

## **MARKETING PLAN DEVELOPMENT PACKAGE:**



### **What is in the Marketing Plan Development Package?**

#### **Consultation with Client:**

**Initial Meeting**

**Planning and Consultation Meeting**

**Presentation of Plan and Delivery of Marketing Plan Book(s)**

#### **Annual Marketing Plan**

**Analysis of Previous Marketing Plan(s), or Creation of New Key Features, Benefits and Services of Firm**

- **Competitive Analysis**
- **Market Strengths**
- **Market Weaknesses**

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**Establish Company Goals**  
**Establish Individual or Departmental Goals**  
**Tri-level Approach**

- For Marketing
- For Publicity
- For Promotion

**Company Differentiation Plan**

- Branding Statement
- Branding Action Plan
- Market Sectors
- Analysis of Website and Recommendations
- Analysis of Company Collateral and Recommendations

**Specific Strategies and Tactics for Success**

- 90 Action Items for Implementation and Assignment of Resources
- Work for Progress Chart
- Summary of Recommendations

**How is it different from most marketing Plans?**



The Marketing Plan Package is custom and specific document designed to guide you step by step to reaching your desired market. It includes Publicity, Promotion, Marketing and Business Development.

You will get the firm known through the press and other proven techniques – reaching your specific desired client. You will have other tools to use, including Direct Marketing and Promotions. Each is a low-cost proven method custom designed to reach your specific market.

There will be no question what to do or when to do it. Each step is broken down by desired goal, and steps to achieve it. Each step is further broken down by an itemized list towards reaching the goal.

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