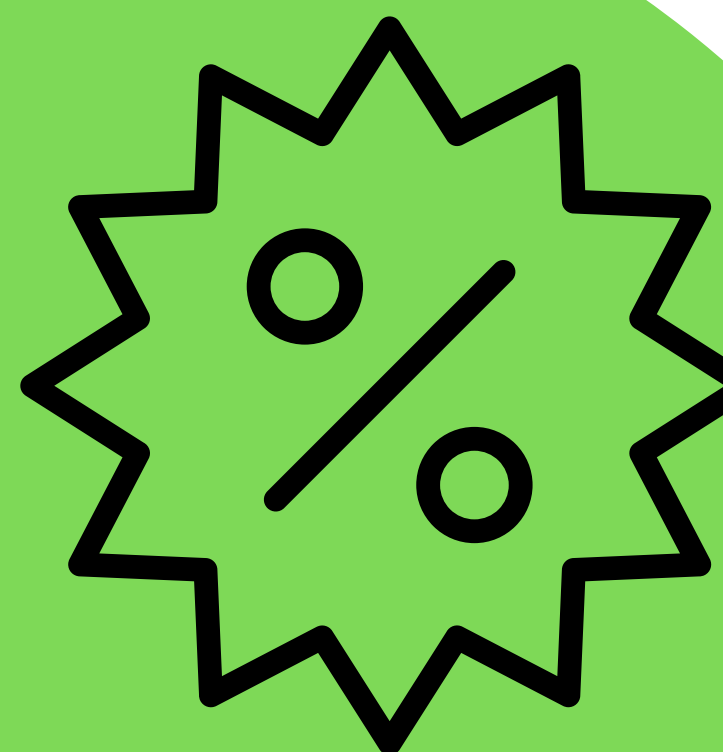
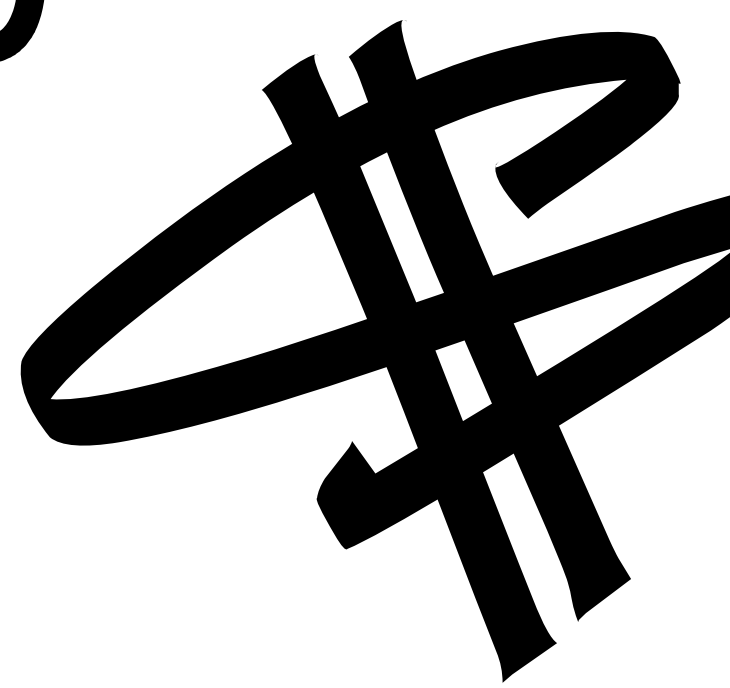
Price

✓ What the consumer is willing to pay!!

✓ Based on real & perceived value!

✓ Impacted by supply & demand

✓ Generates profit!



