

4 p's of marketing mix product("Run In 2s")



Marketing Mix



The marketing mix is the combination of variables that a business uses to carry out its marketing strategy and meet customer needs



Our Vision



"Run In 2s" app by Bolton was created to achieve one, simple vision: to help Bolton's live happier, healthier, more fulfilled lives through sport and physical activity.



Our Partners



"Run In 2s" app by Bolton works with corporates, universities and government organisations to utilise technology to tackle physical inactivity. Our partners contribute more than money. Their ideas, volunteer power, in-kind support and more are helping us move the needle and defeat one the biggest societal challenges inactivity.



Place Your Product with the 4Ps of Marketing

The 4Ps of Marketing represent how product, price, place, and promotion work together when a product or service is launched to clients. It is created by Neil Borden in the 1950s to indicate the forms companies use publicity and marketing techniques to alter potential buyers into genuine customers.

Product

Run In 2s" app, an active lifestyle can improve mental health and well-being, tackle loneliness, and even help children perform better at school.

Promotion

Run In 2s" in Bolton marketed its new services through TV ads, radio, newspapers, magazines, and out-of-home billboards. it did paid advertising services for promotion of special offers

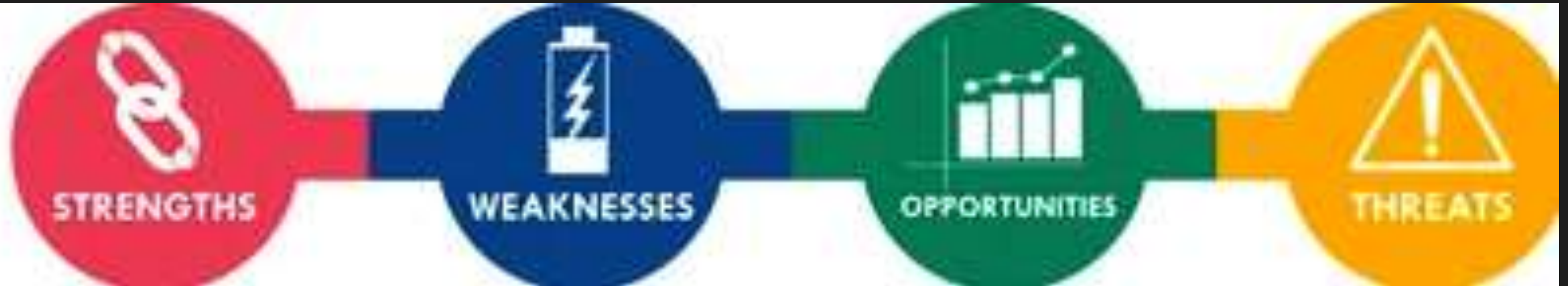
Price

So we've created "Run In 2s" app product to help you access free and low-cost activities, in your local area or from home.

Place

The "Run In 2s" product app will work in Bolton, England. Bolton's people will be able to sign up using their postal code.

SWOT Analysis



"Run In 2s" App SWOT analysis helps you examine your business's inner influences(strengths and weaknesses) and outer influences(opportunities and threats), which will enable you to implement concepts in a better way. Also, it assists in predicting future results before the expansion process begins.



Strengths

- Rated as high for ease of use
- Lower cost compared to competitors
- Innovative culture of health care service

Opportunities

- High-tech financial incentives
- Need for data metrics to define quality
- New payment models motivate practitioners to find efficient way

Weakness

- Need to manage rapid growth
- Decreasing efficiency
- Increased leverage till las year,week profitability

Threats

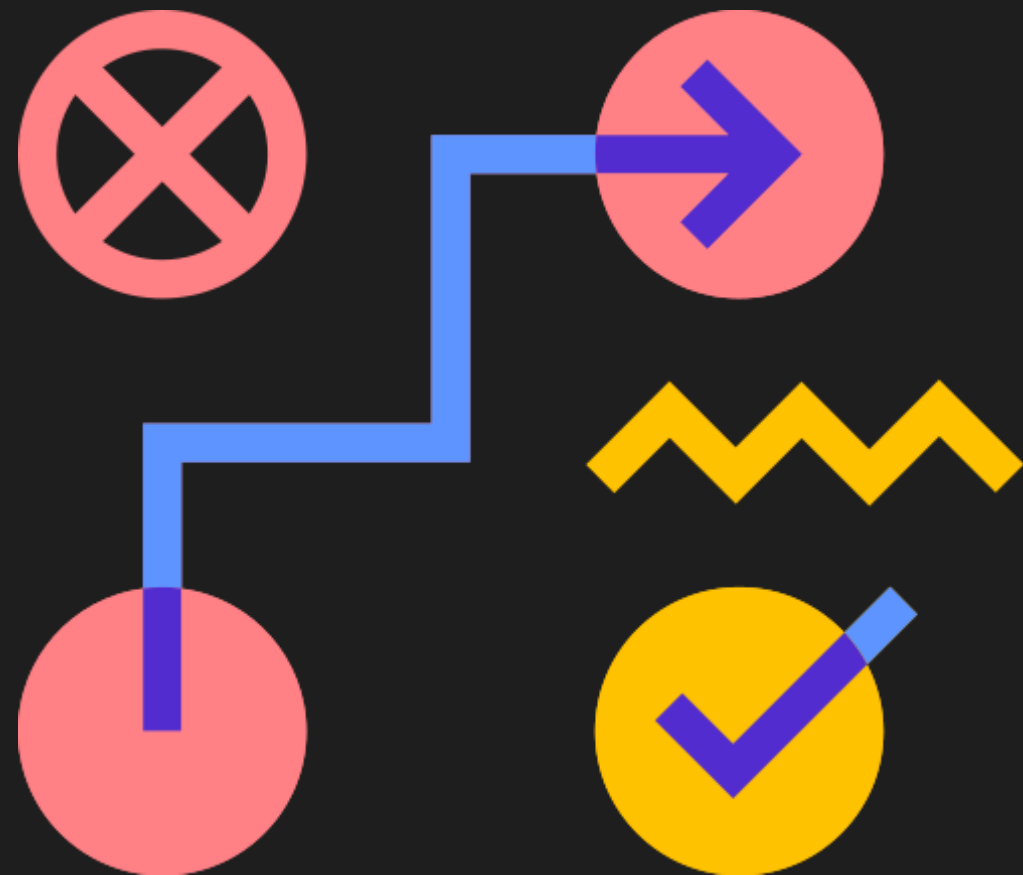
- Competitors with more resources and name recognition
- New government regulations
- Strong competitors



("Run In 2s")app Marketing Strategy

Most significantly, you must tailor your marketing strategy to your app, industry, and target audience because not all mobile app strategies will work for your business. Perform thorough research and create your marketing campaign on real data to beget results.

- Market research
- User personas
- Website
- Landing page
- Blog
- Social media presence
- Email marketing
- Video content
- Paid ads
- App store optimiza





Conclusion

The need for the app "Run In 2s" is a never-ending task. People have a partner who can run with them when they want to run and when they are out. In digital technology, app makers are moving at fast to attain their business objectives and goals. "Run In 2s" drives the use of digital technology for providing various solutions to provide health care for the users.