

New York StartUP! Business Plan Competition Developing Your Marketing Plan



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Contents



- **What is Marketing**
- **Why Marketing Fails**
- **Research – Target Market, Competitor**
- **Marketing Strategy**
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What is Marketing?



The **American Marketing Association** defines marketing as "the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services to create exchanges that satisfy individual and organizational goals."

What is Small Business Marketing?



Small business marketing consists of those business activities that relate directly to:

- Identifying a **target market**
- Determining target **market potential**
- **Preparing, communicating**, and **delivering** a bundle of **satisfaction** to the target market

Why Marketing Fails



1. Confusion About What Marketing Really Is
2. Using Only One Form of Marketing
3. Not Articulating What Makes you **Unique**
4. Ignoring Readily Available **Research**
5. Campaigns That Don't **Connect** With Customers
6. Refusing to **Measure/Track** Marketing Results

Solve Your Identity Crisis



- What is your **marketing strategy**?
- What are your business/marketing **goals**?
 - **ROI** (Return On Investment)
 - **Market Share**
- What is your **sales pitch**?
- What do you sell? (lifestyle, convenience, etc.)
- What is your **brand**?
- What **value** do you create?

The Marketing Plan



The diagram shows an open book titled "The Marketing Plan" with a list of contents. Three callout boxes are connected to the book by arrows: "Marketing Research" points to the top of the book, "Market Segmentation" points to the bottom left, and "Sales Forecasting" points to the bottom right.

The Marketing Plan

1. Market Analysis
2. The Competition
3. Marketing Strategy
 - Product/Service
 - Distribution
 - Promotion
 - Pricing

Marketing Research


Market Segmentation

Sales Forecasting

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2. Target Market Analysis





Target Market

Group of people (B2C) or businesses (B2B) that have similar wants and needs and that can be expected to show interest in the same products/services

Market Segmentation

Process of dividing a market into categories of customer types



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Identifying Market Segments



Geographic Variables

Geographical units that may be considered in developing a segmentation strategy

- local, regional, national, international

Demographic Variables

Characteristics of populations that may be considered in developing a segmentation strategy

- gender, race, age, income, disabilities, home ownership, employment status

Identifying Market Segments



Psychographic Variables

Consumer characteristics, such as lifestyles, opinions, interests, and attitudes

Product Use Variables

Consumer characteristics based on the ways in which a product is used, the brand loyalty it enjoys, and the reasons for which it is purchased

The Formal Marketing Plan



Market Analysis

- ❑ Customer profile
 - A description of potential customers in a target market
- ❑ Sales forecasts
 - Outlook: “most likely,” “pessimistic,” “optimistic”

The Competition

- ❑ Profile of key management personnel
- ❑ Overall strengths and weaknesses
- ❑ Related products being marketed or tested
- ❑ Likelihood of competitors’ entry into target market

Why Study the Competition?



- **Leverage** Experience/Expertise
- Identify Target Markets, **Niche Opportunities**
- **Pricing Strategies**
- Product **Features** and **Benefits**
- **Customer Service** Strategies
- **Promotion** Strategies
- Identify Marketing **Tactics and Channels**

3. Analyzing the Competition



Competitor Analysis

- Who are your **five nearest direct** competitors?
- Who are your **indirect** competitors?
- Is their business **growing**, steady, or **declining**?
- What can you learn from their **operations** or from their **advertising**?
- What are their **strengths** and **weaknesses**?
- How does their product or service differ from yours?

Analyzing the Competition



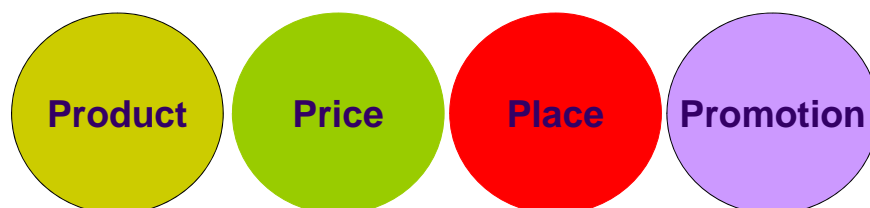
Gathering information about competitors...

- Internet (...what is on their website?)
- Personal visits (...what do the premises look like? ...how are the products displayed and priced?)
- What do your customers say about your competitors? (...ask them!)
- Competitor advertisements
- Trade shows and industry association publications
- Industry surveys and computer databases

What is a Marketing Strategy?



