

7 Steps to an Integrated Implementable Marketing Plan



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Reviews

Undoubtedly, this is the greatest job by any author. It is actually filled with wisdom and knowledge I am quickly could get a pleasure of reading a written book.

(Kade Ankunding)

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SBC Publishing, United States, 2013. Paperback. Book Condition: New. 216 x 140 mm. Language: English . Brand New Book ***** Print on Demand *****.A marketing plan is a well thought-out blueprint that answers the question-what is marketing?-in the context of your business and in pursuit of achieving the goals and objectives established in your business plan. This guide will walk you through the seven most essential steps in crafting a comprehensive marketing plan. More specifically, it will answer questions such as: -What is a marketing plan? -What is in a marketing plan? -How to find or implement marketing research campaigns to assist with your market and customer evaluations -What are the basic topics to cover in a SWOT Analysis? -What marketing strategy will you try first to reach your target market and increase your sales? -Based on your SWOT Analysis, what marketing mix will evolve into full campaigns? and which target markets will you chase? -What are the 5 guiding principles of marketing that should never be forgotten? -Once implemented.how can you control your efforts? -and more. A marketing plan on a shelf is just another book collecting dust-an integrated marketing plan that is implemented is your GPS to success.



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