

Marketing 101

The 5 Ps of Marketing

Set your business apart from your competitors and better promote your services.

How does your location support your marketing plan & help you reach prospective clients?



Product

How does your business meet the needs of your prospects & compare to your competitors' offerings?



Place

How do your fees compare to your competitors & what is your advantage in terms of value?



Price

What are the major marketing or promotional programs you plan to implement?

Promotion

How are you engaging members of the media? How will it benefit your business?



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