

Which P Am I?

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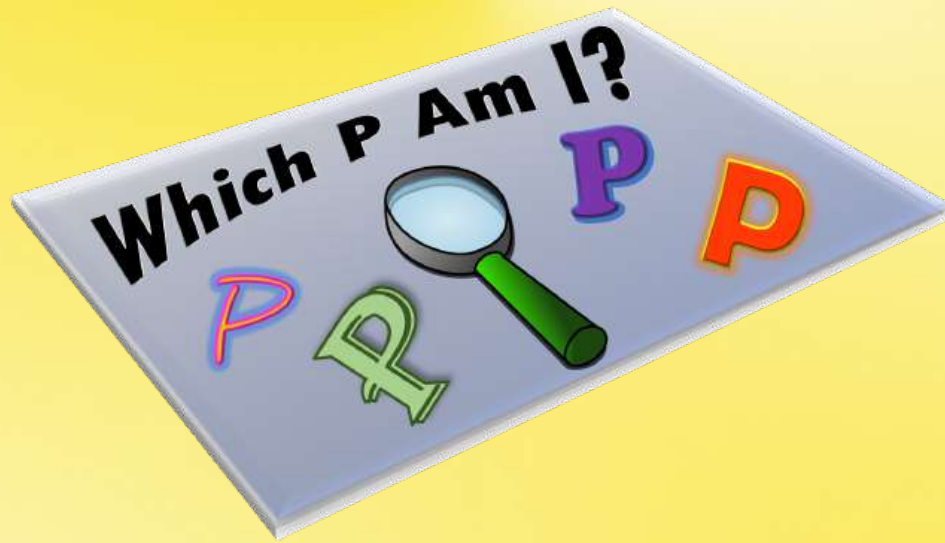
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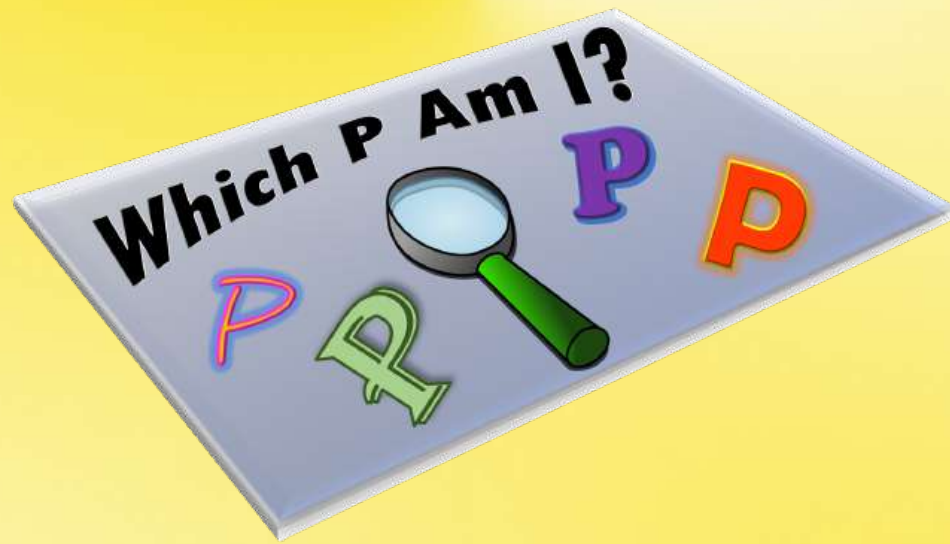
Product, Price, Place, or Promotion?

Read the clues and identify which of the 4 P's of the Marketing Mix is described in each of the 10 questions.

