

Larry Steven Londre
Londre Marketing Consultants, LLC
6000 South Para Way, Third Floor
Los Angeles, CA 90094
310.889.0220
310.889.0221 fax
www.LondreMarketing.com
LSL@LondreMarketing.com

Several Concepts, Terms and Useful Definitions Help Explain and Aid in the Understanding of Marketing and Related Activities, including the Nine P's (9P's) of Marketing ©2007

Updated 2025e: 12/05/2024

Not to be reproduced or added to other websites unless authorized and approved. Approved for <http://LondreMarketing.com> and <http://nineps.com>, only.
Copyright © 2007 Larry Steven Londre, Londre Marketing Consultants. All Rights Reserved.

If you know what you need, Marketing can build revenue and save on costs. Ultimately, improve your bottom line, with better planning/research, products, pricing, distribution, presentation, partners and more.

In 2025, several important strategic philosophies and practices guide Marketing planning, branding concepts, Marketing variables/tools/promotion/efforts, and/or Marketing relationships/partnerships/alliances.

As an owner, operator, supervisor, marketing executive, manager or employee, can your customers, clients or users tell the difference between your product or service and your competition? A strategic and significant difference? Every brand should have a story to tell. But are you telling the right story? Is your brand and story reaching the right people, potential purchasers? Companies and brands can gain a deeper understanding of their target market and target audiences – and how to reach them.

The **Nine P's/9P's** can be used successfully by product companies, service firms, “for profits” entities and nonprofits “selling” directly or indirectly to consumers (B2C), to marketing intermediaries (such as industrial, consumer, retail, wholesale and professional channels of distribution), and to other businesses (B2B).

What is interesting to us at Londre Marketing Consultants is that educated people, consumers, business owners, attorneys, media and professionals use “marketing” or the term “marketing” to mean advertising or promotion. Marketing is much more than just promotion. We don't like buzzwords. Marketing is a process and has many elements.

Marketing and Advertising are not interchangeable words.

“We need Marketing” is a poorly formed request.

“We have Marketing” is equally lame.

Sharpen your vocabulary and insist that others do the same.

The right Marketing belief or practice is not merely an idea the mind possesses; it is an idea that possesses the minds of each individual employee in trying to satisfy the consumer.

With the **Nine P's/9P's** of Marketing you can start managing your Marketing efforts right now with both a telescope and a microscope.

As Management guru Peter F. Drucker once said: "Because the purpose of business is to create a customer (Londre's "People" or potential customers), the business enterprise has two – and only two – basic functions: Marketing and innovation. He continues with "The aim of **marketing** is to know and understand the customer so well the product or service fits him and sells itself."

And this is one of the reasons the Nine P's of marketing were created. "People" or targeting was forgotten in the Marketing Mix, and is a major, significant part of the Nine P's of Marketing.

Marketing is about little or tiny details and big details, related to all its elements and components. The little details can make important things happen.

Make sure your firm has competitive differentiation or distinction, customers and users preferring your product over the competition. You can break this down by product, price, service and other differentials. That's a big, strategic detail or details. **Unique Selling Proposition or Point**, shortened to U.S.P. falls here too. Differentiate based on the needs and wants of the potential consumers and businesses. For some products, "being different" is perceived to be better when the difference or differential is significantly important to the buyer and/or used.

If it's worth doing right, then do it right with the Nine P's of Marketing.

Product and service differentiation, distinction plus customer satisfaction are what build brands.

