

Project Management

Product description (4 Ps)

Marketing mix (the 4 Ps)

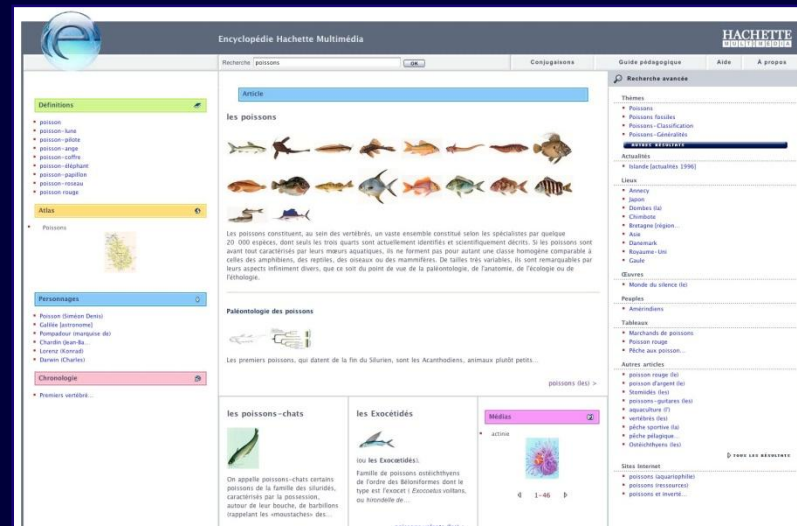
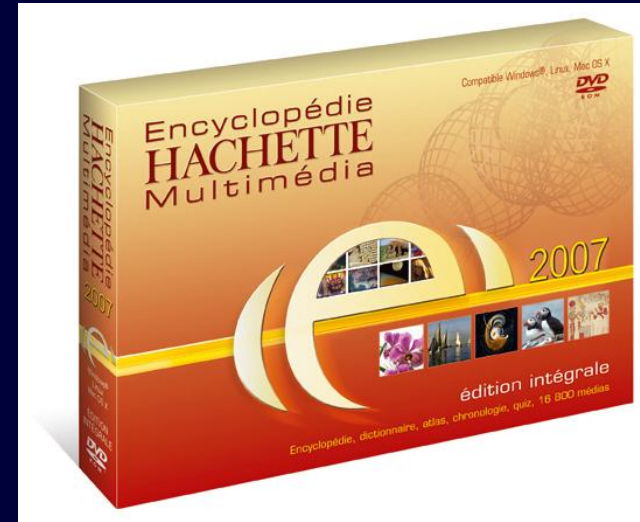
The four basic components of a **marketing plan**:



Marketing mix (the 4 Ps) – P1

Product:

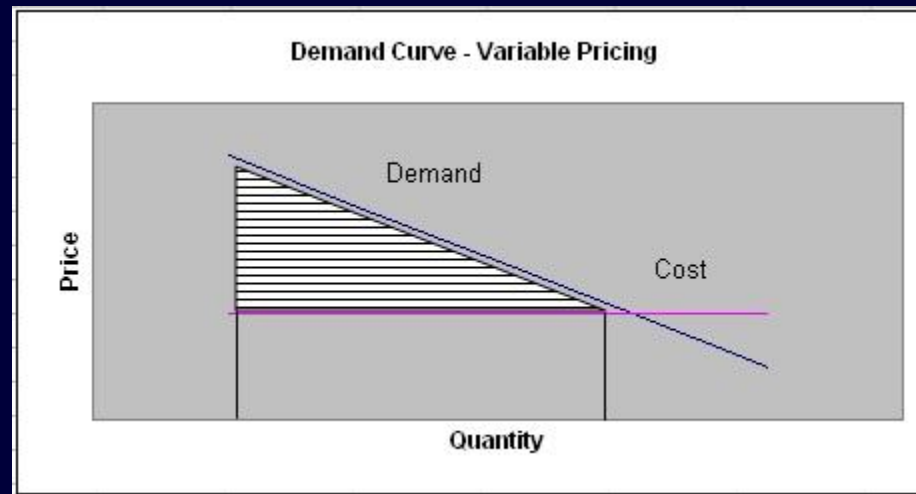
- content
- functions & features
- target users
- target platforms
- delivery media



Marketing mix (the 4 Ps) – P2

Price (and pricing strategy and business model):

- positions the product
- needed for the P&L
- related to distribution channels (P3)



Marketing mix (the 4 Ps) – P3

Place (or distribution channels/processes):

- distribution costs needed for the P&L
- direct and/or indirect sales with product shipment
- classical and/or online order process
- download from website
- online subscription (to service)
- online service free of charge



Marketing mix (the 4 Ps) – P4 (1)

Promotion (for launch and beyond):

- evangelism
- press releases, press conferences
- samples, demo versions
- leaflets, brochures



Marketing mix (the 4 Ps) – P4 (2)

Promotion (for launch and beyond):

- mailing / e-mailing
- websites, blogs, Twitter, viral marketing
- website referencing
- partnerships (eg sponsoring...)
- exhibitions
- advertising



Questions?