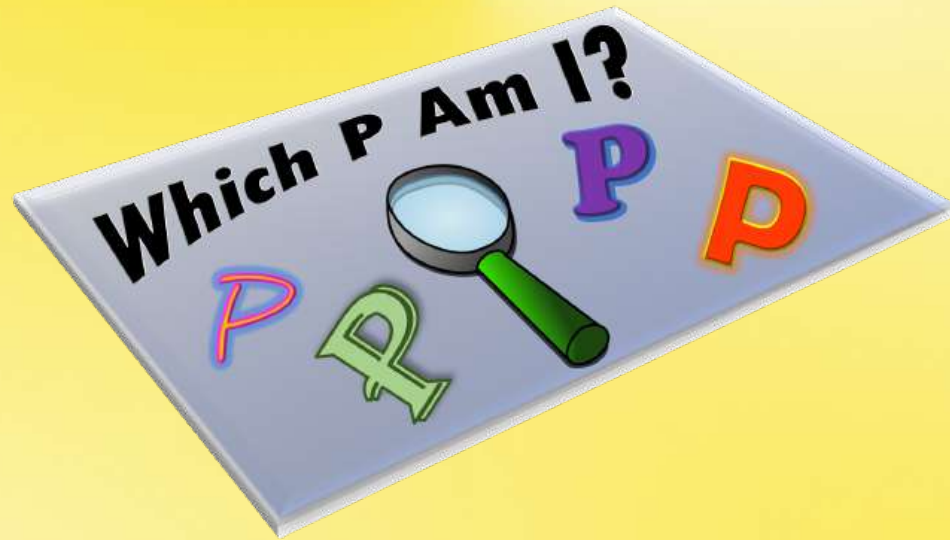




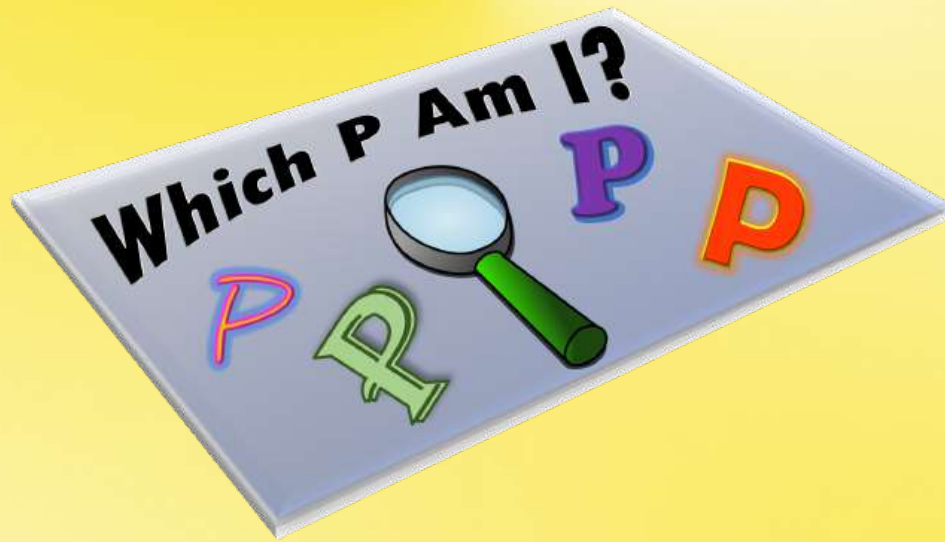
**1. What benefits
does the product
offer?**



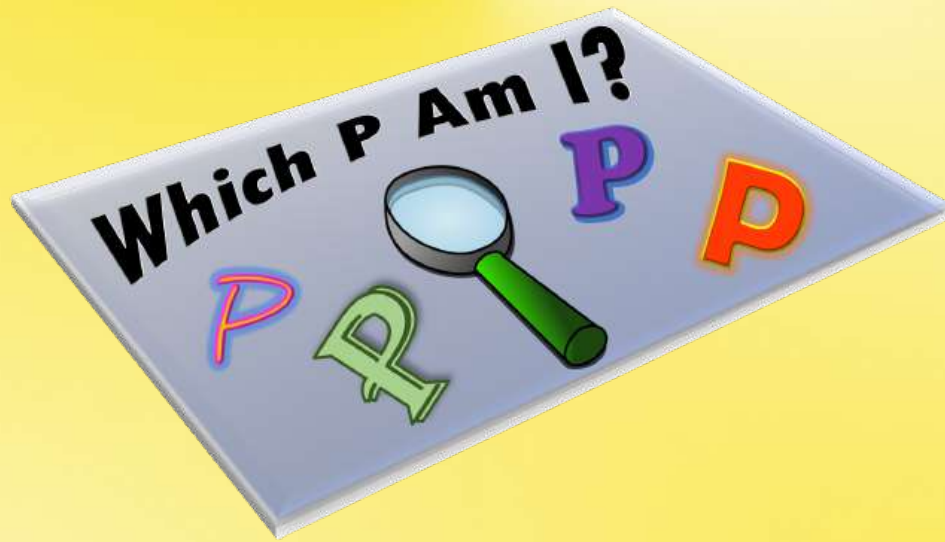
**2. Where do clients
get the
product/service?**



