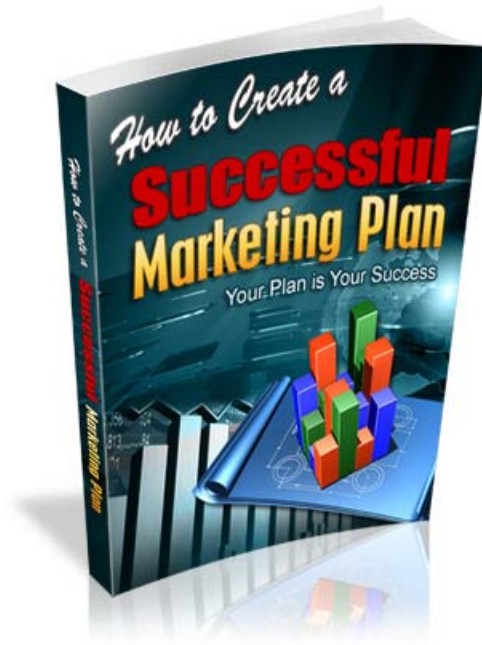


How to Create a Successful Marketing Plan



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Introduction

When you have a business, it is important to be able control the narrative of your product. You will want the product to have a positive image in the minds of consumers. It is up to you and your company to come up with a message that will convey what you feel the product is all about. Doing this is not an easy task. You will have to conduct research, either by yourself or you can hire another company to do it for you. From this research, you will be able to identify a group of consumers that you will target through the marketing campaign and it is this is the group of consumers that the marketing plan will be designed to. Research will also have to be conducted on your industry and any companies that you identify as your competition.

By being diligent with your research and getting the whole company involved you will be able to ensure that the marketing plan that is agreed upon will have the best chance of succeeding because the entire company will feel some ownership of the plan and will work to see its proper implementation. However, perhaps the most important part of coming up with a marketing plan is knowing your product inside and out. You will have to know how it is going to be used by consumers. If there are many uses for the product, if there is only one, or does it work in conjunction with another product or does it stand by itself. Having a clear understanding of the product will help you streamline your marketing campaign and make it that much more effective.