**What does an example of a successful marketing mix look like?**

This is a top-level overview; you would take this into greater detail and ask the following questions:

**1. Products/Services:**Integrated toolset for SEO, blogging, social media, website, email and lead intelligence tools.

**2.  Prices/Fees:** [Subscription-based monthly, Software-As-Service model](https://www.hubspot.com/pricing) based on number of contacts in database and number of users of the service.

**3. Place/Access:** Online! Network of Partners, Country User Groups.

**4. Promotion:** Directors speak at events, webinars, useful guides that are amplified by SEO. Social media advertising, e.g. LinkedIn.

**5. Physical Evidence:** Consistent branding across communications.

**6. Processes:** More sales staff are now involved in conversion.

**7: People**: Investment in online services.

**8. Partners:** Hubspot looks to form partnerships with major media companies such as Facebook and Google plus local partners including Smart Insights who it is collaborating with on research in Europe.

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**What are the 7Ps of marketing?**

1. **Products/Services:**How can you develop your products or services
2. **Prices/Fees:**How can we change our pricing model
3. **Place/Access:** What new distribution options are there for customers to experience our product, e.g. online, in-store, mobile etc
4. **Promotion:** How can we add to or substitute the combination within paid, owned and earned media channels
5. **Physical Evidence:** How we reassure our customers, e.g. impressive buildings, well-trained staff, great website
6. **Processes:**Are there internal process barriers in the way to delivering the best customer value
7. **People:**Who are our people and are there skills gaps

**Partners:** Are we seeking new partners and managing existing partners well? The 7Ps is a marketing framework used to assess and optimize the elements of a marketing mix. It was developed as an extension of the traditional 4Ps (Product, Price, Place, and Promotion) to incorporate three additional elements that are particularly relevant in service industries. The 7Ps are:

1. Product: This refers to the tangible goods or intangible services that a company offers to its target market. It involves the design, features, and benefits of the product or service.
2. Price: The price is the amount that customers are expected to pay for the product or service. It takes into account factors such as cost, pricing strategy, discounts, and payment terms.
3. Place: Place refers to the distribution channels and locations where customers can access and purchase the product or service. It involves decisions about sales channels, retail outlets, online platforms, and geographic reach.
4. Promotion: Promotion encompasses all the activities used to communicate and promote the product or service to the target audience. This includes advertising, public relations, sales promotions, social media marketing, and other promotional strategies.
5. People: In the context of the 7Ps, "People" refers to the personnel involved in delivering the service. This element is particularly important in service industries, as the skills, training, and customer interactions of the employees can significantly impact the service experience.
6. Process: Process refers to the procedures, systems, and workflows used to deliver the product or service. It involves the entire customer journey, from the initial contact to post-purchase support, and focuses on optimizing efficiency and customer satisfaction.
7. Physical Evidence: This element is also relevant in service industries. Physical evidence includes all the tangible elements that customers interact with when experiencing the service. It can include the appearance of the physical environment, service equipment, packaging, and any other physical cues.

The 7Ps framework provides a comprehensive approach for marketers to analyze and address various aspects of their marketing strategy, particularly in service-oriented industries where the focus extends beyond tangible products.