

# My Marketing Mix

## Product

What do your customers **need** and/or want that they do not have?

Whats your customers **experience** when they interact with you (online, print, and in store)?

## Price

What is your product or solutions biggest **value** to your customers?

What is the cost to **satisfy** your customer?

## Place

Are you a local, global, or glocal business? Do your customers consider **convenience** and ease of buying high on their priority list?

Does your target market **prefer to buy** online, from a catalogue, on the phone, using credit cards, etc.?

## Promotion

What **advertising** methods are available (traditional and interactive)?

What **social media** methods is your target market utilizing?

What mediums (blogs, vlogs, social, e-newsletters, forums, etc.) are best used to **tell your story** and share your expertise with your target audience?