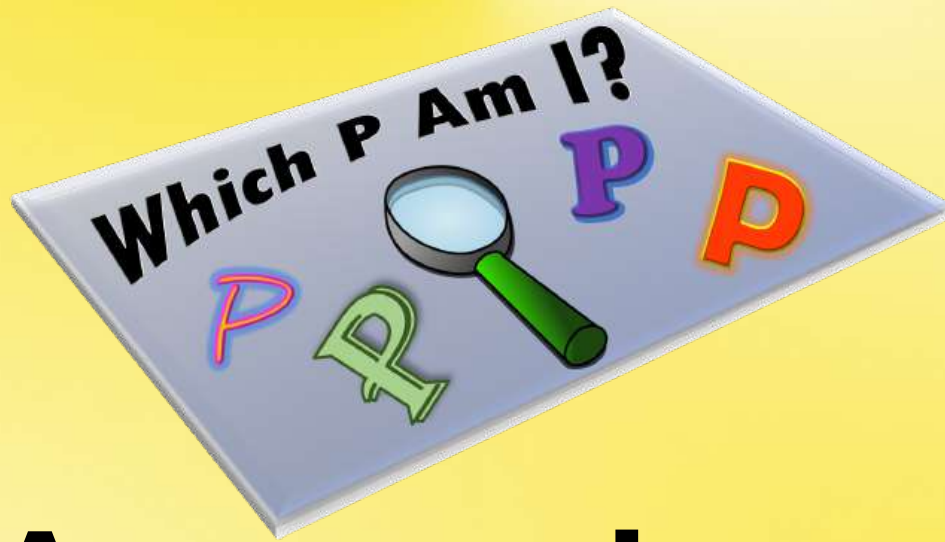
**3. Should discounts
be offered to
customers?**



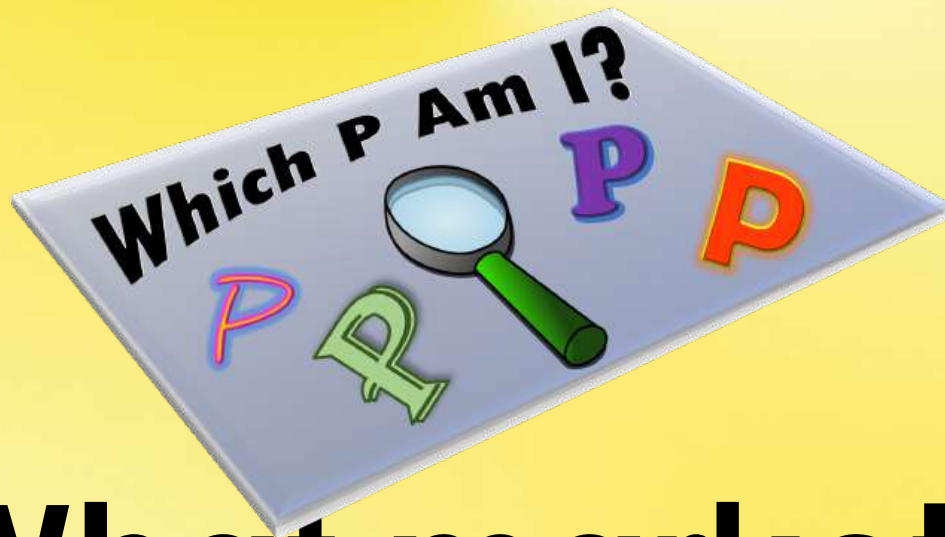
4. What size(s) and color(s) should the product be?



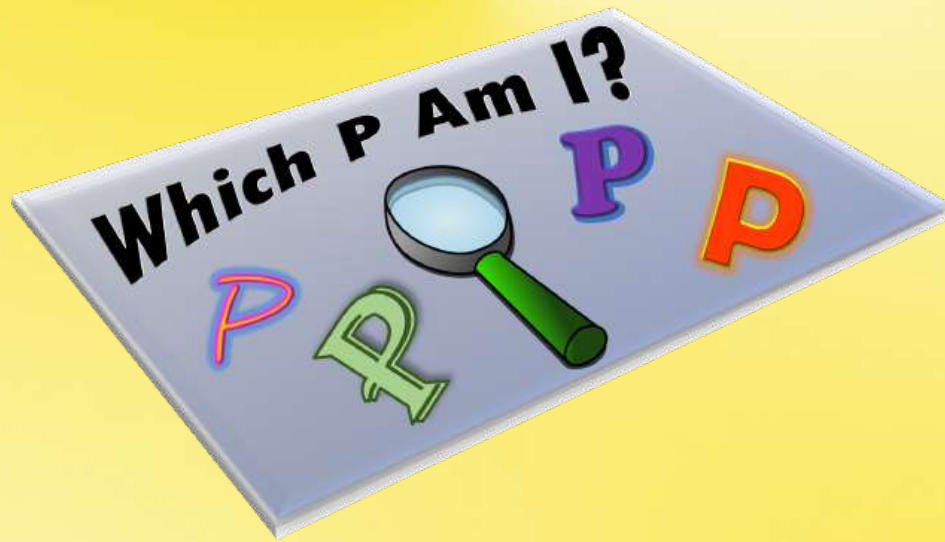
**5. How will the
customer use the
product?**



