

## **Marketing Plan Notes from Marketing 360**

Marketing plans are your map to your destination. You may reach your destination without a plan but it will most likely be a more expensive route in time and money. A good plan will explain precisely what the business should do to build revenue and profits. As a small company endless pages of data and analysis are just taking up time. Assess your market, the situation, major players in the market, opportunities and get to practical recommendations as soon as possible.

Include people from other departments in the development process in areas where they can add value. They can provide input for ideas and alert you when something isn't feasible. They will also be on board with a plan they had a hand in, when you need their assistance upon implementation.

If you need to sell your plan to management make sure to back-up your recommendations with solid rationale and expected outcomes. The plan has to be persuasive. It should present what needs to be done, how the plan will work and how it ties into the company goals.



A good marketing plan has three main components: the objectives for a business, the strategic initiatives, and the tactics. Certain strategies and in turn tactics address different situations and accomplish different goals but don't get overwhelmed by the daily implementation tactics of the plan. Those are the excursions on your trip and can be handled by an expert.

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