**Review your 7Ps of marketing**

**TEMPLATE**

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# Review your 7 Ps of marketing

What to do:

1. Look at each of your 7 Ps of marketing.
2. Think about your strengths and weaknesses.
3. Identify and prioritise the improvement areas.

Remember to:

* look at your marketing mix from the customer’s point of view
* consider how all the elements of your marketing mix work together
* look for ways to deliver a unique and relevant experience.

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| Marketing mix | You could ask yourself… | Key actions |
| Product | Do we need to make changes to our products or services? |  |
| Price | Should we review and consider different pricing models? |  |
| Place | Can we improve or expand our distribution options and sales channels? |  |
| Promotion | How can we make better use of paid, owned and earned media? |  |
| People | Who are our people, and how do we increase their capability? |  |
| Process | Can we improve the way we interact with customers? |  |
| Physical evidence | Do we represent our brand consistently across all our channels? |  |

**Your next step**: Document your findings and recommendations in the marketing section of your business plan.