- A marketing strategy determines how your business **fits** into the marketplace.
- The four primary elements of the strategy known as the **marketing mix** or the four “P’s,” are?



Marketing Strategy



Marketing Mix or The Four “P’s



Product. The product is the good or service you are offering for sale, use or consumption. There are a number of decisions you must make about the product: how it will be **packaged**; the **range of products** you will produce; product **brand management**; and the **type of customer-services** you will provide.

Marketing Strategy



Effective product strategies for a small business may include:

- concentrating on a **narrow product line**
- developing a **highly specialized product**
- service providing a **product-service package** containing an unusual amount of service

Marketing Strategy



Product/Service **Features** and **Benefits**

Your product **positioning statement**, along with an analysis of its strongest competitive features and consumer benefits, are basic starting points in developing advertising and other promotional plans.

Pay close attention to how strong the consumer **benefit** is from a particular **feature**.

You should be able to determine whether or not individual features are **worth the cost** to develop manufacture and provide a foundation for building **promotional and advertising programs**.

Marketing Strategy



Marketing Mix or The Four “P’s

Price

Pricing strategy revolves around the **quality** of the product, the **desired image** of your company, (e.g. high-priced luxury items, or inexpensive discount goods) prices of competitive products, and the nature of the demand.

Marketing Strategy



Determining **price levels** and/or **pricing policies** (including credit policy) directly affects total revenue. Generally, higher prices mean lower volume and vice-versa; however, small businesses can often command higher prices because of the **personalized service** they can offer.

Pricing Strategies



Setting Prices are a critical part of developing your marketing and are based on the following.

1. **Cost**
2. **Customer Expectations**
3. **Competition**
4. **Goals**
5. **Brand**

Pricing Strategies



Marketing Strategy



Marketing Mix or The Four “P”s



Place

Place. This refers to the **method of distribution** and the decisions involved in getting the product from producer to consumer.

Marketing Strategy – Place



- Established distributors
- Manufacturers' agents
- Internet
- Storefront
- Street Level (Street Fairs)
- Home Office
- Off the back of the truck

Marketing Strategy



Marketing Mix or The Four “P”s



Promotion is the key element in **telling** consumers that your product exists, **informing** them about it and about why they should buy it.

Marketing Strategy



This marketing decision area includes **advertising**, **salesmanship** and other **promotional activities**. In general, high quality salesmanship is a must for small businesses because of their limited ability to advertise heavily. Good advertising is a must for small retailers. Direct mail is a low-cost medium of advertising available to small business.

Marketing Implementation



- What specific **marketing activities** will be undertaken?
- How will these activities be performed?
- When will these activities be performed?
- Who is **responsible** for the completion of these activities?
- How will the completion of planned activities be monitored?
- How much will these activities **cost**?

Tactic, Tactics, Tactics



- | | | | |
|-------------------------------|---------------------------|---------------------------------------|--|
| 1. Advertising Specialties | 34. Ezines | 68. Reviews (Customer & Professional) | 102. White Papers |
| 2. Airport Billboards | 35. Facebook.com | 69. Rewards Programs | 103. Window Displays |
| 3. Articles | 36. Feedback forms | 70. Sales Calls | 104. Word of Mouth |
| 4. Auctions | 37. Flyers | 76. Sales Letters | 105. Yellow Pages |
| 5. Auto-responders | 38. Follow-up Marketing | 77. Seminars | E-Marketing |
| 6. Automobile signage | 39. Forums & Newsgroups | 78. Signature files | 106. Affiliate Marketing |
| 7. Award Recognition | 40. Gift Cards | 80. Sign Spinners | 107. Audio Marketing |
| 8. Bartering | 41. Guarantees | 81. Speaking Engagements | 108. Blogging |
| 9. Billboards | 42. Holidays | 82. Special Events | 109. Banner Ads |
| 10. Bonus Offers | 43. Infomercials | 83. Special Occasion Gifts | 110. Craig's List |
| 11. Bookmarks | 44. Interviews | 84. Surveys | 111. EBay |
| 12. Brochures | 45. Link Strategies | 85. Sweepstakes | 112. Efaxing |
| 13. Business Cards | 46. List Building | 86. Syndication | 113. Email Marketing |
| 14. Case Studies | 47. Mailing Lists | 87. Telemarketing | 114. Keywords |
| 15. Catalogs | 51. Magazine Advertising | 88. Talk Shows | 115. Newsletter (email) |
| 16. Cause Marketing | 52. Mobile Ads | 89. Television Advertising | 116. Optimized Press Releases |
| 17. Cinema Ads | 54. Network Marketing | 90. Testimonials | 117. Video Marketing |
| 18. Community Events | 55. News Feeds | 91. Thank You pages | 118. Pay-per-Click |
| 19. Contests | 56. Newsletters (snail) | 92. Tips | 119. Pod-casting |
| 20. Courses | 57. Newspaper advertising | 93. Trade Journal Advertising | 120. Pop Ups |
| 26. Cross Promotion | 58. Niche Marketing | 94. Training | 121. Internet Radio |
| 27. Customer Loyalty Programs | 59. Phone Consulting | 95. Tutorials | 122. Search Engine Optimization |
| 28. Direct Mail | 60. Postcards | 96. Unsubscribe message | 123. Social Networks – LinkedIn, MySpace, FaceBook |
| 29. Discussion Groups | 61. Posters | 97. Publicity | 124. RSS Feeds |
| 30. Door-to-Door | 62. Sales Presentations | 98. Voicemail | 125. Tele-Seminars |
| 31. Door Hangers | 63. Public Relations | 99. Referral Marketing | 126. Website |
| 32. Endorsements | 64. Publicity | 100. Reports | 127. Webinars |
| 33. Exclusives | 65. Radio Advertising | 101. Welcome or confirmation message | 128. Viral Marketing |
| | 66. Referral Marketing | | |
| | 67. Reports | | |

