

5 P'S OF MARKETING

1

PRODUCT

What you are selling and why it matters. Focus on the quality, features, experience and point of difference that make the product desirable.

2

PRICE

How the product is positioned in the market. Price should reflect its value, quality, exclusivity and the customer you are trying to attract.

3

PLACE

Where and how customers can access the product. This includes physical locations, online sales, distribution channels and how easy it is to purchase.

4

PROMOTION

How you tell people about the product. This includes social media, EDMs, advertising, events, partnerships, PR and the stories you use to create interest.

5

PEOPLE

The people behind the brand and the customer experience. Great service, knowledgeable staff, strong relationships and understanding your audience can be just as important as the product itself.



STRENGTHEN YOUR SOCIALS

1

BE CONSISTENT

post regularly so your audience keeps seeing and remembering your business.

2

USE STRONG VISUALS

Use strong visuals clear photos, short videos and simple branded graphics will usually stop the scroll better than text-heavy content.

3

TALK TO YOUR CUSTOMER NOT AT THEM

Focus on what they care about, the problems you solve and the experience you offer.

4

MIX UP YOUR CONTENT

Combine products or services with behind-the-scenes, staff, customer stories, tips and personality.

5

INCLUDE A CLEAR CALL TO ACTION

tell people what to do next: book, call, visit, shop, enquire, comment or share.