In my condensed version here are a few Marketing Concepts, Terms and Useful Definitions

(Please note that the Nine P's/9P's of Marketing ©2007 start on page 3)

Marketing is the process by which companies engage customers, build strong customer relationships, and create customer value in order to capture value from customers in return. (Principles of Marketing, 18e, Kotler and Armstrong, 2021)

Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large. The previous definition: **Marketing** is an organizational function and a set of processes for creating, communicating, and delivering value to customers and for managing customer relationships in ways that benefit the organization and its stakeholders. The American Marketing Association (established in 1937 by visionaries in marketing and academia) unveiled their definition used as the official definition in books, by marketing professionals and taught in universities. The American Marketing Association revisits the definition for marketing every five years in a disciplined effort to reflect on the state of the marketing field. This process, as laid out in the Association's bylaws, is guided by a committee whose members represent a cross-section of the marketing industry; the committee was formed in late 2006, under the leadership of Donald R. Lehmann, the George E. Warren Professor of Business at Columbia Business School in New York. This definition was last approved in 2019. (www.ama.org; <http://www.marketingpower.com/AboutAMA/Pages/DefinitionofMarketing.aspx>)

The **Marketing Concept** is a philosophy. It makes the customer, and the satisfaction of his or her needs, the focal point of all business activities. It is driven by senior managers who are passionate about

delighting their customers. Marketing is not only much broader than selling; it is not a specialized activity at all. It encompasses the entire business. It is the whole business seen from the point of view of the final result, that is, from the customer's point of view. Concern and responsibility for marketing must therefore permeate all areas of the enterprise. (Peter F. Drucker)

The AMA (American Marketing Association) defines **Marketing** as the “Activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large. This definition considers all parties involved in the marketing effort: members of the producing organization, resellers of goods and services, and customers or clients. (A Preface to Marketing Management, 13th edition, J. Paul Peter, James H. Donnelly, Jr. 2012; Advertising, 2E, Arens, Schaefer, Weigold, 2015)

Knowledge-based marketing requires a company to master a scale of knowledge: of the technology in which it competes; of its competition; of its customers; of new sources of technology that can alter its competitive environment; and of its own organization, capabilities, plans, and way of doing business. Armed with this mastery, companies can put knowledge-based marketing to work in three essential ways: integrating the customer into the design process to guarantee a product that is tailored not only to the customers’ needs and desires but also to the customers’ strategies; generating niche thinking to use the company’s knowledge of channels and markets to identify segments of the market the company can own; and developing the infrastructure of suppliers, vendors, partners, and users whose relationships will help sustain and support the company’s reputation and technological edge.

The other half of this new marketing paradigm is experience-based marketing, which emphasizes interactivity, connectivity, and creativity. With this approach, companies spend time with their customers, constantly monitor their competitors, and develop a feedback-analysis system that turns this information about the market and the competition into important new product intelligence. At the same time, these companies both evaluate their own technology to assess its currency and cooperate with other companies to create mutually advantageous systems and solutions. These close encounters—with customers, competitors, and internal and external technologies—give companies the firsthand experience they need to invest in market development and to take intelligent, calculated risks. (Harvard Business Review, published in February 1991, <https://hbr.org/1991/01/marketing-is-everything>)

The purpose of **Marketing** is to sell more stuff to more people more often for more money in order to make more profit. (Sergio Zyman)

Nine P’s (9 P’s) of Marketing ©2007

Larry Steven Londre of Londre Marketing Consultants owns the copyright for this concept, the **Nine P’s/9 P’s** ©2007, which augments the Marketing Mix and 4P’s by the American Marketing Association, Neil Borden and E. Jerome McCarthy.

Updated 2025e: 12/05/2024

Not to be reproduced or added to other websites unless authorized and approved. Approved for <http://LondreMarketing.com> and <http://nineps.com>, only.

Copyright © 2007 Larry Steven Londre, Londre Marketing Consultants. All Rights Reserved.