E - Marketing Resources



Freelancers

- Elance.com Rentacoder.com

Education

- WebCEO University

Analytics Tools

- Google Analytics
- WebCEO.com
- SEOBook.com (Key Word Research Tool)
- SEOMoz.com

Guerilla Marketing



The concept of **guerrilla marketing** was invented as an unconventional system of promotions that relies on time, energy and imagination rather than a big marketing budget.

Typically, guerrilla marketing campaigns are unexpected and unconventional; potentially interactive; and consumers are targeted in unexpected places. The objective of guerrilla marketing is to create a unique, engaging and thought-provoking concept to generate buzz, and consequently turn viral.

Guerilla Marketing Tactics



- ❑ Develop sales script (elevator speech)
- ❑ Sell at every opportunity
- ❑ Organize community-oriented project
- ❑ Sponsor memorable events
- ❑ Speak at many occasions
- ❑ Ask for referrals
- ❑ Offer gift certificates
- ❑ Create samples
- ❑ Offer 100% money-back guaranty
- ❑ Create 'Frequent Buyer' program
- ❑ Clip articles and send reprints
- ❑ Code coupons on ads
- ❑ Create tip sheets
- ❑ Create an award
- ❑ Conduct a contest
- ❑ Collect testimonials
- ❑ Get a journalist to write about you
- ❑ Find unique ways to thank customers
- ❑ Show an interest in customer needs
- ❑ Give a freebie occasionally
- ❑ Create a newsletter
- ❑ Cooperate with other businesses

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Social Media Landscape



Which Medium Should I Use?



Web and Online Marketing

- Online Ads, and banners, Pay Per Click, SEO, Website
- Email campaigns

Prints and ads

- Direct mail campaigns (post cards and fliers)
- Advertising
- Signs and billboards
- Article and Press Release

TV and Radio

Viral marketing (networking and word of mouth)

Public Speaking and Seminars

Selecting Marketing Elements



Types of Marketing	Cost	Reach	Dialogue	Easy to Measure	Effectiveness
Direct Mail	Med	Targeted	2-way	✓	High
PR	Low	Med	1-way		Low
Advertising	High	Broad	1-way		Low
Sales Promotion	Med	Low	2-way	✓	Med
Personal Selling	High	Low	2-way	✓	High
Online Marketing & Newsletters	Low	Targeted	1-way		Med
Telesales	High	Targeted	2-way	✓	High
Seminars/Events	Low	Targeted	2-way	✓	High
Trade Show	Med-High	Targeted	2-way	✓	Med
Trade Magazines	Med	Targeted	1-way		Med

Media Habits of Target Consumers



- MediaMark Research**
- Simmons Study of Media**

Select the best channels to reach your customers in the most effective way. Both publications provide information on the media habits of your target consumers, such as:

- what radio stations, type of music they listen to
- what magazines they read, etc.
- demographic characteristics of readers, listeners, and viewers
- exposure patterns to various media.

Locate Possible Media Channels



- Standard Rate and Data Service (SRDS)**

locate possible media channels for your products/services.

