

The 4Ps of Marketing



PRODUCT

The right product to satisfy the needs of your target customer

PRICE

The right product offered at the right price

PLACE

The right product at the right price available in the right place to be bought by customers

PROMOTION

Informing potential customers of the availability of the product, its price and its place.

Easy Ways to Promote Products or Services

- ✓ Host an “exclusive preview” event
- ✓ Offer a discount to early customers
- ✓ Have an introductory special like a “two for one”
- ✓ Affiliate with another business so your sales force is selling both
- ✓ Make a video
- ✓ Use Twitter, Pinterest, email , Facebook

How to use Facebook to Promote Your Product or Service

Watch how these “pros” have used Facebook to promote their products.

<http://blog.wishpond.com/post/53926393458/21-ways-to-create-amazing-facebook-posts-to-promote>

