

Defining The 7Ps of The Digital Marketing Mix

Let's jump into defining the digital marketing mix and explaining how using these 7Ps can help you build on your existing approach to better reach your customers.

1. Product

Product refers to the 'thing' you offer that your target audience wants. This can be a physical, tangible item, or an intangible service. From clothing or water bottles to home insurance or a digital marketing agency, a product is the item or service the user seeks to fill a need.

If it helps, think of the product in terms of supply and demand. All consumers have wants and needs. You are in business because you offer something that is wanted or needed by a consumer. Your product supplies that consumer's demand.

Focus on the Consumer First

A lot of businesses think they have a great product and then try to market it to the public and fail. Harvard Business School professor, Clayton Christensen, reports that over 30,000 new products are launched every year, only 5% of which succeed.

Most times, it's because of poor market research. They have not asked the fundamental question: *Why do people want this?*

If there's no need for your product, it won't sell. Understand the consumer demand **first** and then design your product around that need. From there, identify your unique selling point (USP) that makes your product valuable to buyers and differentiates you from competitors.