

BEFORE

Marketing Plans, A very small introduction:

Once upon a time, business presentations were limited to Business Plans comprising of 7 top slides with one of them being the Marketing Plan. Call it complicated or what you will, but Marketing Plans can no longer be limited in that insignificant role anymore. As a senior marketer in your organization, it will be sooner rather than later that you would be required to make a marketing plan so it is a good idea to do a quick walk-through and understand the common as well as specific components of the MODERN MARKETING PLAN. This Primer should not only help you drum up a good marketing plan, it will guide you in where to look for some important answers

AFTER

Marketing Plans: A Short Introduction

Once upon a time, 'marketing plans' were relegated to a single page in business plans, or a single slide in business presentations. Today, they are multi-faceted, multi-page plans that can no longer be limited in this insignificant role.

As a senior marketer in your organization, it will be sooner rather than later that you will be required to construct a marketing plan. It is a good idea to do a quick walk-through now, to help you understand the common as well as specific components of a MODERN MARKETING PLAN.

This introduction will show you where to look for answers to important questions, and help you create your own marketing plan.