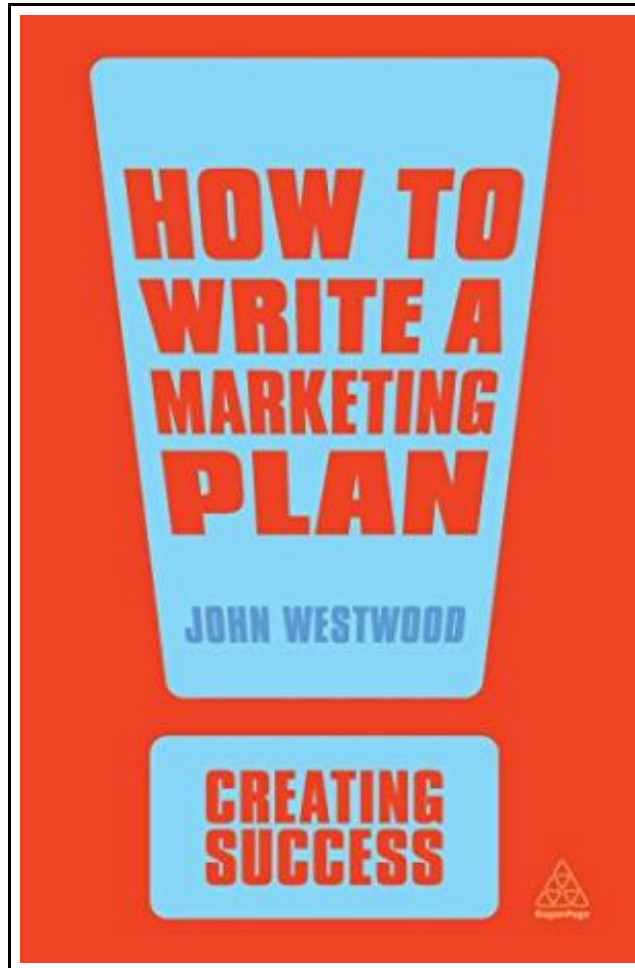


How to Write a Marketing Plan



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Reviews

Great e book and helpful one. It really is written in straightforward terms and not hard to understand. You can expect to like how the blogger wrote this book.
(Hudson Christiansen)

HOW TO WRITE A MARKETING PLAN



Kogan Page/Viva Books Private Limited, 2013. Softcover. Book Condition: New. Description: How to Write a Marketing Plan, 4th edition, simplifies the task of developing a plan for a product or business. Taking a step-by-step approach to the entire process, it will help you to: ? carry out a marketing audit ? set objectives ? devise budgets ? write and implement the plan With help and advice on mobile commerce and online marketing techniques, the book now includes a brand new chapter to help you produce mini-plans to seize new opportunities quickly. How to Write a Marketing Plan is essential reading for anyone who wants to boost their business, sell products or services and learn the techniques of market research. Contents: Chapter 1: Introduction ? What is selling? ? What is marketing? ? What is marketing planning? ? Stages in the preparation of a marketing plan ? Summary Chapter 2: Situation analysis - the marketing audit ? The audit of the marketing environment ? The audit of marketing activity ? The audit of the marketing system ? The marketing environment - market research ? Internal market research ? What is market segmentation ? Information checklist ? How to present the figures ? Situation analysis ? SWOT analysis ? Summary Chapter 3: Objectives ? What is a marketing objective ? Basic types of product ? The product portfolio ? Relative market growth rate and share ? The market portfolio - increasing available markets ? Application selling ? Exporting ? Gap analysis ? Summary Chapter 4: Strategies and action plans ? What is a marketing strategy ? Pricing strategies ? Customer strategies ? Customer relationship management ? Key account management ? Devising strategies ? Action plans ? Summary Chapter 5: The distribution plan ? Marketing channels ? Direct sales ? Distribution ? Telemarketing...



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