**DIGITAL MARKETING STRATEGY**

**Learning Outcome 3: ACTIVITY 3**

**SMALL GROUP ACTIVITY**

**Marketing mix evaluation**

Conduct an 8P marketing mix audit using an organisation with which you are familiar.

* Do not ignore any of the 8P areas.
* Be aware of making false assumptions and predictions
* Think about what historical data you have access to.
* When considering the following questions make sure you align your marketing mix to your marketing objectives and organisational values.

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| **Product/ service** | What exactly is the product or service?  What need does it satisfy?  What features does it have to meet these needs?  How should it be positioned in the marketplace?  How does it compare to competitor products/services? |
| **Place** | Where will your customers expect to be able to buy your product or service?  What distribution channels are required?  Is a sales force required to represent and sell your product or service?  Where are your competitor’s selling? |
| **Price** | What is the value of this product or service to the buyer?  Are price points already established for this product/service in the marketplace?  Is the customer price sensitive?  How does the pricing compare to the competitors?  Is there an expectation of discounting for the product or service you’re marketing? |
| **Promotion** | Where can you find your target consumer(s)? Consider geography, marketplace, online, trade shows, etc.  What places do they go to buy and when?  What marketing channels do they use on a regular basis?  When and where are your consumers most ready to buy your product or service? |
| **People** | What are the buying behaviours of your target buyer(s)?  Which consumers are your competitors marketing to?  What trends, if any, are relevant to your target consumers?  What behaviours and preferences do your target consumers have, if any? |

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| **Process** | What barriers/issues do you have in the consumer acquisition process?  How much time and effort is spent on each element of your marketing and is it proportionate?  What proportion of your marketing is inbound versus outbound and is it the ideal mix?  Where can you provide added value to your customer experience? |
| **Physical evidence** | How good is your consumer retention and can it be improved?  What is your consumers’ online experience?  How much engagement are you getting with your consumers and prospects?  How good is your product/service packaging compared to your competitors?  What is your staff contact experience of your brand? |
| **Partners** | Who are your partners and what is the balance of power?  What joint venture partner opportunities are available?  Who are the opinion leaders in your industry and how can you engage them to get their support?  What results are you getting from your existing partnerships and how can they be  Improved? |

Adapted from Get Real: The 8Ps Marketing Mix. http://www.getrealaboutbusiness.com/wp-content/uploads/2017/03/Mastermind-Worksheet-8Ps-Marketing-Mix.pdf