

10 STEPS TO CREATING A MARKETING PLAN

Marketing || Resource Guide

Follow these ten steps to create a marketing plan for your business. If you need to, consult a marketing expert to help you walk through these steps and dive into the details.

1. Define your company's mission and vision.
2. List your current products.
3. Describe your current marketplace by conducting an environment scan, doing a SWOT exercise, and performing a brand audit.
4. Summarize your current marketing efforts.
5. Outline the scope of a marketing plan, including functions and timelines.
6. List products you want to sell in three years.
7. Identify customers you want to be selling to in three years.
8. Describe how your brand needs to change in three years.
9. Create a three-year, one-year, and three-month marketing plan.
10. Implement, measure and adjust your plan.