



THE KEY ELEMENTS OF THE  
**B2B MARKETING MIX**

# THE SEVEN PS FOR B2B



Product



Price



Promotion



Place



People



Process



Physical  
Evidence

# PRODUCT

(SERVICE/SOLUTION)

Your company must consider two main points:

## APPEARANCE/PRESENTATION OF YOUR PRODUCT/SERVICE

Think about the packaging and how the product itself looks.

## FUNCTION OF THE PRODUCT

The product must cater to all the client's needs.

In the realm of B2B, function tends to be far more important than appearance.





# PRICE

When selling to organisations it is pivotal that marketers have a clearly structured pricing plan that is easy to communicate and understand so that decision makers for the business are not deterred and can easily pass on the information to those in the C-suit of the company for approval.



**PROMOTION**



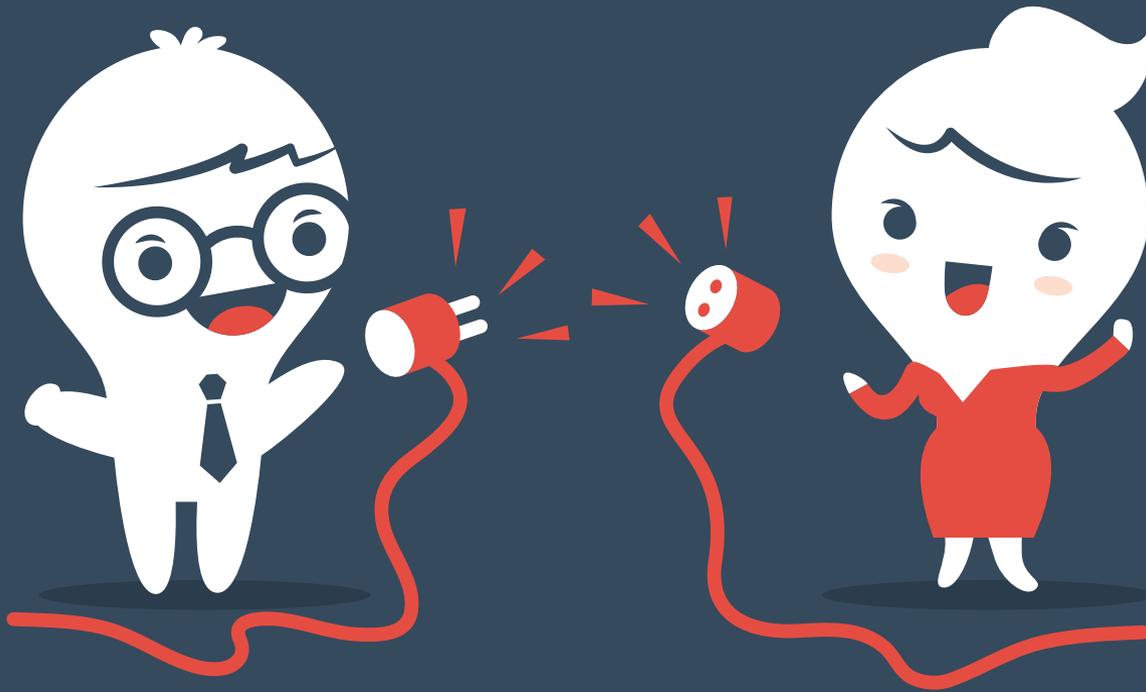
## **BROCHURES/PAMPHLETS**

Strategically placed in locations where you prospects have access to them, these types of materials can house a huge amount of detailed information as well as provide a physical, tangible good for prospects to take away with them that has your contact information.



## EMAILS

Email marketing is a hugely important tool for B2B Marketers. When done well this can provide an easy, cheap avenue to communicate with clients and prospects in a way that is measurable in terms of your conversions and return on investment.



## **TRADE SHOWS/NETWORKING EVENTS**

Trade shows give businesses the power to invite all potential and existing clients on a common platform and demonstrate their products and services.

# PROCESS



With the added “people” element in the B2B marketing mix, the buying process becomes a key selling point of your offering. Your process can demonstrate your expertise and be a key element of the value proposition.

Given that B2B marketers often offer solutions to their clients that are not standardised, this makes the process of delivering this solution becomes vitally important, as it differentiates you from your competition.

# PHYSICAL EVIDENCE



The B2B marketing mix places a great deal of emphasis on actively building trust in your audience.

Buyers now hold the collective power to influence what offering businesses supply in their products. As such, the B2B marketing mix cannot succeed if marketers don't put themselves in their client's shoes and offer them the "perfect-fit" solution.

Never underestimate your client! With increasing access to information online your client will be aware of what your competitors can offer them.