

I want to sustain & implement by better engaging people that can benefit from my work.



MARKETING MIX

LEVEL OF INVOLVEMENT

INSPIRED BY

Nesta (2009) Worksheet 4a: Marketing Mix. In: Creative Enterprise Toolkit.



REQUIRES SOME DIALOGUE with colleagues/peers.
Plan for some time to interact and fill out in collaboration over a day maybe.

What is it & why should I do it?

‘Marketing’ what you do doesn’t have to mean selling it. The Marketing Mix will help you do this, if that’s your goal, but it’s also useful for defining the different ways in which people might form opinions about your work - as well as highlighting opportunities for influencing this process. This is a key tool to help you get buy-in from stakeholders for your project.

The **Marketing Mix** worksheet is structured to help you examine your work from the perspective of your beneficiaries. The elements involved all somehow influence the judgements people might make about what you do, helping you understand better those areas which may need attention when trying to achieve real impact. The Marketing Mix can be useful for determining how you trigger the people you’re working with, to engage with what you’re trying to do.

? HOW TO USE IT

Don’t think of the Marketing Mix only as a commercial activity. Look at it as an opportunity to reflect on your work from the experience of a beneficiary.

This tool helps clarify their needs and experiences and helps to think of how to improve your current or future offering.

You can start filling out the different boxes in the worksheet in no particular order. Just go through each section and adapt your answers until you feel they sufficiently answer the questions posed.

PRODUCT

PLACE

PRICE

PHYSICAL ENVIRONMENT

PROCESS

PEOPLE

PROMOTION

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MARKETING MIX

PRODUCT

Describe the 'Unique Selling Proposition' that clearly states the features & benefits that make your work unique.

PLACE

Where is your work available to people & how does it get there?

PRICE

What are the returns you receive for your work?

PHYSICAL ENVIRONMENT

What impression does your workplace give to your audience, suppliers & staff?

PROCESS

What are the procedures that your company uses to deliver your work?

PEOPLE

Who of your staff or representatives are involved?

PROMOTION

What are your means to make your audience aware of your work?