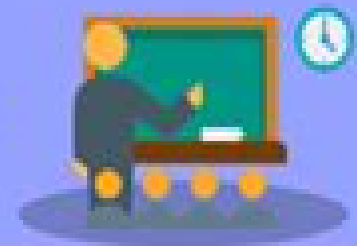




MARKETING STRATEGY

VS

MARKETING PLAN



Owned by a CMO

Owned by a Marketing manager



Supports business objectives

Supports marketing strategy



Contains high-level elements like products, niche, competitors, brand guidelines, etc.

Contains specific initiatives, measurables, and tactics, to reach goals



Driven by business strategy

Driven by marketing strategy



It's the offering you deliver

It is the execution



Marketing Your Service Business Plan A Winning Strategy

Michael Cavallaro



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