

7 Parts of a Marketing Plan

1. DEFINE WHAT YOUR BUSINESS DOES

➤ MISSION & GOALS ➤ STRENGTHS & WEAKNESSES

2. DESCRIBE YOUR PRODUCT OR SERVICE

➤ KEY BENEFITS AND PROBLEM BEING SOLVED

3. DEFINE YOUR TARGET AUDIANCE

4. THE P'S OF YOUR PRODUCT OR SERVICE

➤ POSITION, PROMOTION, PLACE, & PRICE

5. WHATS YOUR OFFER OR MESSAGE

6. COMMUNICATION MEDIUM

7.

