



Are you serious about making your business more profitable? You cannot achieve this without a good marketing plan. A marketing plan gives your business the focus and direction to reach its full potential. It provides a systematic approach to identify growth opportunities and make better use of finite resources. A marketing plan will detect gaps in the market that your business can profitably pursue. This book was written to give readers the tools and ability to drive their business to reach their true potential. The format is based on the development of a marketing plan for a fictitious manufacturing company with completed template examples at each stage of the plan. The templates combine to form a consolidated marketing plan that becomes a reference model to aid readers in developing plans for their own businesses' with the free 'do-it-yourself' templates available for free download from the book's website. At each step, elementary marketing principles and practices are explained and the tools, structure and framework needed to devise a professional plan are provided. The book is rich in content, including updates on the latest developments in digital marketing, and is packed with practical ideas, tips and helpful suggestions. The system channels readers' thoughts on the essential subject matter needed in their plans and saves time and effort to spend less time writing and more time planning. It is almost impossible to achieve anything worthwhile without a soundly based plan. Yet countless small to medium enterprise operators waste time and effort running their businesses day-in-day-out without so much as a basic plan in their minds let alone committing one to paper. Marketing a product, service or business successfully is not something that can be done 'in your head' or 'on the run'. And there is no such thing as 'one plan fits all'. Lack of planning leads to lost opportunities and wasted energy. Conversely implementing a plan gives business proprietors and managers an ability to work in their businesses instead of on them. Culminating from a lifelong career in all facets of marketing, Marketing Plan Builder readers will discover how to change those mindsets and develop new business insights. Grow your business. Develop cost effective strategies. Drive your business to the next level with Marketing Plan Builder. Get started today.

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