**Marketing Mix Worksheet**

***Instructions:*** Read and complete the following:

1. Prepare a brief summary stating the promotional aspects of your marketing mix, such as the low cost of the product or service, the delivery points and ease of access to the new product or service, and the features of the new product or service to be promoted.
2. For each aspect, indicate the message you will promote and the promotional technique you will use.

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| **Marketing Activities** |
| **Promotional Aspect** | **Message** | **Promotional Technique** |
| Price | Click here to enter text. | Click here to enter text. |
| Access | Click here to enter text. | Click here to enter text. |
| Features and Benefits | Click here to enter text. | Click here to enter text. |