

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?