

## **BUSINESS MARKETING PLAN**



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A good marketing plan helps you: identify your customers; identify your competitors; develop a marketing strategy to make your business stand out. Your marketing plan can form part of your business plan, and will help you to coordinate all your marketing efforts and ideas so you can market your business effectively.

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A marketing plan is a business document outlining your marketing strategy and tactics. It's often focused on a specific period of time (i.e. over the next 12 months) and covers a variety of marketing-related details, such as costs, goals, and action steps.

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### **What is a Marketing Plan Definition Sample Video**

A marketing plan is a business document written for the purpose of describing the current market position of a business and its marketing strategy. Marketing plans usually cover a period of one to

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How to Write a Marketing Plan: This is an analysis of your company's strengths, weaknesses, opportunities and

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