- **Planning, Process or Marketing Process:** To develop and transform marketing objectives to marketing strategies to tactics, marketing management must make basic decisions on marketing targets (“People”), marketing mix, marketing budgets/expenditures and marketing allocations. It’s dividing the total marketing budget among the various tools in the marketing mix and the nine P’s and for the various products, channels, promotion, media and sales areas.
 - Research and plan.
 - Marketing Research falls under Planning, as the first Marketing P:

- Marketing research is the function that links the consumer, customer, user and public (“People”) to the marketer through information—the information used to identify and define marketing opportunities and problems; generate, refine, and evaluate marketing actions or tactics; monitor marketing performance; and improve understanding of marketing as a process. Marketing research specifies the information required to address these issues, designs the method or methods for collecting information, manages and implements the data collection process, analyzes the results, and communicates the findings and their implications.¹ Using research applies to each component and part in the nine/9P’s of Marketing.
 - Peter Drucker said, “There is only one valid definition of business purpose: to create a customer.” Look at the constant elevating and changing demands of customers in some categories and products.
 - Volatile economy.
 - Consumers and customers have more information about products than they have ever had in history.
 - On IoT or the Internet of Things we’re still a long way from realizing the potential of data for retention of customers, streamlining manufacturing and its process or monitoring the supply chain.
- **People/Prospects/Potential Purchasers/Purchasers (Target Market)**
 - Companies have collected information and data for as long as I have taught marketing. As a marketing professional, brand manager, client or marketing manager start by connecting the dots about your potential consumers, actual consumers and users. You want to acquire or find prospects and nurture them with your Marketing variables.
 - “People” is the concept of attracting, engaging and converting your potential customers or prospects from the beginning of the process to purchase.
 - Marketing research has come to the forefront, as organizations are tapping into customer data and consumer insights not only to better connect with their “People,” target markets/audiences, but also to develop the “right,” winning business strategies.
 - Potential and actual buyers or purchasers start with accurate, comprehensive data that works across all channels to help the company identify audience and buyer attributes to target precisely.
 - It’s your set of buyers/purchasers, which is named a “target market;” a set of buyers who share common needs or characteristics that the company decides to serve. Market targeting can be carried out at several different levels. Look at creating personas. Persona or personas are potential or an example of your actual users. Used in targeting. They are fictional characters or potential users which you create based upon your research in order to represent the different user types that might use your service, product, site or brand in a similar way. Creating personas will help you understand your users' needs, buying, experiences, behaviors and goals.
 - Activate these insights using all the characteristics of the different segments to all of your channels.
 - **A target market is** a particular group of consumers at which a product or service is aimed. A product focusing on a **specific target market** contrasts sharply with one following the marketing strategy of mass marketing. In our analysis and thinking, a target audience would be a media term; target market is a marketing term.
 - Defining a target market requires market segmentation; the process of segmenting the entire market as a whole and separating it into manageable units based on:
 - **Demographics.** Demographic market segmentation is looking at the potential or actual buyer’s age, family size, race, occupation, generation, religion, gender, family lifecycle, ethnicity, nationality, income, education, social class. Demographics may be segmented into several markets to help an organization target its consumers more effectively.
 - **Geographic segmentation** could be nation, country, region, city, density, climate.

