

The Six P's of Marketing

Positioning Your Product In The Market



1. People

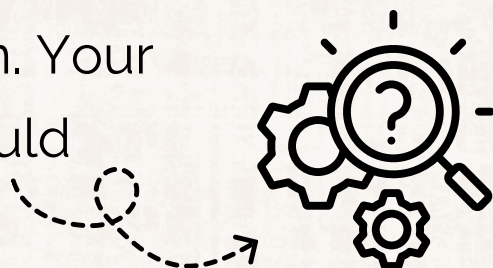
People buy products and services, and your marketing campaign should reflect that.

Begin your positioning planning plans with understanding who your target audience is, what they want and how they buy similar products.



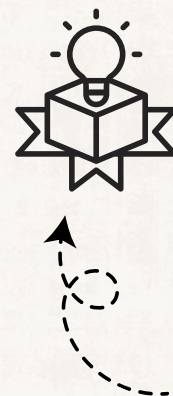
2. Problem

What problems does your product solve? Narrow it down to one. Make it the theme for your whole campaign. Your marketing collateral should promote that theme.



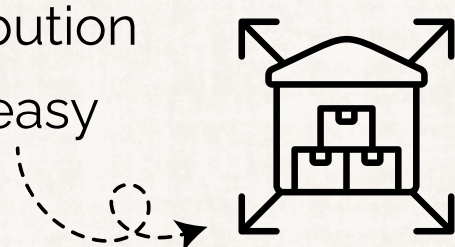
3. Product

Use insights you gain from the people to highlight potential benefits. Focus on drawing attention to your features that solve real customer problems.



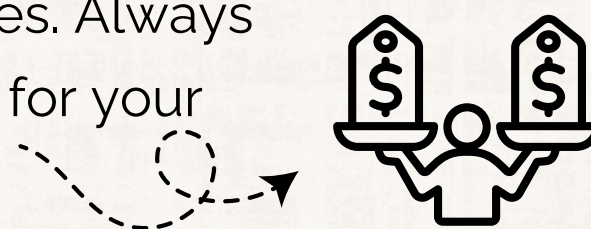
4. Place

How will the customers get the product? Where do your competitors sell their products? Which distribution channels do you have easy access to?



5. Price

Set the right prices. Learn what your customers are prepared to pay. Beware of competitor prices. Always charge a fair price for your product.



6. Promotion

How will you reach your customers? Options include traditional advertising, in-person sales, PR, social media, and email marketing. Create a campaign. Start with one option, and scale it as you grow.



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