



**Loving Marketing**

Get your message out to the world

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## Marketing Mix Overview

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|---|
| <b>Target Market</b><br>Specifically define your target customers in terms of demographics, characteristics, needs, desires, education, financial status etc. Visualize your best client. |
| <b>Product or Service</b><br>Describe your product or service and the benefits it offers to your target market.   |
| <b>Features (include appearance and packaging)</b>  |
| <b>Benefits</b>   |
| <b>Price</b><br>What will you charge for your product or service, including pricing levels if relevant?   |



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**Place - Distribution Channels**

Where and how will your customers receive your product or service?

**Promotion - Marketing and Advertising Methods**

How will your target market find out about your product or service?

**Offline** (eg, direct mail, cold calling, print ads, billboards, TV and radio, newspaper ads, etc.)

**Online** (eg, content marketing, social media, search engine marketing, advertising, etc.)

**Notes**