

What is Business?

2.2 Creating a Customer

In this class we learned about how businesses attract and keep customers. The process of selling and marketing has patterns that haven't changed much over the years. Understanding these is an important part of understanding how business—and the world itself—works.

For this practice exercise you'll map out how a company uses these frameworks to sell a product or a service. Picking something that you know will make this easier!

Product or Service Name _____

The 4 Ps

Product What makes the offering stand apart?	Price How does the pricing compare to other similar offerings?	Place How does the pricing compare to other similar offerings?	Promotion How does the company let people know about its offering?

The Marketing Funnel



- Awareness**
How does the company make people aware of its offering?
- Interest**
How does the company give people more information about the offering?
- Desire**
How does the company get people to want the offering?
- Action**
How does the company encourage people to buy the offering?