

4Ps OF MARKETING

PRODUCT ■ PLACE ■ PRICE ■ PROMO

PRODUCT

Quality

Where does your product/service rank in quality - *good, better, best?*

Category

How well does your product/service compete with others?

Features

What makes your product/service unique in the market?

PLACE

Market

How many people are available to purchase your product?

Distribution

Where do clients find your product and how can you put it in their hands - *faster or more conveniently?*

Technology

How can you use tech to connect with new customers?

PRICE

Payment

What tools can you use to process payments better for clients?

Offer & Codes

How do your customers purchase online?
Ex. heart10 to provide 10% off on Facebook for Valentines Day.

PROMO

Advertising

Use your shoestring budget to connect with customers. Consider flyers and social media ads.

Publicity

Find each local media outlet. Connect your story to a news event.

SHARE YOUR SUCCESS

Send an email to hello@glyphglobalcreative.com to share how this worksheet has helped grow your business.

TOOLS & TACTICS

• Google My Business

• LinkedIn/YouTube

• #Hashtags + Tag 'em in

• Storytelling

• Scheduling

• Local Resources

MARKETING ON A SHOESTRING WITH EBONY SSALI



[linkedin.com/in/ebonyssali](https://www.linkedin.com/in/ebonyssali)
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