



OAH TPP TIER 2 WORKSHOP

PACKAGING AND DISSEMINATION

Worksheet: Creating a Marketing Mix: Applying the 7P's to your Program



7P's of a Marketing Mix	Tier 2 Assessment?
<p>Product</p> <p>What is your program? Is it a product or a service or both?</p> <p>How is it different than competitors?</p> <p>What service is it offering?</p> <p>What is it called?</p> <p>How will users experience it?</p> <p>How do you define your components? Your adaptations?</p>	
<p>Package</p> <p>What does your program/product look like?</p> <p>How is it branded?</p> <p>How is it presented?</p> <p>How does it appear from an outsider's perspective?</p>	
<p>Process</p> <p>What is your process for providing people your product/program (i.e. your training model? Dissemination model?) How does this work with your organizational structure?</p> <p>What is your process for continuous quality improvement?</p>	



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<p>Price What is the value of the program/product to the user? Have you determined a pricing structure? Are there established price points for similar things? How does your price compare? Is the user price sensitive? What are your risks?</p>	
<p>Promotion How do you tell your costumers about your product? Passive, reactive, or proactive? What messages are you using? How do your competitors promote their products? Is there a best time to promote? When?</p>	
<p>People Who are the end-users? What are they in need of? Who will be interfacing with end-users? How will they be interfacing? How are they trained? How will these people be compensated?</p>	
<p>Place Where do users look for your program/product? Where do they find it? Is it Online? Direct? How? What is your distribution channel?</p>	