MODULE 1: MARKETING FOUNDATIONS

My seven-P audit

Lesson: The marketing mix for services: the seven Ps · about 15 minutes

Score each lever of your marketing mix honestly, with evidence, and choose the one to fix first.

Your business (name, service, main city):

1. Product and price: list each service you sell and how it is priced. Could a client estimate their cost from your website alone? Score each P from 1 to 5.

2. Place: describe where you will work with no travel fee, where a fee applies and where you will not go. Does your website and Google Business Profile say the same thing? Score it.

3. Promotion: list where your last ten bookings came from. Score it.

4. People and process: write the steps a client goes through from inquiry to final invoice, naming who they deal with at each step. Mark the longest wait. Score both Ps.

5. **Physical evidence: list everything a client can see before booking. Mark anything older than a year or that shows events you no longer want. Score it.**

6. **Which P has the lowest score that is also cheapest to fix? Describe the specific change you will make this month.**

Check: can you now

- Explain each of the seven Ps as it applies to an event service business
- Score your own business on all seven Ps using a simple audit template
- Choose the single weakest P to improve first and describe the change

One change you will make this week