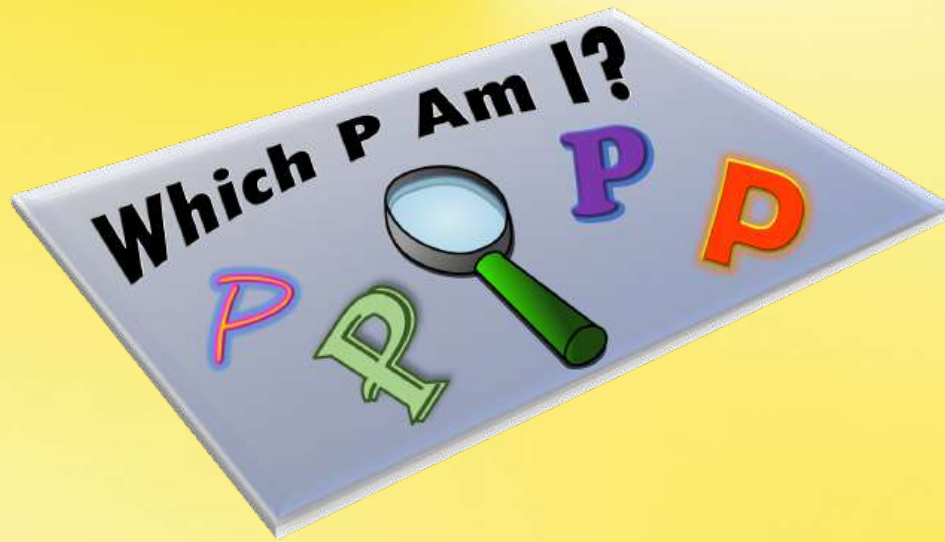
6. Are customers shopping for similar products online or in brick-and-mortar stores?



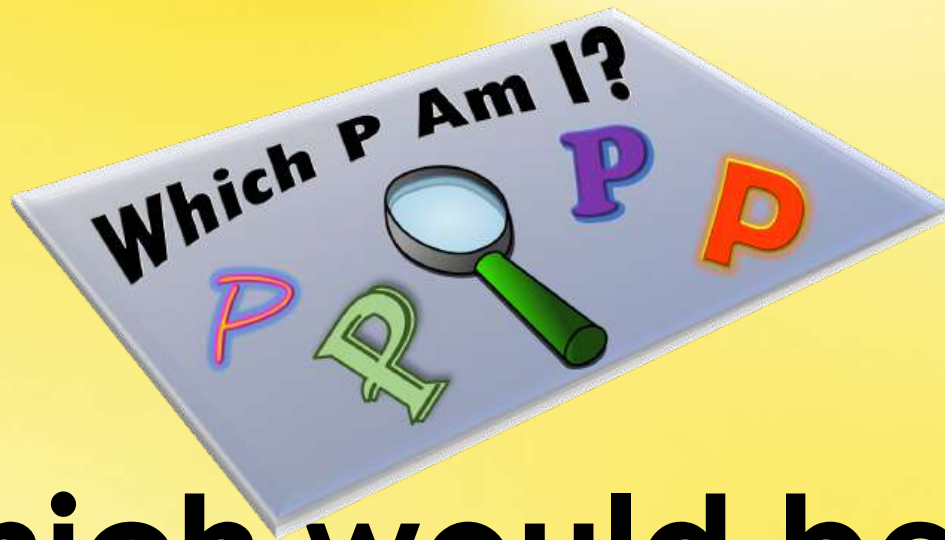
7. What marketing tactics are customers most likely to see, notice, and be interested in?



8. What is the best distribution channel for the product?



9. How much is the customer willing to pay for the product?



10. Which would be more appropriate to advertise the product: radio, billboard, direct marketing, or social media?