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Intro

Sign up (60-Day Free Trial)

Dashboard

Account Settings

Import Contacts

Registration Form

Landing Page

Email Automation (Welcome Email)

Email Campaign (Newsletter)

Reports

Outro

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Intro

Product

Price

Place

Promotion

People

Process

Physical Evidence

Outro

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Four Key Marketing Principles

Differentiation

Segmentation

Demographics

Psychographics

Concentration

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What are the 4 P's in marketing?

What is place in the 4 Ps?

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Intro

... is a form of communicating or promoting the activity, set of institutions, and processes for creating

In summary, marketing is...

Introduce and

Design and

Build and maintain

Capture customer value to create

Promote value

CONCEPT - EMPHASIZES

CONCEPT - THE

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