The 4 Ps

In marketing communications, we focus on just one of the four ps – promotion. However, as a marketer, you must consider the other three ps—price, product and placement. Often, we concentrate on having the best promotional materials but not the item or service we are promoting. For instance, a beautiful ad might draw attention to your lovely widget, but if your widget is too expensive or is not available, then there will be no sale. Because the truth is, at the end of the day, we are all trying to make a sale. Associations are looking for members. Stores are looking to move merchandise. Even ideas are "sold." We call that persuasion.

MarComm people don't or can't control the other three ps. But I think it is part of our job as advisers to make sure our clients understand that promotion alone does not make the sale. And it is also our responsibility to understand what the product, service or idea is.