

# The 12 Ps of MARKETING

1

## PRODUCT

This is your organization's offering. That is, what you make and/or provide to your customers.

2

## PRICE

A measure that reflects what a purchaser must exchange (give up) in order to obtain a unit of your brand's goods or services.

3

## PLACE

How your product makes its way to consumers. Also known as distribution.

4

## PROMOTION

All the things (activities and tactics) your organization employs to create demand for your Product.

5

## PURPOSE

This is your Brand's "**WHY**"  
This is why you do what you do.

6

## PROMISE

What (value / benefits) your customers can expect to receive or experience each-and-every time they use your brand.

7

## PRINCIPLES

Also known as Core Values. These are the beliefs that your Brand stands for.  
What do you believe in and value most?

8

## PEOPLE

Or Target Customer. This is **WHO** your organization wants to do business with.  
The Consumers/Prospects with an existing, underserved, or unmet need that your organization uniquely fulfills.

9

## PERSONAS

Rich and textured descriptions of customer segments that creates deeper understanding about their wants, needs, desires, behaviors, and motivations.

10

## POSITIONING

The key messages for your specific audiences. It helps ensure consistency in your messaging and serves as a vehicle to help make the Brand relevant and differentiated from the competition.  
How consumers see your Brand.

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## PROOF POINTS

Also known as Reasons-to-Believe (**RTBs**). Specific elements that are competencies and differentiators for your Brand and support the positioning.  
May include product attributes, experience attributes, and offers.

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## PROCESS

This is your organization's special sauce! This is **HOW** you do all of the things you do in order to build your Brand, Generate Demand, and Create Exceptional Customer Experiences.