

# 7 Parts of a Marketing Plan

## 1. DEFINE WHAT YOUR BUSINESS DOES

» MISSION & GOALS » STRENGTHS & WEAKNESSES

## 2. DESCRIBE YOUR PRODUCT OR SERVICE

» KEY BENEFITS AND PROBLEM BEING SOLVED

## 3. DEFINE YOUR TARGET AUDIENCE

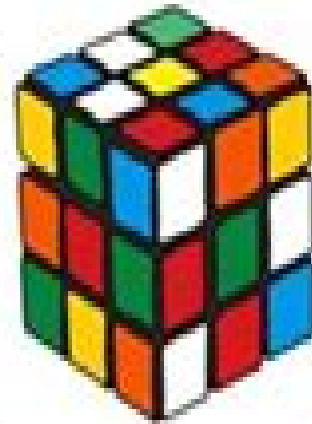
## 4. THE P'S OF YOUR PRODUCT OR SERVICE

» POSITION, PROMOTION, PLACE, & PRICE

## 5. WHATS YOUR OFFER OR MESSAGE

## 6. COMMUNICATION MEDIUM

## 7.



# Marketing Your Product A Planning Guide For Small Business

**Stephen L. P. Sanderson**



## **Marketing Your Product A Planning Guide For Small Business:**

**Marketing Your Product** Donald G. Cyr, Douglas A. Gray, 1994 Here is a marketing book for the real world not just the classroom It s an informative planning guide that covers marketing essentials and shows how a company can carve a niche for its product in a competitive fast paced and often fickle consumer environment Authors Donald Cyr and Douglas Gray show how marketing really works They reveal the whys and hows of everything from advertising to distribution positioning to consumer behavior naming the product to pricing it right All terms are clearly explained theories demystified and procedures mapped out step by step with plenty of helpful worksheets The second edition of this long trusted guide includes new sections on the difference between selling and marketing how to use demographics and psychographics to better understand customers and how to successfully establish a product in foreign countries

**Good Small Business Planning Guide** John Kirwan, 2009-09-15 Research shows that roughly half of all start up businesses fail within the first three years and the majority of failures happen because business owners aren t prepared enough to deal with the challenges that can affect them In other words they haven t done enough planning Creating a business plan should be one of the first things you do when you think of starting up a company and it s an important document to turn to time and again as your business develops especially in these difficult financial times Accessible and easy to read the Good Small Business Planning Guide shows readers how to Plan their business strategy Pitch their plan to raise funds Spot problems in advance and work out how to deal with them Update and refresh the plan for different audiences

**The Elements of Small Business** John Thaler, 2005 Most entrepreneurs already know their businesses well and have common sense what they need are fundamental practical tools for creating successful systems within the business This books shows them how

[Marketing Jamaican small business products: a guide](#) ,

**Business Management for Small Businesses in Trinidad and tobago: A Guide** ,

**Standard Legal Forms and Agreements for Small Business** Stephen L. P. Sanderson, 1990 With a wide selection of indispensable business agreements this large format volume features full size samples ready to be copied onto company letterhead

**The Wall Street Journal. Complete Small Business Guidebook** Colleen DeBaise, 2009-12-29 Because starting a small business is not only a huge financial risk but also a complete lifestyle change anyone who wants to be his or her own boss needs to approach entrepreneurship thoughtfully and with careful planning That s why there is no better resource than The Wall Street Journal Complete Small Business Guidebook a practical guide for turning your entrepreneurial dreams into a successful company from America s most trusted source of financial advice It answers would be business owners biggest question how do I fund my venture then explains the mechanics of building running and growing a profitable business You ll learn How to write a winning business plan Secrets to finding extra money during the lean years and beyond Ways to keep your stress in check while maintaining a work life balance How to manage your time including taking vacations and dealing with sick days Strategies for keeping your business running smoothly from investing in technology to hiring the right people

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