

4 Ps of Marketing Template

Context

Share information here about why you're doing this exercise as a team. If you have multiple product lines and/or services, clarify which one you plan to focus on.

Stakeholders

Take note here of who is involved in this conversation and which perspectives are being represented.

4 Ps Discussion Prompts

<p>Product</p> <ul style="list-style-type: none">• What product or service do we sell?• Are there different variations of the product?• What are the key features and/or differentiators?• What does the packaging look like?• What does the brand represent?• How do we support and maintain the product over time?• What services come with the product?	<p>Pricing</p> <ul style="list-style-type: none">• What is our pricing?• Do we adhere to a specific pricing strategy?• Are there different pricing tiers for different feature sets?• Is pricing fixed, or do we create a customer price for each customer?• Do we offer discounts or rebates?• Which payment methods do we accept and which do we prefer?• What are the pricing terms?• Do we offer refunds?• How do we compare with competitors' pricing?
<p>Promotion</p> <ul style="list-style-type: none">• How do we communicate with potential customers?• Who communicates with them?• What channels do we use?• How frequently do we communicate with potential customers?• How do we frame our product and its features?• What is our content strategy?• What is our messaging strategy?• What is our tone of voice?	<p>Placement</p> <ul style="list-style-type: none">• Where do we sell our product?• Do we focus on domestic and/or international markets?• Do we have resellers or other partners involved in the sales process?• Where is our product built and/or stored?• What channels do we use for product distribution?

4 Ps Discussion Documentation

Spend time discussing each question above as a team. Fill in the table below with as much info as possible, and share it in a central knowledge base.

Product	Pricing
Promotion	Placement