

The Successful Marketing Plan gives you a proven, easy-to-follow, step-by-step, interlocking process for developing your marketing plan. It details what information you need to prepare your plan and provides a 10 step method that lets you write a plan that quantitatively locks all elements of the plan deliver the sales objectives. It includes actual worksheets, flowcharts, outlines, and formats to help you gather and apply the information you need to make the right strategic decisions all along the way. When you finish this book, not only will your plan be ready but you'll be ready to implement your plan! The Successful Marketing Plan is the marketers complete guide to finding the data you need to develop your plan; conducting an accurate situation analysis; formulating problems and opportunities; setting realistic sales objectives; defining target markets and quantifying marketing plan objectives in a manner that ties directly back to fulfilling the sales objectives; positioning your products; preparing your marketing strategies from 18 strategic alternatives; determining the awareness and attitude communication goals that will fulfill your marketing objectives and help guide your development of the tactical marketing mix tools; establishing specific objectives and strategies for tactical tool components: products, pricing, promotion, advertising, merchandising, publicity, and more; condensing your plan into a workable calendar of activities; arriving at a realistic budget and payback schedule; using the keys to successful execution of the plan; and evaluating and testing the plans effectiveness.

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