

## [EXAMPLE MARKETING PLAN](#)



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For example, as we will discuss further down in this piece, content marketing, social media and SEO will all be important parts of your overall inbound marketing plan and would benefit from SWOTs of their own.

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### **C 1 APPENDIX C Sample Marketing Plan**

read components of a marketing plan, is a synopsis of the market-ing plan. Although it does not provide detailed information, it does present an overview of the plan so readers can identify key issues pertaining to their roles in the planning and implementa-tion processes. Although this is the first section in a marketing plan, it is usually written last. 1 2 3 Star Software, Inc.

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Marketing plan summary J&K Auto Repair (J&K) will build a customer base made up of local community members This example marketing plan is provided by the Small Business Administration. Get help starting and running your small business at SBA.gov. J&K Auto Repair Marketing Plan. Sample marketing plan for an auto repair company.

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### **SAMPLE MARKETING PLAN**

At some point in your career, you will likely be involved in writing or at least contributing to a marketing plan. And you ll certainly read many marketing plans throughout your business career. Keep in mind that the plan for Blue Sky is a single example; no one format is used by all companies.

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