Building A Marketing Plan
A Complete Guide

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In any journey, if you don’t know where you are going, how will you know when you get there? Equally, if you don’t have a focus and direction for your organization, which is underpinned by realistic, actionable, measurable, marketing objectives and a good idea of how to achieve those objectives, then how can you grow your business and achieve long-term profitability? Building a Marketing Plan: A Complete Guide is a book that aims to provide a comprehensive, holistic, and practical framework for the essential business process of marketing planning. If you’re a marketing student or managing a marketing department, this outstanding book draws together elements of theoretical concepts, strategic thinking processes, latest research findings, and marketing applications in a straightforward, logical manner.

Demanding and savvy customers, along with a turbulent global business environment, require marketers to be highly sensitive to the environmental trends and capable of identifying the latest marketing opportunities and threats at an early stage. The successful use of processes and activities of marketing planning is crucial for organizations that aim to prosper over the long term. Through this text you will conduct an in-depth analysis of your current situation; develop a deep understanding of your target markets; set realistic, measurable and timely marketing objectives; develop a series of marketing strategies based on four key elements of marketing; and ensure that you have considered efficient implementation and control mechanisms.

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Abstract

In any journey, if you don't know where you are going, how will you know when you get there? Equally, if you don't have a focus and direction for your organization, which is underpinned by realistic, actionable, measurable, marketing objectives and a good idea of how to achieve those objectives, then how can you grow your business and achieve long-term profitability? *Building a Marketing Plan: A Complete Guide* is a book that aims to provide a comprehensive, holistic, and practical framework for the essential business process of marketing planning. It is targeted toward students of marketing and business practitioners—marketers and non-marketers alike—and draws together elements of theoretical concepts, strategic thinking processes, latest research findings, and marketing applications in a straightforward, logical manner.

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Keywords

Marketing planning, marketing plan, implementation, Boston Consulting Group, target marketing, segmentation, marketing research, positioning, consumer behavior, marketing objectives, SMART objectives, Four Ps, product life cycle, Ansoff matrix, marketing implementation, control processes, McKinsey Seven S framework, marketing strategy, branding, new product development process, pricing approaches, situational analysis, competitive analysis, competitive advantage, SWOT analysis, PEST analysis, marketing metrics
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Foreword

Operating a business requires many skills. A business must have its goals and products; it must know its markets, operate efficiently, have good staff, manage those staff effectively and efficiently, adhere to many regulations and laws, and market effectively. Out of this mix, the business must produce a profit year after year. Since the mid-1900s the world of business has become more competitive every year—yes, every year. Never has this increase in competitiveness been more apparent than now, following the economic upheaval over the last 3 years. So, why do some businesses prosper while others struggle or fail? In many cases the answer is simple: Struggling businesses have no practical or effective marketing plan that optimizes and directs marketing efforts based on the actual marketplace—based on customers’ needs and wants. It is this realm of marketing that is so often neglected.

Marketing planning is one of those areas of marketing that everyone knows we should do, but most businesses do not do. Of those businesses that do attempt to write a marketing plan, most fail to produce a meaningful document. One reason for this outcome is that few people know just what to put in and what to leave out. This monograph provides a complete guide with all of the essential elements—the must-have parts, but without all the unnecessary clutter that so many texts would have you believe is essential.

This text is aimed at two main audiences: the student taking a formal course and the busy business manager who needs to build a solid and practical marketing plan in an acceptable time frame. This is a difficult task. The authors have succeeded by bringing together in a single volume a practical approach and method, based on many years of experience. All of the essential elements of a marketing plan and the methods to follow are described using a nice balance of theory and practicality. This information is then embedded for the reader with a comprehensive marketing plan case study based on a real scenario.
The result is a text that provides the reader with a practical “can do” approach to market planning—a text that readers will find they continually return to year after year. I wholeheartedly recommend it!

Associate Professor Anthony Ward  
Australia  
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