



Market Research

Research your market and the needs of your customers.

STEP
01



Competitor Analysis

Find out what products/services are already offered & what your competition is doing.

STEP
02



Identify Target Audience

Pinpoint your ideal clients - their needs and pain points.

STEP
03



Steps for a Great Marketing Plan

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Set Your Objectives

Set your objectives and goals for your marketing campaign.

STEP
04



Define Strategies

Write down exactly what marketing strategies you're going to use.

STEP
05



Define Success

Define how you're going to measure the success of your marketing campaign.

STEP
06