

The Ten-Step Marketing Plan

Define Your Offering

- Know what you are selling

Know Your Competition

- You must clearly understand competitive offerings, companies and marketing strategies

Understand Your Marketing Place

- To understand your market place, you must know all key market place concerns and events ranging from economic conditions and political events to consumer trends, current issues and even community events

Choose Your Target Market

- Your target market is a specific group of people who are interested in your offering

Determine Your Objective

- A specific objective precisely defines what you want to accomplish

Select Your Sales Message

- Your sales message is a message that will encourage your target market to achieve your marketing objective

Choose Your Communication Avenue(s)

- You will need to choose the best avenue(s) to deliver your message to your target market

Establish Your Project Schedule & Budget

- Your project schedule and budget is a combined form that will help you manage your marketing project.

Write & Design Your Marketing Materials

- This is the fun part where you get to write and design you materials

Evaluate Your Success

- You must periodically reassess and readjust your marketing plan to suit your current business and market place conditions and to reflect what you have learned in you research and in your evaluation stage.

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