¹ <https://www.ama.org/AboutAMA/Pages/Definition-of-Marketing.aspx>

- **Psychographics** is the science of dividing into groups on psychological/personality traits, lifestyle, or values. People in the same demographic groups may be very different in their psychological profiles.
 - **Behavioral segmentation**, marketers divide buyers into groups on the basis of knowledge of, attitude, use of or response to a product or service. User status could include occasions, nonusers, ex-users, readiness to buy and loyalty status. Could be enthusiast, traditionalist, or overwhelmed just to name three.
 - **Technographics** or technographical characteristics. Understanding your potential consumer. Remember, in the back of your mind, that the reason technology is phenomenal is because it displaces years, or centuries, of previous technology. Consumers may or may not have the skills. Think employees here too. The reason technology skills are transitory is because they will almost certainly be displaced, too.
- **Product:** The goods and service combination the firm offers to the target market, including variety of product mix, features, branding, designs, packaging, sizes, services, maintenance contracts, warranties and return policies.
 - A product (service) is anything that can be offered to a market for attention, acquisition, use or consumption that might satisfy a want or need. (Kotler)
 - Look at branding; brand equity; brand name; quality; unique selling proposition (USP or U.S.P.) and unique value proposition; newness; complexity; physical appearance; packaging; labeling; ingredients; maintenance and service contracts; and others.
 - A product line is a group of products that are closely related because they function in a similar manner, are sold to the same customer groups, are marketed or sold through the same types of outlets or fall within given price ranges. The major product line decision involves product line length (the number of items in the product line). A company's product mix has four important dimensions: width (number of different product lines), length (number of items a company carries within the product lines), depth (number of versions offered for each product in the line), and consistency (how closely related the various product lines are in end use, production requirements, distribution channels, or in any other way).
 - A service is any activity or benefit that one party can offer to another that is essentially intangible and does not result in the ownership of anything. (Kotler)
 - Disruption/Creative Disruption: Products, events or actions that cause disorder, commotion or chaos to the organization whether perceived as positive or negative.
 - Have you ever thought how you asked a question to a consumer who has purchased your product? The right words, questions and/or phrasing can make a big difference, especially for new products. The question should be about getting valuable product feedback. There is the marketing concept of a Product Life Cycle (PLC). Products improve. For example, rather than asking customers if they enjoy or liked your product, ask what they would do to improve it. Much more strategic.
 - A Product or service also should have "purpose," which is discovering the product's real value, use, difference, reason, or function for the consumer and user.
 - In comparing the quality of a service consumers can relate it to their expectations and the experience with other services.
- **Price/Pricing:** All aspects regarding pricing. The amount of money a consumer is willing to pay to obtain the product or service. Pricing includes wholesale/retail/promotional prices, discounts, trade-in allowances, quantity discounts, credit terms, sales and payment periods and credit terms. "Price" decision making also involves adjusting prices concerning the competitive environment, economic situations and involve buyer perceptions.
 - Prices may be a key positioning factor and must be decided in relation to the target market, the product and service assortment mix, the competition and other factors. All

retailers would like high turns x earns (high volumes and high gross margins), but the two don't usually go together. Most retailers fall into the high-markup, lower volume group (fine specialty stores) or the low-markup, higher-volume group (mass merchandisers and discount stores). (Kotler and Keller)

- "Pricing" is the sum of the values that customers exchange for the benefits of having or using the product or service.
 - Under "Price," your firm can lower the price to the point it separates your company from the competition. You can also raise your price to create differentiation or exclusivity.
 - Over time, lower or lowest price has no brand, or may have no brand. Your firm or company can "live by the price sword or die by the price sword," in the marketplace.
 - "If you cannot find it within yourself to become emotional, committed, engaged, and, yes, fervent about differentiation, then you had better be prepared to take your place among the vast throng of the mediocre who are judged by their customers solely on the basis of price. It is the singularly worst place to be in all of business." Scott McKain's Create Distinction.
 - Deceptive and misleading pricing practices may lead potential buyers and consumers to believe they will get more value and a better price than they will actually receive.
 - Consider, develop and review store and non-store, e-commerce and "brick and mortar" targeting, marketing mix pricing factors, considerations, objectives, strategies and tactics, including "Partners."
 - Price-conscious retailers and online e-commerce companies and players like Wal-Mart, Target, Amazon and others require its suppliers and partners to justify every cost for each and every item, every year. They do not start with the previous year's budget. This puts pressure on the contract manufacturer to reduce costs.
 - Consider and review "Value-pricing and "Perceived-pricing." "Value," the worth in monetary terms of the technical, economic service and social benefits a customer receives in exchange for the price he or she pays for a market offering. Look at good, better, best pricing and values.
 - The "value" that the customer perceives in relation to the price paid must be greater than alternatives in order for a selected product to be purchased. (Anderson and Narus, Business Market Management, Understanding, Creating, and Delivering Value, 1999)
 - Retail price simply means the price at which goods or services are sold by a retailer to a consumer. This is the purchase price that you pay whenever you buy a product from a retail store. Retail sales are designed for consumption and not for resale of goods or services rendered.
 - Pricing strategies include cost-, profit-, competition-, demand-, value-, customer led-based pricing.
 - The manufacturer's suggested retail price (MSRP), list price or recommended retail price (RRP) of a product is the price which the manufacturer recommends that the retailers sell the product. The intention was to help to standardize prices among locations. While many or some stores always sell at, or below, the suggested retail price, others do so only when items are on sale or closeout/clearance.
 - Be sure to adequately estimate raw materials, labor, and all sources of costs.
 - Develop, consider and review: target rate of investment; pricing as a "promotional" variable; penetration pricing; stabilization of pricing strategies; target market share; meeting or prevention of competitive actions. In addition to the "monetary" price, customers may also consider non-monetary prices such as time, effort, convenience, or psychological costs.
- **Place/Distribution:** The company's activities that make the product available, using distribution and trade channels, roles, coverage, assortments, locations, inventory and transportation characteristics and alternatives. At the right Place. offering the right Product at the right Price, with the right Partners and Presentation, at the right time. Consider, develop and review store and non-store, e-commerce and "brick and mortar" factors, considerations, objectives, strategies and tactics, including "Partners."
 - Channels of distribution.
 - A typical supply chain may consist of four links in the chain:

