

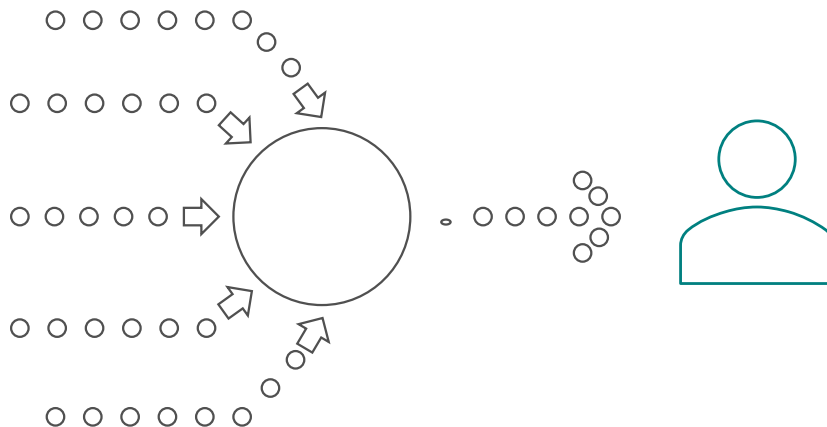
Bare Minimum Marketing Notes

Marketing Mix



Product	
Promotion	
Price	
Place	
People	
Process	
Physical Evidence	

Digital Marketing Components



CONSIDER

- Are my (desired) customers on this channel?
- How much time can I invest per channel?
- How much money can I invest per channel?
- What is my goal on this channel?

Tips for Good Marketing

Bare Minimum Marketing Notes

5 Bare Minimum Tools

1.

2.

3.

4.

5.

6 Content Categories