SRDS provides information on

- Advertising Rates
- Production Specification for every possible type of media in the U.S.,
 - Newspapers
 - Magazines
 - Community Publications
 - Television
 - Radio stations
 - Online Media

Advertising Rates, Statistics, Contacts



❑ **Gale Directory of Publications and Broadcast Media**

- Advertising Rates
- Circulation Statistics
- Local Programming
- Names of Key Personnel
 - 37,000 newspapers
 - Magazines
 - Journals
 - Radio
 - Television, and Cable Stations

Measure The Success of The Campaign



- Profit and Loss Statement
- Breakeven Point Analysis
- Return On Investment (ROI)
- Conversion Rate
- Cost per Customer Acquired

•http://www.marketingtoday.com/tools/roi_calculator.htm

Measure The Success Of The Campaign



Input Data	
Number of pieces you are mailing or e-mailing:	<input type="text" value="1000"/>
Total program costs:	\$ <input type="text" value="500"/>
Response Rate: % of responses expected:	<input type="text" value="20"/> %
Conversion Rate: % of responders expected to make purchases:	<input type="text" value="3"/> %
Average profit per sale:	\$ <input type="text" value="300"/>
<input type="button" value="Calculate"/> <input type="button" value="Reset"/>	
Results	
# Responders:	<input type="text" value="200"/> Cost per response: \$ <input type="text" value="2.5"/>
# Buyers:	<input type="text" value="6"/> Cost per buyer/new customer: \$ <input type="text" value="0.83"/>
Total Profit from Campaign:	\$ <input type="text" value="1800"/> Cost per piece: \$ <input type="text" value="0.5"/>
Marketing ROI:	<input type="text" value="260"/> %

•http://www.marketingtoday.com/tools/roi_calculator.htm



Marketing Budget & Schedule



	Marketing 20XX												TOTAL		
	Budget														
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec			
Customer Data Base															\$ -
Business Cards									\$ 120	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 120
Stationery									\$ 250	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 250
On-Hold Message															\$ -
Network Group	\$255	\$ 30	\$ 30	\$ 30	\$ 30	\$ 30	\$ 30	\$ 30	\$ 30	\$ 30	\$ 30	\$ 30	\$ 30	\$ 30	\$ 585
Web Site			\$ 1,750	\$ 20	\$ 20	\$ 20	\$ 20	\$ 20	\$ 20	\$ 20	\$ 20	\$ 20	\$ 20	\$ 20	\$ 1,930
Email															\$ -
Penny Saver								\$ 200	\$ 400	\$ 400	\$ 400	\$ 200			\$ 1,600
Shopping Bag															\$ -
Yellow Pages															\$ -
Open House/ Roundtables									\$ 700	\$ 350	\$ 100				\$ 1,150
Flyers									\$ 100	\$ 100	\$ 100	\$ 100			\$ 400
Seminars									\$ 200	\$ 150	\$ -	\$ -			\$ 350
Val Pak															\$ -
Telemarketing															\$ -
Direct Mail															\$ -
Testimonials															\$ -
Referrals															\$ -
Other	\$10	\$10	\$10	\$10	\$10	\$10	\$10	\$10	\$10	\$10	\$10	\$10	\$10	\$10	\$120
TOTAL	\$265	\$40	\$1,790	\$60	\$60	\$60	\$60	\$60	\$260	\$1,830	\$1,060	\$660	\$360	\$6,505	

Promotional Budget should be at least 1% - 3% of gross sales.




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 Orientations going on now. Register online!

Meet winners of the First Annual New York StartUP! Business Plan Competition!



View our newest business videos!

Business Solutions Center

- [Revised Info](#) (pdf)

Services Directory
New York organizations that offer assistance to small businesses and entrepreneurs.

Events for small businesses and entrepreneurs

- [Introduction to Trademarks](#)
Learn how to protect your idea.

What's New

- [Federal Reserve Bank Survey for small business owners](#)
- [NYC launches new health insurance website for small business owners](#)
- [New! Small group meeting rooms available at no charge](#)
- [New! Funding for seed stage NYC tech companies](#)
- [Urban Interns-Find Part-Time Assistants or Part-Time Jobs](#)
- [Entrepreneurs Reap Volumes From Research Libraries](#)

Services Directory
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Business Manual 1

Our guide to starting and running a small business in New York.

