# 4Ps Marketing Mix Canvas

**Framework:** 4Ps Marketing Mix (Product, Price, Place, Promotion)
**Use for:** Marketing strategy alignment — ensuring all four dimensions of a go-to-market plan are coherent, intentional, and mutually reinforcing.
**Time required:** 60–90 minutes for an initial fill. Revisit quarterly or when any element changes.

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## How to use this template

1. **Fill all four quadrants.** The 4Ps only produce insight when all four are filled. Leaving one blank usually means you haven't made a decision there — which is itself a decision worth surfacing.
2. **Check for coherence.** The four elements should reinforce each other. A premium-priced product that's distributed through dollar stores is incoherent. A low-price offering promoted through elite channels is incoherent. Run the coherence check at the end.
3. **Be specific.** "Good product" is not a product strategy. "A project management tool designed specifically for construction teams, with mobile-first entry and offline capability" is a product description.
4. **Revisit when anything changes.** Changing price without revisiting promotion, or changing distribution without revisiting product, often produces incoherence. The 4Ps are a system.

**Note on extensions:** The 4Ps have been extended to the 7Ps (adding People, Process, Physical Evidence) for service businesses, and reframed as the 4Cs (Customer, Cost, Convenience, Communication) from the buyer's perspective. The core 4Ps remain the standard starting point.

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## Product / service being analyzed

**Product or service name:** __
***Stage:*** *☐ Launch ☐ Growth ☐ Maturity ☐ Decline*
***Date:*** __
**Prepared by:** ___

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## Product

*What are you selling? What problem does it solve, and for whom?*

**Core value proposition (what job does the customer hire this to do):**

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**Key features and differentiators (what makes it distinct from alternatives):**

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**What's NOT included (scope boundaries):**

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**Quality level and positioning (mass market / mid-market / premium / luxury):**

**Product variants or configurations:**

| Variant | Target use case | Key difference from base |
|---|---|---|
| | | |
| | | |

## Price

*What do you charge, and why?*

**Pricing model:** ☐ Flat fee ☐ Usage-based ☐ Subscription ☐ Freemium ☐ Tiered ☐ Per-seat ☐ Other: ___

**Price point(s):**

| Tier / plan | Price | What's included |
|---|---|---|
| | | |
| | | |
| | | |

**Pricing rationale (value-based / cost-plus / competitive / penetration / skimming):**

**Discount policy (if any):**

**How does our price compare to the next-best alternative a customer has?**

## Place (Distribution)

*How do customers find, buy, and receive your product?*

**Primary sales channels:**

☐ Direct (self-serve website)
☐ Direct (sales team — inside sales)
☐ Direct (field sales)
☐ Resellers / VARs
☐ Marketplaces (app stores, platforms)
☐ Distributors
☐ Retail
☐ Other: ___

**Where does the customer first encounter the product?**

**What is the buying process from "I have a problem" to "I purchased"?**

**What friction points exist in our distribution model?**

**Geographic availability: ___**

## Promotion

*How do people learn about you and decide to buy?*

**Primary promotional channels and tactics:**

| Channel | Tactic | Goal | Budget allocation |
|---|---|---|---|
| | | | |
| | | | |
| | | | |
| | | | |

**Core message (the one thing we want the market to know):**

**Tone and voice (how we communicate):**

**Target audience for promotional efforts:**

**Key metrics we use to measure promotional effectiveness:**

## Coherence check

| Question | Answer |
|---|---|
| Does our price match our product's quality positioning? | ☐ Yes ☐ Tension ☐ No |
| Do our distribution channels reach our target customer? | ☐ Yes ☐ Tension ☐ No |
| Does our promotional tone match our pricing tier? | ☐ Yes ☐ Tension ☐ No |
| Do customers who find us through promotion end up where they expect? | ☐ Yes ☐ Tension ☐ No |

**Any incoherence to resolve:**

*The 4Ps marketing mix was developed by E. Jerome McCarthy in his 1960 book Basic Marketing: A Managerial Approach. Covered in the Frameworks & Mental Models Guide on biztechprimer.com.*

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