



TheGredeCompany

30-SECOND MARKETING TIP



The Four P's

Think of marketing as a big recipe.

Into it go all the ingredients that entice customers to buy your product or service. The packaging, where you sell it, how you advertise it, your warranty – all are part of your recipe for success.

Experts put these ingredients, these marketing variables, in four categories called the Four P's:

| PRODUCT | PLACE | PROMOTION | PRICE |
|----------------|------------------|------------------|--------------|
| Name | Inventory Levels | Advertising | Discounts |
| Packaging | Channels | Publicity | Credit Terms |
| Sizes | Locations | Sales Promotion | Warranties |
| Features | Transport | Personal Selling | Returns |

Good marketing decisions are based upon estimates of the net revenue produced by your investment in these ingredients.

The secret then, is to emphasize those that are most important to your customers.

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