

Section-2

Ques 1) Discuss the element of marketing mix of a fast food restaurant.

Ans The marketing mix is the focus and outline of your marketing plan that is in alignment with the goals of your business. The relates to your menu offering (products), menu item pricing (price), location and competitive positioning (place), and deals, specials and promotions (promotion) - the 4 P's.

Components of restaurant marketing mix. Here are 12 marketing channels for you to consider in your marketing mix:

- 1) Direct mail marketing.
- 2) Call campaigns.
- 3) Bill board advertising.
- 4) Search engine optimization.
- 5) Local search optimization.
- 6) Email marketing.
- 7) Social media marketing.
- 8) Mobile marketing.
- 9) pay-per-click (PPC) ads.

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- 10) Deals marketing.
- 11) Community marketing.
- 12) Online market place hubs.