



# Marketing Mix Checklists

This document contains practical checklists for each of the 4 Ps of Marketing: Product, Price, Place, and Promotion. Use these to assess and improve your strategic and tactical decisions.

## Product Strategy Checklist

Your product is the foundation of your offering—what you're selling to meet customer needs. This checklist helps you ensure your product is market-ready, differentiated, and aligned with your brand.

Done	Task
<input type="checkbox"/>	I have clearly identified the features of my product or service.
<input type="checkbox"/>	I understand the core benefits my product delivers to customers.
<input type="checkbox"/>	My product solves a specific problem or fulfills a need in the market.
<input type="checkbox"/>	I've differentiated my product from competitors based on value, design, or functionality.
<input type="checkbox"/>	I've tested or validated my product concept with real users or feedback.
<input type="checkbox"/>	I offer variations, packages, or options that meet diverse customer preferences.
<input type="checkbox"/>	My packaging aligns with my brand and protects the product effectively.
<input type="checkbox"/>	My brand identity is clear, consistent, and reflected across the product experience.
<input type="checkbox"/>	I've documented customer feedback and incorporated it into product improvements.
<input type="checkbox"/>	I understand how competitors' product features and benefits compare to mine.

Notes:



# Price Strategy Checklist

Your pricing should reflect the value of your offering, cover costs, and support your positioning in the market. This checklist ensures your pricing approach is strategic, competitive, and financially sound.

Done	Task
<input type="checkbox"/>	I've selected a pricing strategy that aligns with my business goals (e.g., value-based, competitive, penetration).
<input type="checkbox"/>	My prices cover all costs and include a sustainable profit margin.
<input type="checkbox"/>	I've reviewed my competitors' pricing to ensure my offering is positioned appropriately.
<input type="checkbox"/>	I've calculated my cost per unit (or service delivery cost) accurately.
<input type="checkbox"/>	I offer clear value for the price from the customer's point of view.
<input type="checkbox"/>	I have considered tiered pricing, bundling, or service levels to attract different segments.
<input type="checkbox"/>	I've explored promotional pricing strategies (e.g., discounts, coupons, introductory offers).
<input type="checkbox"/>	I provide flexible or clear payment terms (e.g., deposits, installments, early payment incentives).
<input type="checkbox"/>	I've tested price sensitivity or surveyed customers to validate my pricing decisions.
<input type="checkbox"/>	I review and update pricing regularly based on market conditions or cost changes.

Notes:



# Place (Distribution) Strategy Checklist

Place refers to how and where customers can buy your product. This checklist helps you evaluate your distribution strategy to ensure convenience, accessibility, and scalability.

Done	Task
<input type="checkbox"/>	I have a clear and simple path for customers to move from awareness to purchase (e.g., clear navigation, optimized checkout).
<input type="checkbox"/>	My product is available in at least two convenient locations (e.g., my website and a social media shop).
<input type="checkbox"/>	I know where my ideal customers prefer to shop (e.g., online, instore, marketplaces, or social commerce).
<input type="checkbox"/>	I've tested the full buying experience on each of my sales channels (speed, ease of use, mobile compatibility).
<input type="checkbox"/>	I monitor competitors' distribution channels and assess where they perform best.
<input type="checkbox"/>	I've evaluated the cost structure and profitability of each channel I use (including fees, commissions, and fulfillment).
<input type="checkbox"/>	I use at least one direct-to-customer channel to build stronger relationships (e.g., ecommerce, events, or referrals).
<input type="checkbox"/>	I periodically assess performance across all channels to stay aligned with changing consumer behaviors.
<input type="checkbox"/>	I collect and review customer feedback on where and how they prefer to buy.
<input type="checkbox"/>	I have backup or alternate distribution methods in place in case a key channel becomes unavailable or disrupted.

Notes:



# Promotion Strategy Checklist

Promotion is how you attract attention, generate interest, and convert prospects into customers. This checklist ensures your marketing efforts are aligned with your goals and reach the right audience.

Done	Task
<input type="checkbox"/>	I've identified the primary goals of my promotion efforts (e.g., awareness, leads, conversions).
<input type="checkbox"/>	My messaging clearly communicates the product's benefits and USP.
<input type="checkbox"/>	I use the appropriate channels to reach my target audience (e.g., social media, email, SEO).
<input type="checkbox"/>	I've created a content calendar or promotion plan that aligns with product launches or campaigns.
<input type="checkbox"/>	I test and measure the effectiveness of my marketing tactics (e.g., A/B testing, tracking links).
<input type="checkbox"/>	I use customer testimonials, case studies, or reviews to build trust.
<input type="checkbox"/>	I'm consistent in visual branding and messaging across all platforms.
<input type="checkbox"/>	I allocate a budget for paid advertising and track ROI.
<input type="checkbox"/>	I've explored partnerships, influencers, or PR for broader reach.
<input type="checkbox"/>	I regularly evaluate which promotion efforts drive the most engagement and conversions.

Notes:

