



Marketing Mix

A marketing mix is a tool used by entrepreneurs to create an in-depth analysis of every facet of their business.

The marketing mix helps owners understand their place in the market and also helps them better know how to advertise their business.

Most mixes are made up of the "4 Ps," which stand for product, price, place, and promotion. Some also include three extra "Ps," including people, processes, and physical evidence.