Producer>Factory>Manufacturer> Distributor> Wholesaler> Retailer>Consumer, supplying the ultimate users.

- Develop steps in an effective and efficient distribution plan, objectives, strategies, and tactics, plus execution.
 - Considerations in and for an effective distribution network and partners.
 - Channel partners. Identify and specify the roles of distribution partners and members, within the integrated strategic distribution strategies.
 - Does the product, communication, promotion, pricing including distribution costs plus the other Nine P's need to be adapted/changed/modified in each region, distributor, and/or country?
 - Develop geographic strategies.
 - Develop and review financial conditions of partners, perishability, installation, maintenance and use of technology. Regarding technology or technographical characteristics. Understand your potential partner. Partners and your consumers may or may not have the skills. Think employees here too. The reason technology skills are transitory is because they will almost certainly be displaced, too.
 - Develop and review distributor and broker services and their compensation, plus pricing issues, and slotting allowances.
 - Look at convenience due to better and wider distribution.
 - Develop better strategic partners in types and qualities of suppliers, manufacturers, brokers, distributors, wholesalers, intermediaries, traders, merchants, retailers and others.
 - Review selection and possible exclusivity of distribution partners, intermediaries and retailers.
 - Retailers or retailing includes all the activities involved in selling products or services directly to final consumers for their personal, nonbusiness use.
 - Develop retailing strategies, store and non-store retailing.
 - Develop and review e-commerce services, strategies, tactics and activities.
 - Types of distribution channels, intensive, selective, exclusive
 - Developing global, national, regional and local partners and alliances.
- **Promotion:** Eight (8) major, strategic components: Promotion is personal and nonpersonal communication. The overall communication element between the seller and potential buyer.

Personal Selling
Advertising
Sales Promotion
Collateral
Direct Marketing
Interactive/Social Media
Events and Experiences
PR/Public Relations

Promotion refers to any type of marketing-related communication used to inform or persuade target markets/media audiences of the relative merits of a product, service, brand or issue. The aim of promotion is to increase awareness, create interest, generate sales or create brand loyalty. A promotional activity that supports or provides active encouragement for the furtherance of a cause, venture, or aim.

- Activities that communicate the merits of the overall product, which include:
 - Here are some strategic questions under Promotion:
 - Evaluate the eight elements and your promotional practices, ask is there a better way?

