

# The 5 Ps of Marketing

People often think of marketing as promotion; others think of it as selling. These 5 Ps will help make sense of all of these elements for you.

## Positioning

This is knowing exactly what you're marketing and selling and who you're selling it to.

Positioning revolves around a 'core marketing message' that clearly states who you work with, what problems you solve, what solutions you provide, what benefits you offer, what results you produce, what guarantee you give and what is unique and special about your particular service. Positioning is the foundation that you build the rest of marketing upon.

## Packaging

This is taking your positioning strategy and putting it into words, both verbally and in the written form. As soon as you open your mouth to tell someone what you do, you are packaging yourself, your brand and business. Your business card, brochure and website are physical, tangible ways you package your brand and business, mostly through the written word or more frequently today via video.

Packaging is the tangible side of positioning. It's taking a concept or your core marketing message and making it real. Packaging your services is about crystal clear communication. It needs to transmit directly why your services are of value, as well as generate attention, interest, desire and action from your prospective clients.

## Persuasion

The job of persuasion is to turn prospects who have responded to your marketing into paying clients. And here's where sales or persuasion strategies and skills are essential. If you can master the art of converting a large percentage of those who call or email into paying clients, you'll have a very successful business.

Persuasion is not so much about convincing people how great your services are; that's more the job of packaging and promotion. Persuasion starts when people call you in response to your marketing. Persuasion is mastering the art of listening and focusing on the needs and objectives of your clients. Then it's finding creative ways to meet those needs and objectives in a way that's agreeable to both parties.

## Promotion

The purpose of promotion is to get the phone ringing / emails pinging with highly qualified prospective clients. Once you know what you're selling and it's in a form that people can understand, you can start getting the word out.

But what works to promote your company services? There are masses, if not hundreds of ways you can promote your business, but it is important that you mainly use what is relevant to your business and the customer. Leverage this information and knowledge to create visibility and credibility through:-

- meet-ups
- presentations
- articles
- reports
- website
- email
- white paper
- social media
- and other avenues

Promotion is all about visibility and credibility. People like to do business with companies and people who are familiar to them. No matter what promotional methods you use, you need to ask if you have enough ongoing visibility to build that feeling of familiarity and trust. If you're invisible, nobody is thinking of you, let alone calling or emailing you.

## Performance

Performance is about meeting client expectations, going the extra mile and ultimately create 'Raving Clients/Fans'. It's currently word-of-mouth marketing that finally determines most of your company's success or failure. So, your main job is to deliver the services – in abundance – and to keep those referrals coming in.

Performance is much more than getting the job done at a high level. It's about paying attention to every single thing that impacts the customer relationship.

Performance is about perception – the perception of the client and their expectations. When you understand those perceptions and expectations and can deliver what they truly want, you've mastered performance.