

I want to sustain and implement
by better engaging people that can benefit from my work

Marketing Mix

Product

Describe the 'Unique Selling Proposition' that clearly states the features & benefits that make your work unique.

Place

Where is your work available to people & how does it get there?

Price

What are the returns you receive for your work?

Physical environment

What impression does your workplace give to your audience, suppliers & staff?

Process

What are the procedures that your company uses to deliver your work?

People

Which of your staff or representatives are involved?

Promotion

What are your means to make your audience aware of your work?