

The 6 Ps of MARKETING



Product

Ensure what you offer meets a high standard and fulfills a specific need.

Place

Your online presence is as crucial as a physical location in connecting with audiences.



Price

The value of your product or service should align with its cost.

Promotion

Utilize various strategies to make your business visible in the digital space.



People

Every piece of content or product should have a clear mission or goal.

Purpose

Building and maintaining relationships with your audience is essential for success.



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