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product from the
competition and
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Your marketing plan must set you apart from your competition,

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and you can't stand out unless you know your competition. (It's hard to stand out from a crowd if you don't know where the crowd stands.)

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to the reader and
highlights the main
points of your
marketing plan. Many
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The executive summary is a small, summarized version of your marketing plan.

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What is a strategic
marketing plan?

Strategic Marketing
Planning is the process
of creating a plan that
facilitates a common
understanding among
all stakeholders in an
organization. The

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Summary The marketing plan informs management decisions, the behavior of the employees towards institutional goals, and also the response among current and potential clients.

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your marketing plan, think of the message you want to relay to your customers. The message should be easy to remember and promote and should represent your service, product, and overall business.

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complete summary of

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Kennedy's book "The

Ultimate Competitive
Advantage" shows that

the true essence of
marketing is simple:

getting the right
message to the right...

Right Prospects

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Summary - article "The
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This ultimate marketing plan course presents a more practical, hands-on approach to developing a marketing plan for your business. Based on real-life examples, this marketing plan guide will teach you how to organize your marketing ideas into a working strategy.

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campaign, it's
important to ensure
that your campaign
creative and tactics are
tied to strategy and
business goals. Use
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your business goals,
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