- [Structuring a Business](#)
- [Regulations](#)
- [Writing a business plan](#)
- [Tax planning](#)
- [Locating/Expanding Employer Guidelines](#)
- [Marketing](#)
- [Protecting Your ideas](#)
- [International Trade](#)
- [Financing](#)

Business Advice/Counseling at SIBL

- [SCORE](#)

Business Plans **Business Forms**

Access Industry Profiles

The Directory of Certified Businesses
New York City certified minority-owned, woman-owned businesses in the NYC tri-state area

Minority and Women Owned Businesses (Empire State Development- NY State)

Events for small businesses and entrepreneurs ***

- [Introduction to Trademarks](#)
Learn how to protect your idea.

How-to Videos and Podcasts
New! Break the Rules and Win More Business
View a small business seminar or download the audio to an MP3 player.

Small Business Forums
Guide to market research information

How-to Articles 2

From our partner, the New York Enterprise Report

SIBL Entrepreneurs 3

Industry Directories

Research Guides

Ask a Question

FAQ
On starting a business in NYC.

Find Part-Time Assistants or Part-Time Jobs

- [Entrepreneurs Reap Volumes From Research Libraries](#) (article about SIBL from TheStreet.com)
- [Questions about your business credit? Visit Experian's BusinessCreditFacts.com](#)
- [Recover from an unexpected business interruption - Ready New York For Business](#)
- [Need NYC statistics? Visit NYCdata](#)

NYT > Small Business

- [You're the Boss: Are Your Messages Being Heard?](#)
Thu, 06 Jan 2011 12:00:48 GMT
- [You're the Boss:](#)

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Home	Business Owner's Manual 1
Structuring a business	A guide to starting your small business in New York
Writing a business plan	Introduction
Locating and expanding	ABOUT THE BUSINESS OWNER'S MANUAL
Employer guidelines	Whether you are obtaining financing, writing a business plan, hiring employees, or marketing your products, the Business Owner's Manual can help you find out more about doing business in New York City.
Financing your business	Each chapter contains links to small business resources available in New York and on the Internet. To get started, choose a particular topic from the contents listing on this page. Topics covered here include business plans, financing, regulations, taxes, locating, international trade, and more.
Regulations	For additional assistance, look at the Services Directory , a searchable database of organizations which offer help for small businesses in New York City.
Tax planning	
Marketing	
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Home	Business Owner's Manual 1
Structuring a business	Marketing print this chapter
Writing a business plan	Marketing plays a crucial role in the success of any business venture. Whether you are in the start up or expansion phase of your small business, an effective marketing strategy will ensure that you reach the goals you have set for your enterprise. Marketing is an ongoing process. It starts with a thorough understanding of your business environment, and as your business is growing it needs to be continually refined and updated to accommodate changes in the marketplace.
Locating and expanding	The American Marketing Association defines marketing as "the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services to create exchanges that satisfy individual and organizational goals." Simply put, marketing is about finding and keeping customers and fulfilling their needs.
Employer guidelines	The key to successful marketing is a solid understanding of the environment in which your business operates, your position in the market place, your products and services, your competition, and your customers.
Financing your business	Because researching your market is such an important part of marketing, you should
Regulations	
Tax planning	
Marketing	
<ul style="list-style-type: none"> • introduction • why do I need a marketing strategy? • the marketing plan • market research • library resources 	

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How-to Articles

How-to articles by business experts, from the [New York Enterprise Report](#). Please note that the articles will open in a new window. To close the window, click on the X in the top corner of your browser.

- [How-to Improve Marketing](#)
- [How-to Network](#)
- [How-to Improve Operations](#)
- [How-to Reduce Your Taxes](#)
- [How-to Find Employees](#)
- [How-to Increase Sales](#)
- [How-to Increase Web Traffic & Sales](#)
- [How-to Manage Employees](#)
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Industry Surveys

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Industry Specific Directories

Directories can help you meet your industry, market, statistical, demographic and competitive needs. Click on a subject to see a list of directories in your industry.

Directories with Industry Indices


Accounting	Film/TV/Radio/Theater	Leasing	Public Relations
Advertising	Financial	Leather	Publishing
Aerospace	Financial Aid	Licensing	Pulp
Air Lines	Food	Loan	Real Estate
Apparel	Foundations/Non-Profit Organizations	Lumber	Recycling
Architecture	Franchise	Mail Order	Restaurants
Audio/Video	Furniture	Marketing	Retail Stores
Automotive	Gasoline	Media	Rubber
Banking	Government	Medical Supplies	Scholarships
Beverages	Graphic Arts	Medicine/Drug/Physicians	Securities
Biotechnology	Green	Metals	Security
Broadcasting			Shipping

What's New!

