





# What Are the Four P's of Marketing?

The 4 P's of marketing are: Product, Price, Place and Promotion. They form a foundational framework that can help you understand how to position their offerings, deliver value and reach the right customers.

## **Product: What You Offer**

Product refers to the actual item or service you're selling to customers. It includes everything from features, design and quality to branding, packaging and the customer's overall experience. A strong product clearly solves a problem or fulfills a desire for its intended audience.

## **Price: What Customers Pay**

Price is simply how much your product or service costs. Pricing decisions also involve discounts, payment terms and the broader pricing strategy you use to position your offering in the marketplace.

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## **Place: Where and How the Product Is Distributed**

Place focuses on how your product gets into the hands of customers. This includes selecting the right distribution channels, whether physical stores, online platforms or direct sales, and managing logistics, inventory and accessibility. Effective placement ensures your product is available where and when customers expect it.

## **Promotion: How You Communicate Value**

Promotion encompasses all the ways you inform, persuade and engage your audience. This includes advertising, public relations, digital marketing, social media and sales promotions. The goal is to communicate the product's benefits clearly and compellingly, creating awareness and motivating customers to take action.





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