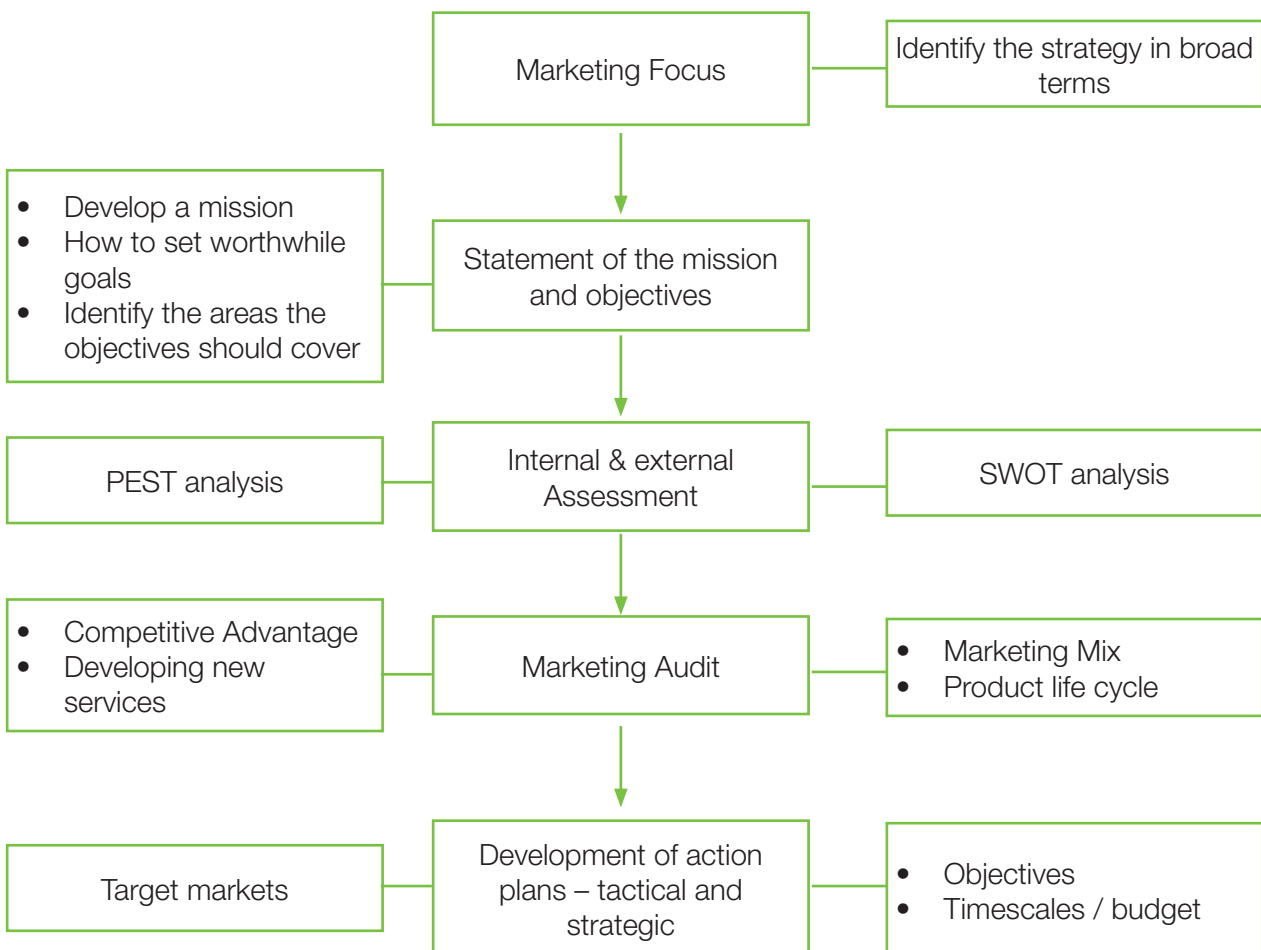


Creating an effective marketing plan

Q. How does an organisation start to attract at new business?

A. One of the first steps is to create a marketing plan. Although there is no one model of the ideal marketing plan, it is relatively easy to identify the areas that need to be included in any worthwhile and useable planning document; these are detailed below.

The basics of a marketing plan





the progressive business group

the
Progressive
Business
group

In our diagram we have attempted to show some of the elements that are generally included in a marketing plan. Once the above model has been used to determine specific information, one plan can then be collated. We can help you with all or any combination of these tasks.

OTHER FACT SHEETS IN THE MARKETING SERIES ARE DETAILED BELOW
PLEASE FEEL FREE TO DOWNLOAD

- The marketing mix
- Marketing audit
- Marketing communications
- Database marketing