

# Marketing-Mix

**Short description:** In order to determine concrete marketing measures for your business idea, we recommend that you define your marketing mix. Using the four P's (Product, Price, Place & Promotion) or their combination, you lay the foundation for your company to achieve your marketing goals.

**Quick guide:** We have included some questions for the marketing template, which you can address in terms of the 4 P's. You do not have to answer all the questions, nor is the list exhaustive. The point is to specify your product/service in terms of marketing. So fill in the structure below in keywords, what you can say about the product, price, place/distribution channels and promotion in relation to your product/service.

Product	Notes for your answers or thoughts
1 What do you want your product/service to do?	
2 What should your product/service stand for?	
3 What is the selling point of your offer?	
4 What does the product look like and how is it packaged?	
5 What are you doing to ensure that your product/service is fully aligned with the customer?	
6 What is the value of your product/service to the customer?	

Price	Notes for your answers or thoughts
<p>1 What price does your customer group accept?</p>	
<p>2 What prices do your competitors offer?</p>	
<p>3 How is your positioning compared to the competition?</p>	
<p>4 What price positioning do you offer? (High price segment vs. low price segment)</p>	
<p>5 What conditions do you want to offer? (Discounts, rebates, free delivery etc.)</p>	
<p>6 What costs will the customer save?</p>	

Place/Distribution Channel	Notes for your answers or thoughts
<p><b>1</b></p> <p><b>How is your product/service distributed?</b>            (direct distribution: sales directly to end customers vs. indirect distribution: intermediation of one or more retailers/wholesalers).</p>	
<p><b>2</b></p> <p><b>Where is your product/service distributed?</b></p>	
<p><b>3</b></p> <p><b>Are your existing distribution channels sufficient?</b>  <b>Which additional ones could be considered?</b></p>	

Promotion	Notes for your answers or thoughts
<p>1 What is the key message about the product/service that you want your customers to understand?</p>	
<p>2 How does your customer group find out about your offer?</p>	
<p>3 What channels does your customer group consume?</p>	
<p>4 Where does your customer group gather information to solve a problem?</p>	
<p>5 How do I communicate with my customers?</p>	
<p>6 What function should your communication fulfil? (Information, influence, arouse interest, etc.)</p>	