

## Self-marketing – Role play ‘Describe yourself’

Developed by BEST

Theory and discussion to the marketing relevant points below:

### The „4 Ps“

The wealth of single measures about the marketing of a product, a service, idea or person is called marketing-mix. It provides the basis for a marketing strategy.

### The 4 P’s stand for the central elements of the marketing mix:

- Price**
- Product**
- Place** (Distribution)
- Promotion**

Crucial for pricing are especially the following aspects:	Instruments of product policy:	Measures of communication policy:	Elements of distribution policy:
<p><b>The price suits the product...</b> corresponds the value of quality or image</p> <p><b>The price suits the target group...</b> is affordable for the intended target group</p> <p><b>The price suits the market...</b> can be measured by comparable products</p>	<ul style="list-style-type: none"> <li>❖ Quality</li> <li>❖ Material, ingredients</li> <li>❖ Look, colour</li> <li>❖ Smell, Taste</li> <li>❖ Handling</li> <li>❖ Stile</li> <li>❖ Size</li> <li>❖ Service</li> <li>❖ Warranty</li> <li>❖ Packaging</li> </ul>	<ul style="list-style-type: none"> <li>❖ Classical advertising (TV- or radio advertising, print advertising...)</li> <li>❖ Merchandising</li> <li>❖ Phone marketing</li> <li>❖ Direct Marketing (Mailings)</li> <li>❖ Electronic marketing (Twitter, Facebook...)</li> <li>❖ Events</li> <li>❖ Public Relations/PR</li> </ul>	<ul style="list-style-type: none"> <li>❖ Location (near to the customer or faraway)</li> <li>❖ Range- and stock keeping</li> <li>❖ Sales agent</li> <li>❖ Distribution channels (sale in the shop, door to door or via internet...)</li> <li>❖ Means of transport (ship, airplane, truck, train...)</li> <li>❖ Delivery channels</li> </ul>

	❖ etc.	<ul style="list-style-type: none"> <li>❖ Buzz marketing</li> <li>❖ Include opinion Leader</li> <li>❖ Pursue networking</li> <li>❖ etc.</li> </ul>	
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After the participants have spoken about marketing in general – based on examples from daily practice – the trainer gives the next tasks:

Now reflect, what it means for you and your presence – self-marketing yourselves

(preparation time ca. 15 min. following by activity in small group – 2-4 people)

### Learning objective

Reflect on himself/herself and the own appearance and include these also to the services in the company.