



YOUR *FourPs*

The Marketing Mix is also known as the Four Ps model of marketing strategy - Price, Product, Promotion, and Place - and is a classic approach to disassembling the marketing that affects us every day. Some would say it's an old model that hasn't kept up with our digital era. Personally, as a marketing professor and career coach... and for our purposes... I think that with some modification, it works quite well. Read my descriptions of each of the 4 Ps and write your thoughts on how each one applies to you, your job, and your career.

PRICE: Think of this not just in terms of salary but from all dimensions. For example, **TIME:** Do you respond and deliver quickly? **ACCESS:** Is it easy or difficult to reach you and work with you? **MAINTENANCE:** Do resources (money, equipment, space, even behavioral and emotional resources) have to be spent on you in order for you to deliver? What does your customer, client, or boss have to give up in order to receive what they want?

PRICE: What do you charge, what must be exchanged for what you provide in return?



PRODUCT: Feel free to look a back at some our earlier work, as if you need to be reminded about what you're good at doing. Focus on the solutions you offer, the problems you solve, and why people hire you and work with you in the first place. NOW take it up one level of abstraction. I'll use the example of a birthday cake. It can be looked at as a bunch of ingredients that, separately, don't look that appetizing and probably taste even worse. Maybe it's just a box of powder. But put those pieces together, prepare them the right way, and you have a delicious cake. Again, take it one more level. A cake will taste great, but it's probably part of something bigger, like a birthday or wedding. Now what does that bunch of ingredients represent? How about you: what solutions and outcomes do you represent?

PRODUCT: What solutions do you offer?



PROMOTION: This can involve self-promotion and it goes way beyond that, to demonstration and education. But first, what is it that you want people to know about you? How can you tell them and demonstrate your talent? And like a product or service offering, are you sending the right message to the right people at the right time?

PROMOTION: How do people find out about you?



PRESENCE: This P is often called Place or Physical Distribution. My nod to the digital era is to rename this P “Presence.” The meaning is similar, though. Just like you can purchase a product at Walmart or Macy’s or Amazon.com, how and where you acquire an offering interacts with the other Ps in creating offering’s whole. What kind of presence do you have, and what kind of presence do you work in?

As you work through your responses, you might have noticed the overlap among the Four Ps. For example, your Price makes a statement about the quality of your Product and carries a lot of the Promotional weight too. Your Product is on display in different ways, depending on how you establish your Presence. Don’t spend too much energy trying to fit your work into discreet or mutually exclusive Ps. Instead, realize that you are, and are viewed as, a coherent whole, and that adjusting any one of the Four Ps will have an impact on the other Ps.

PRESENCE: How can people gain access to your talent?