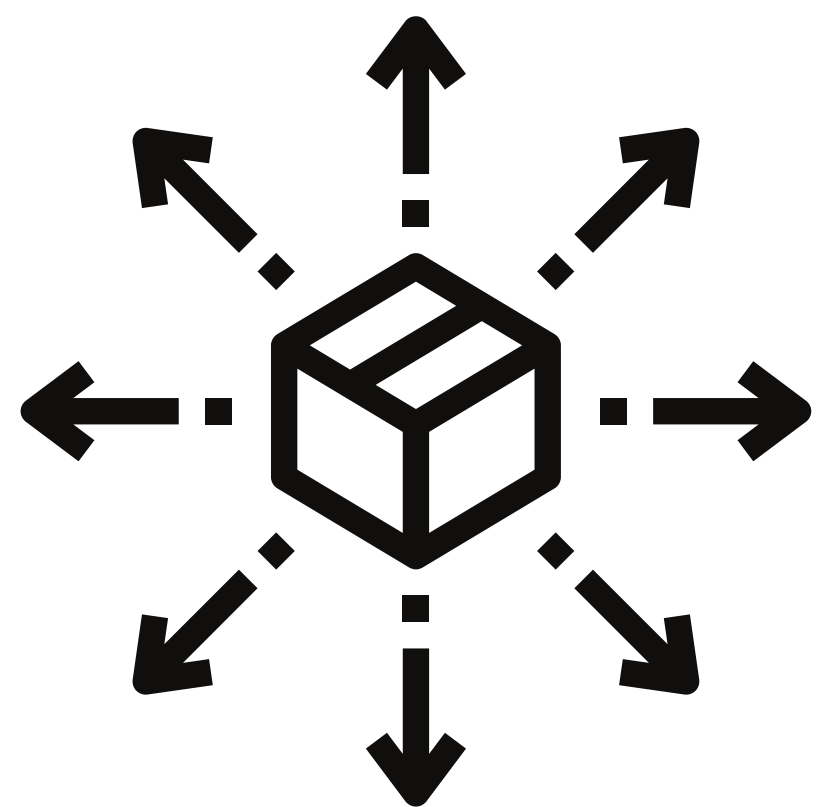
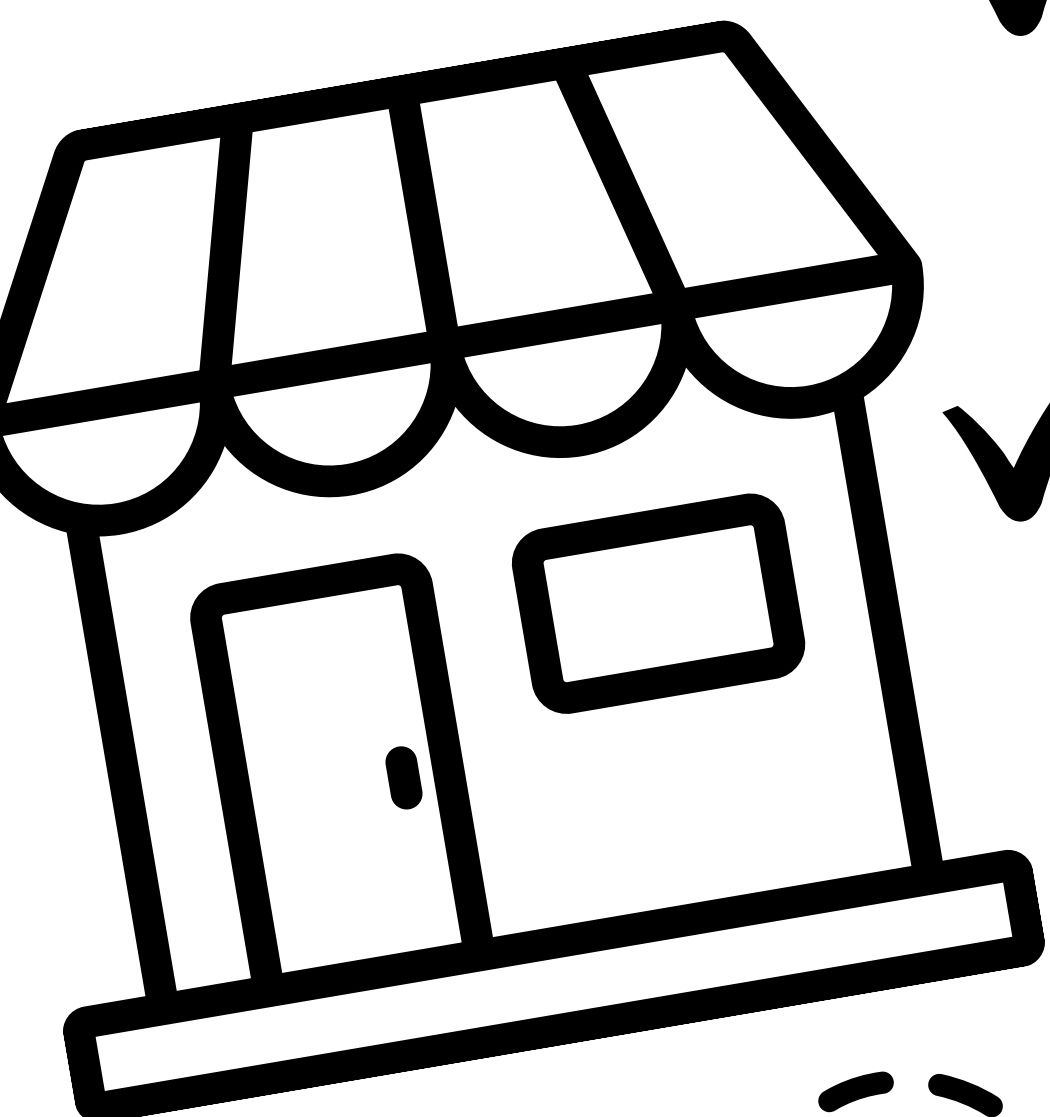
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Place

✓ Flow of goods and services!

✓ From manufacturer to the consumer!

✓ Where the consumer buys the product!





4PS OF MARKETING

Product



✓ Design new products!

✓ Innovation!

✓ Expand product lines!

✓ Improve existing products!

