

Marketing Mix

Worksheet

The very straightforward, now classical theory of the marketing mix was popularized by marketing professor and forever guru Philip Kotler already in the 1980s. He promoted the 4 Ps: Product, Price, Placement and Promotion and the idea that using these in the right mix is how to efficiently reach the intended target group.

So, what would happen if you'd apply the foundations of marketing theory to yourself, to your own executive presence, in other words 'how you come across to others'? Who do you think you are? And are you coming across that way?

Let's try it!

Sit down, focus, think it through.

Then take a break, move about for a couple minutes at least.

Then go back and relook at your answers.

Adjust accordingly.

PO – PUBLIC

The starting point, ground zero, is the bearer of the four other Ps. It's the question asked by all the others and simultaneously the answer to all the others.

This means that the question WHO is the first. Who are you talking to? Who are you trying to get across to? Who are you in effect selling to? This is your target group and it needs to be as specific as possible. It means that every single step you take should be attractive to that particular target group.

Questions for YOU:

What is your ideal target group (client avatar)?

If you would only have one person engaging with you, who would that person be?

P1 - PRODUCT

Product is the WHAT? What is the physical or intangible offering proposed to the target group, including design, features, packaging, branding.

Questions for YOU:

What are you putting out there?

What are people getting and what does it look like?

Take all aspects of you into account here, everything that impacts the person you are interacting with.

P2 - PRICE

Price answers the question HOW MUCH? How much is charged for the product. What does it cost? And what's the currency?

Questions for YOU:

What is your price level?

Price doesn't have to be monetary, with what does your audience pay?

Stating your price as a level simplifies the thinking. Do you charge a low, average or high price?

P3 - PLACE

Place answers the question WHERE? It refers to where the product is found by its consumers. Where do they have to go to find it?

Questions for YOU:

Where can your target audience find you? (equally, where should they not find you?)

Where can they find information about and engage with you?

Think broad here, there are many touchpoints, and we leave footprints both in the physical and the digital world.

P4 - PROMOTION

Promotion is all about the HOW? It answers everything that has to do with how the value of the product is communicated. How is interest in the product generated?

Questions for YOU:

How do you talk to your target group?

How do you create awareness?

Make sure you open your understanding for what promotion can entail. It's about the language you use, it's about factual promotions, but it can also mean showing up in a different way or doing something out of the ordinary.

P5 - PUBLIC

The fifth P is the bearer of the four others, it is the question asked by all the others and the answer to all the other aspects.

What that means is that the product, its pricing, where it's found (place) and how it's offered (promotion) need to be attractive to the specific target group (public), and it must answer their needs.

That's all that matters, the broader audience may come as a side effect, but none of the aspects of the marketing mix are designed for them. Every step, every word is tailored for the core target.

Questions for YOU:

To which extent does your target group have a need for you / your product? Is there space in the market?

How reasonable is it that your target group is going to pay the price, no matter if the currency is money or time or something else? And is the potential income level ok with you?

How easy is it for your target group to find you / your product?

To which extent do you communicate with your target group the way they want to be talked to?

Now put it all together and see you in the full context - how does it look? Are you coming across the way you want? What can you tweak to make sure?

Have fun making sure your personal brand comes across!

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