

# 7P's of Marketing

In today's digital world, various business domains globally are trying to make their brand presence and performance outstanding.



## Price

- ☐ Margin Cost
- ☐ Selling below cost
- ☐ Charm pricing (i.e. '9' & '99')

## Place

- ☐ Retail
- ☐ Online
- ☐ Peer
- ☐ Direct sales

## Product

- ☐ Value
- ☐ Branding
- ☐ Packaging
- ☐ Technology

## Physical environment

- ☐ Facilities
- ☐ Comfort

## Promotion

- ☐ Special Offers
- ☐ Free trials
- ☐ Advertising

## Process

- ☐ How services are consumed?
- ☐ Relevant to service
- ☐ Industries

## People

- ☐ Management
- ☐ Customer service
- ☐ Employees

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