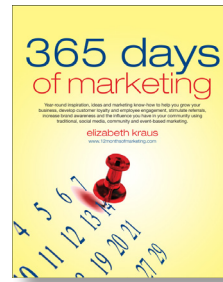




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## Marketing Plan Overview

Elizabeth Kraus, Owner, Be InPulse Branding,  
Marketing & Design—Overview of topics in  
half day seminar, full day workshop or 2-day  
management team workshop.

**Many people think that the purpose of marketing is to stimulate sales. Wrong!**

At its most basic level, marketing includes any and all activities undertaken to attract, engage, motivate, and retain customers. Is there any part of your business that doesn't cover?

No matter what you want to do or what it is your business provides, marketing is the means to that end. And it's not just important—marketing impacts, and is impacted by, everything about your business.

Everything about your business is marketing, because each and every time a client comes into contact with you or any aspect of your business, every interaction works together to paint a picture in the customer or prospect's mind about you and your business. Is the picture being painted in all of these encounters all you hope or intend for it to be?

Stop thinking that 'marketing' is a verb—activities you should be (or should start) doing. Marketing is not a verb. A verb implies action that begins and ends.

Everything that directly or indirectly impacts the customer experience in any way—retailing, communications, policies, your staff and the employee culture, training, advertising, events, your management style, décor, pricing, merchandising—everything must be viewed as part of your marketing.

### Marketing Plan Workshop:

- An overview of marketing and definition of marketing terms
- A summary analysis of traditional and new media marketing tools
- An overview of the components of formal (corporate) annual marketing plans:
  - Clarification of Goal/s and Objectives
  - Identification of Target Market/s
  - Environmental (SWOT) Assessment
  - Identification of Competitive Advantages and Unique Selling Proposition/s
  - Creation of Strategy and Tactics
  - Budget, Timing, Assignment of Responsibilities
  - Plan and Timing for Periodic Assessment/s
  - Implementation of the Plan

The full day and 2-day management team workshops provide for going beyond definitions and putting the framework around a formal marketing plan.

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