- ✚What are your costs in dollars and manpower or person power and ask, "Is there a different way or ways of Promotion?" Different partners?
Costs?
 - ✚What should you promote?
 - ✚To whom should you promote ---"People," your potential purchasers?
 - ✚What economic and discount levels should you offer?
 - ✚What form of promotion should you offer? Features?
 - ✚How frequent?
- Keep in mind you don't just want more traffic and awareness, but you want increased awareness and traffic from your target market and target audience. Plus, real leads.
 - Look at consistency of message and messaging, especially with and within the different targets/elements/components/ingredients/parts.
- Personal Selling/ Sales Force: Personal selling is the face-to-face interaction of a seller or sales force person/representative with a potential buyer where the seller tries to persuade the buyer to purchase the product or service they are promoting on behalf of a company or firm.
- Advertising--Mass or nonpersonal selling: TV, radio, magazines, newspaper, outdoor/out-of-home (OOH), online, mobile, digital.
 - Advertising is structured and composed of nonpersonal communication of information, usually paid for and usually persuasive in nature, about products (goods, services) and ideas by identified sponsors through various media. (Contemporary Advertising, 15e, Arens, Weigold, 2017; Advertising 2E, Arens, Schafer, Weigold, 2015)
 - Advertising is nonpersonal communication from an identified sponsor that intends to inform, persuade and/or remind. (Launch! Advertising and Promotion in Real Time 1.0, Michael Solomon, Lisa Duke Cornell and Amit Nizan, 2014)
 - Advertising is any paid form of nonpersonal presentation and promotion of ideas, goods, or services by an identified sponsor. (Principles of Marketing, 18e, Kotler and Armstrong, 2021)
 - To inform and persuade: Ads can be a cost-effective way to disseminate messages and inform potential buyers, whether to build a brand preference or to create awareness, educate and persuade "People," your potential purchasers and customers, under the 9P's.
- Sales Promotion--Promotional tools, both a tool to speed up sales or value for the company; or an extra incentive to buy, a value to the customer. Includes trade deals, trade incentives, rebates, money-back offers, frequency programs, slotting allowances for in store promotion, samples or sampling, loyalty programs, coupons, premiums, tie-ins, p-o-p, displays, pop-ups, sweepstakes, allowances, trade shows, sales rep/trade contests, events/experiences and more.
- Collateral Materials--Booklets, brochures, catalogs, films, sales kits, media kits, promotional products and annual reports.
- Direct Marketing (also referred to as Action or Direct Response Advertising) --online, direct mail, mobile, database management, catalogs, telemarketing, and direct-response ads, including TV.
- Interactive/Internet/Web, Digital Media, Social Media – Interactive/online is a form that uses the Internet and Web to deliver promotional messages to attract customers. Social media is an interactive platform in which individuals and communities create and share user-generated content. Social media is ubiquitously accessible, including Facebook, YouTube, LinkedIn,

Instagram, Snapchat, Twitter, as examples. Add web analytics tools, email marketing, search marketing, SEO (Search Engine Optimization).

- Events and Experiences--Interacting with the brand. An experience can be much more impactful than an exposure or an impression. Events, promotions, pop-ups, one on one, influencer marketing, and/or face-to-face engagements are delivering consumers to encounter, “experience,” and interact with the product or the service, usually prior to buying. Also known as “experimental promotion and/or marketing.”

Some examples and insights:

