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As you already know, there are four elements in the marketing mix of any product. They are product, place, price, and promotion and all of the four play an impo and valuable role in the marketing of that brand. Like you offer great quality and people are willing to pay higher prices. Your quality of your prices and marketing become the talk of the town and you automatically reap its benefits and do not have to struggle with the promotional part. So, a deep understanding of these

elements helps you achieve the best things - sales and revenue, because after all, you want to earn profits from your product and brand.

Product - This is the central element in your marketing strategy. Not just the success of your marketing strategy but the image of your brand too depends on the success of your product.

Place - Placement also serves an imp. role in the marketing of a brand.

If you want your product to sell, you must place it where your customer segment is.

Price - Many times your pricing strategy is the most effective part of your marketing strategy.

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Promotion - Despite getting the best elements of your marketing mix right, you might need to do some marketing to let your customers have a better glimpse of your product and its features and quality.