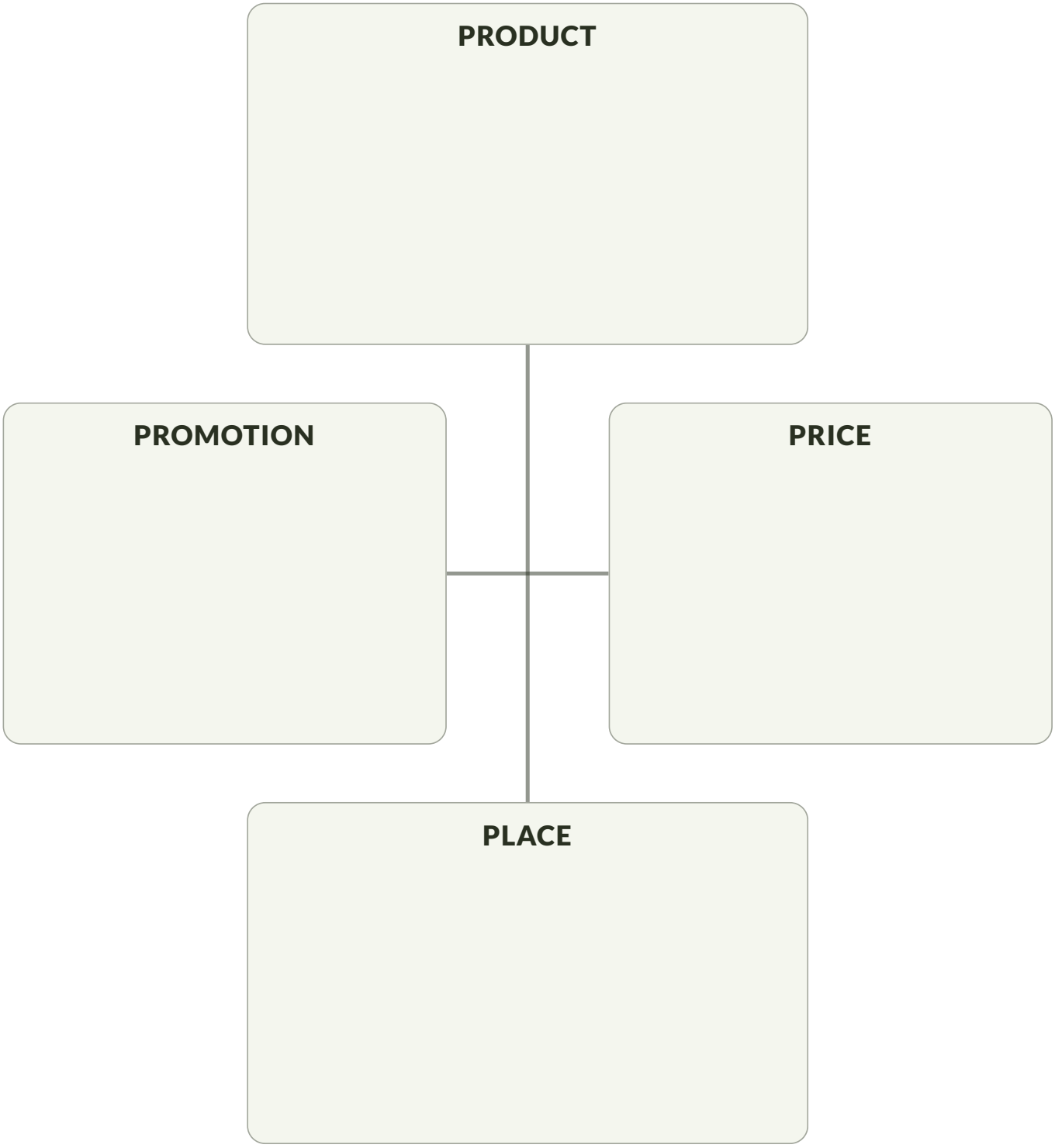
Marketing Mix (4 Ps)

A go-to-market checklist: what you sell, what it costs, where people get it and how they hear about it - all pointing the same way. Origin: E. Jerome McCarthy (1960), building on Neil Borden's "marketing mix"



- **PRODUCT:** What you sell, for whom, and what you deliberately leave out: range, quality level, design, packaging and service.
- **PLACE:** Where and how the customer gets the product: channels, stores, platforms, partners and delivery.
- **PRICE:** The price point and model (one-off, subscription, freemium, tiers), and what the price signals against the alternatives.
- **PROMOTION:** How the customer hears about it and why they care: advertising, PR, social, sales and referrals. Decided last.