



Liverpool
Guild of Students

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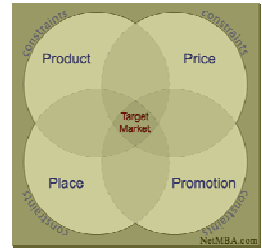
Activity Group
Convenor's Training

Promoting your Activity

The 'Marketing Mix'

4 P's of Marketing:

- Product
- Price
- Place
- Promotion



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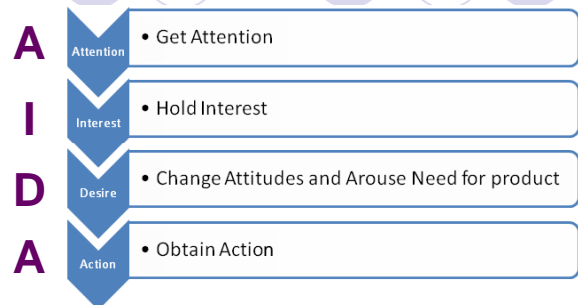
Promotion tools

- Advertising
- Public Relations
- Word of Mouth
- Point of Sale
- Digital Marketing

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Getting your message across



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