

## [HOW TO BUILD A MARKETING PLAN](#)



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A good marketing plan spells out all the tools and tactics you'll use to achieve your sales goals. It's your plan of action: what you'll sell, who'll want to buy it and the tactics you'll

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A marketing plan is a plan that outlines your full marketing strategy for the coming year. It will include who you are marketing to, how you will market to them, and the strategies you will use to connect with customers and attract sales.

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### **How to Build a Marketing Plan and Marketing Strategy**

Marketing plan: the plan that provides the strategy and details of how to achieve the business strategic objectives. Go-to-market plan: a subset of the marketing plan that provides the details of how to approach a new market or launch a new offer (e.g. product, service, brand, pricing model).

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### **How to Create an Effective Business Marketing Plan**

Creating a well-defined list of budgets, goals and action items, with appropriate personnel assigned to each, can help make your marketing plan a reality.

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### **7 Steps to Create a Marketing Plan The Everygirl**

A marketing plan details everything you need to know in order to successfully promote your business. Some large corporations have marketing plans that are hundreds of pages, whereas a small one-person business might only have a handful of pages.

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Build your B2B marketing plan one piece at a time, and you should begin to see success. Once you've determined how your plan can support other teams and buyers themselves, you can make improvements to not only attract eyes and clicks, but to drive revenue and bottom-line growth.

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