The Marketing Plan Steps (Key)

Complete each section with the steps needed for a marketing plan.

Market Research

- Helps you to:
  - Decide how to segment the market
  - Focus on a target market
  - Study the competition
  - Understand the market

Set Goals and Objectives

- Develop specific goals
- Set timelines

Develop Strategies

- The heart of the marketing plan
  - Marketing budget is set
  - Plan is detailed
  - Staff is assigned

Evaluate the Plan

- Questions to consider:
  - Did the market plan work?
  - Do changes need to be made?
  - How can we improve?
  - What can be done better?