[B.U. Pardee Library Industry Survey Locator](#)
http://www.bu.edu/library/guides/index.html
Excellent site for industry research

[Industry Surveys](#)

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Industry Specific Directories

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Marketing

Title	Location
Direct Marketing Market Place	HF5415.126.D57
Directory of Major Mailers & What They Mail	HF5465.D59
EPM Entertainment Marketing Sourcebook	HF5438.5.E66
Focus Group Dir of the ... Greenbook	HF5415.3.F628
Green Book (American Marketing Assn)	HF5415.2.G69
International Marketing Data and Statistics	HA42.I56
M Guide: AMA's Essential Marketing Directory	HF5415.M32
Marketing Guide Book	HD9321.3.M37
Marketing Pocket Book	HF5410.M37
Multicultural Marketing in America	HF5415.127.M85
Plunkett's Almanac of Middle Marketing Companies	HF5035.P55 (Company/Industry Section)
Researcher SourceBook	HF5415.2.R47
Source Book of Multicultural Experts	HF5415.127.S68
Statistical Fact Book (Direct Marketing Association (U.S.))	HF5415.126.F33 (Company/Industry)
Who's Who: the MASA Buyers' Guide to Blue Ribbon Mailing Service	HF58663.W48

3

Print Resources



Utilize the Library Catalog

<http://catalog.nypl.org>

- **Guerrilla Marketing**
- **Green Book (a listing of market research companies and services, published by the AMA)**
- **Lifestyle Market Analyst**
- **Survey of Buying Power and Media Market**




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An Example of Why Pricing Decisions Are Tough

Posted by Paul Christ February 01, 2010
 Labels: Distribution and Product Movement, Pricing, Retailing

Amazon.com to Capitulate to Macmillan Price Demand (USA Today)



Setting price is one of the trickiest of all marketing decisions. Marketers have to take into consideration many factors when coming up with the right price. Some of these factors they control, such as product costs (e.g., product development, promotion, etc.), which the marketer knows must be covered. But other factors the marketer does not control and these are the ones that drive marketers crazy. For instance, what customers expect to pay and how competitors will respond are important considerations impacting pricing strategy. But for retailers there is another factor that can often override all other issues, namely what do the suppliers want you to charge for their products.

Customer Loyalty Program in a Box

Understand customer values and offer valuable incentives 'out of the box' thinking, for...

loyalty

makeplain™
www.makeplain.com

Ads by Google

KnowThis: Marketing Basics Book

396 pages - Only \$25

Our first book offers in-depth coverage of marketing and is ideal for the marketing novice, the marketing educator, the





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Get unlimited 4G email, text and Web on the best devices.

The HTC EVO™ 4G and the embedded 3G/4G Dell™ Inspiron™ 11z notebook.



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Sales

Advertising

Online Marketing

Networking

Branding

Public Relations

Marketing Ideas

Guerrilla Marketing

View All

Franchises

Biz Opportunities

Home Based Biz

Online Business

Management

Human Resources

Technology

Work Life

Sales & Marketing



Don't Make This Networking Mistake

Five tips to avoid a common disconnect at business events.



HomeAway's Super Bowl Ad Game

As the young company bets on a new commercial, co-founder Brian Sharples opens his playbook.



Two Weeks to Startup -- Day 2: Research Your Business Idea

Carving out a niche in the marketplace is crucial to survival. Here's how to evaluate your chances of success.



What You Can Learn from Super Bowl Ads

Marketing tips from popular commercials, past and present.



Science | Industry | Business | Library

Marketing Associations



Marketing associations are valuable sources of information. Their web sites usually provide a wealth of information, resources, tips, links to relevant Web sites, etc. In addition, most of them feature a "publications" section or an "online bookstore" which lists the best and most recent publications in the field of marketing research.

- **American Marketing Association**
- **Direct Marketing Association**
- **Marketing Research Association**

Advertising Agencies



Standard Directory of Advertising Agencies describes advertising agencies across the country and ranks the largest firms by gross billings.

Ask for client testimonials

Takeaways



- Research Industry and Competitors
- Clearly Define your Target Market
- Develop a Marketing Strategy
- Select Appropriate Vehicles
- Integrate Marketing Throughout your Plan
 - Management Team
 - Target Market
 - Marketing Schedule
 - Budget Associated Cost in Income Statement
- Review Sample Marketing Plans
 - Google "sample marketing plans"

Q&A



QUESTIONS