- Public Relations--press releases, publicity. Securing editorial space, as opposed to paid space--usually in print, electronic or Internet media. Promote or “hype” a product, service, idea, place, person or organization, internal communication, lobbying. PR involves a variety of programs designed to promote or protect a company’s image/reputation or individual products.
- **Partners/Strategic Alliances:** Most times Marketers can’t create customer value and build customer relationships only by themselves. They work closely with partners and alliances outside the firm, and with other company departments (inside partners).
 - Partnerships and teams that feel a connection to the work and the purpose are going to speak far more passionately together and to your or their “people,” and with far more influence.
 - A partnership; the joint relationships, partnerships and strategic alliances: The relationship existing between two parties; a relationship resembling a legal partnership and usually involving close cooperation between parties having specific and joint rights and responsibilities as a common enterprise. Usually plural or “Partners,” not Partner. Great work can be the result of great partnerships!
 - Ensure that there is excellent planned and natural alignment of internal and external agencies/partnerships/alliances around common goals and purposes. They should be moving toward shared goals or goals.
 - Continuous support and cooperation with consultation are usually needed.
 - Roles and responsibilities must be clearly communicated, understood and agreed upon.
 - Partnership and cooperative agreements are formed that enable parties to bring their major strengths to the table and emerge with better planning, products, services, promotion, presentation, distribution and ideas than they could produce on their own.
 - Changes are occurring in how marketers connect with their suppliers, channel partners and others.
 - It is important to partner with firms that have similar corporate philosophies.
 - Have agreed upon objectives and strategies.
 - Review and have clear, comprehensive, time-bound contracts and agreements.
 - Look for team management, relationship-building and team-building focus.
 - From Philip Kotler: Value chains, of suppliers, distributors and customers. Partnering with specific suppliers or distributors creates a value-delivery network; also called a supply chain.
 - Peaceful coexistence of in-house, internal and external partnerships/alliances/agencies paves the way for greater success.
 - For their part, business schools should begin preparing students for a world where success derives maybe just as much from strategic partnerships and alliances as from developing the “perfect” or right product.
 - Mutual support and sharing: The employees and individuals of the internal and external agencies should share ideas, insights and resources to boost performance.
- **Presentation:** Look at “real” product and service experiences. Look at presentation and purpose affecting messaging and buying behaviors.
 - This “P” or “Presentation” is the act of strategically presenting any of the different 9P’s© and/or components to your customers, suppliers, wholesalers, retailers, sales force, marketing intermediaries, clients, employees, partners, and/or others.

- They may be symbols or images that represent something; a descriptive or persuasive account (as a salesperson of the product or service). Something set forth for the attention of mind.
- While traditional marketing is based on target audience impressions/ views/ clicks/ exposure, experimental marketing involves engaging with consumers. Enabling consumers and “allowing” them to “feel” the brand.
- **Passion:** This “P” is the intense, driving or overmastering feelings, emotions in the planning, developing, pricing, promoting, partnering, selling and overall marketing of products or services.
 - Emotional, as distinguished from reason and rational decision-making.
 - A strong liking for or devotion to some activity; deep interest in your partnership/presentation of any of the 9P’s© to any target or partner.

As a brand manager or marketing manager it starts with “believing” in the product and services you market and sell. And from research, it needs to show, in the “presentation,” your passion for the product.

Many salespersons dispute the concept that salespeople can present and sell anything to potential buyers and users, whether the salespeople believe in the product or not. That may have been true in the past, before the web, when manufacturers, producers and sellers held distinct information and specific product advantages, with buyers having limited choices. Not now.

Be sure your company is taking good care of their customers (**People/Purchasers**) and having the right **Planning** and targeting (**People**), the right **Product or Service**, right **Place** or distribution, right **Price**, right **Promotion**, right **Partners**, and the right **Presentation**, with the right amount of **Passion** in delivering the 9P’s of Marketing.

If it's worth doing right (the right planning, people, product, price, place, promotion, partners, passion and presentation), then do it right with the Nine P's of Marketing.

Remember that there are several important strategic philosophies and practices which guide Marketing planning, efforts and/or Marketing relationships/partnerships/alliances.

The Nine P's/9P's of Marketing©2007 can be used successfully by product companies, service firms and others selling directly or indirectly to consumers, to intermediaries (such as industrial, consumer, retail, wholesale and professional channels of distribution), and to other businesses.

Here to help, with any questions, please contact us.

Updated 2025e: 12/05/2024

Not to be reproduced or added to other websites unless authorized and approved.

Copyright ©2007 Larry Steven Londre, Londre Marketing Consultants.

All Rights Reserved.

Larry Steven Londre
Londre Marketing Consultants, LLC
6000 South Para Way, Third Floor
Los Angeles, CA 90094
310.889.0220
310.889.0221 fax

www.LondreMarketing.com
LSL@LondreMarketing.com

Updated 2024 Edition: 07/14/2023
Copyright ©2007 Larry Steven Londre, Londre Marketing Consultants. All Rights Reserved

DO NOT COPY