**Marketing Plan as a Central Instrument**:

* A marketing plan serves as a central instrument for guiding and aligning an organization's marketing efforts. It outlines the company's marketing objectives, strategies, tactics, and resources needed to achieve its goals. By providing a comprehensive roadmap, a marketing plan ensures that all marketing activities are coordinated and directed towards common objectives, maximizing the effectiveness of the marketing effort.
* **Strategic Marketing Plan**:
  + The strategic marketing plan sets the overarching direction for the organization's marketing activities. It identifies target markets, segments, or customer groups that the company intends to serve and defines the value proposition or competitive advantage that the company offers to these target markets. This plan typically covers a longer time horizon (e.g., three to five years) and focuses on high-level strategic decisions that shape the company's marketing strategy.
* **Tactical Marketing Plan**:
  + The tactical marketing plan translates the strategic goals and objectives outlined in the strategic marketing plan into specific actions and initiatives. It lays out the detailed marketing activities, campaigns, and programs that will be implemented to execute the overall marketing strategy. This plan typically covers a shorter time frame (e.g., one year) and includes specifics such as marketing channels, messaging, promotions, advertising campaigns, pricing strategies, and sales tactics.