

How to Build a Marketing Plan

GoSkills online course syllabus

Skill level

Beginner

Lessons

19

Pre-requisites

No prior experience needed

Video duration

1h 9m

Estimated study time

1h 9m

Instructor

Rich Tubiolo

Introduction

1 Why a marketing plan?

Formal marketing planning is comparable to planning for a trip - you'll get far more out of the experience if you plan in advance and understand what lies ahead.

Scope and structure

2 Developing your plan outline

When developing your plan, you'll need a strong understanding of what components and content it requires.

3 Establishing marketing goals

An organization's goals drive its marketing plans.

Research and Preparation

4 Developing your research plan

Just as developing your marketing plan will lead to more effective marketing, research planning will help ensure your research yields optimal results to substantively inform your action plans.

5 Collecting secondary marketing data

There are two basic types of research data, both of which require different resources and approaches to acquire.

6 Collecting primary marketing data

Primary data focuses on information that's specific to your organization and your customers' experience.

7 Recording & managing your data

Data is only valuable if it's been recorded and tracked in an organized and concise manner, not simply as part of your research process, but also through your ongoing sales and lead generation processes.

Evidence-Based Data Analysis

- 8 Building with puzzle pieces**
Effective, enlightened marketing is based upon genuine, unbiased and factual information gathered from a variety of relevant and credible sources.
- 9 Applying your Matrix marketing analysis**
Your evaluation and analysis of research data is most valuable when it aligns with your organizations' and customers' larger picture.
- 10 Applying your SWOT marketing analysis**
Your evaluation and analysis of research data is most valuable when it aligns with your organizations' and customers' larger picture.

Developing Your Action Plan

- 11 Delivering Product Value**
The most tangible value you can offer customers is manifested in your products and services.
- 12 Putting a Price on Value**
Can you guess which of the 4Ps most directly and singularly impacts consumer buying decisions?
- 13 Tools to Price Value**
With an ever-evolving set of both tested and traditional tools and modern, web-based digital tools, your promotions mix will enable you to convey value to your audiences, especially relative to the value offered by your competitors.
- 14 Promoting Value**
This lesson walks you through some great ways to put your promotions into action.
- 15 Planning for "place"**
Place refers to customer access of and to your products/services and essentially all brand experiences.
- 16 Advancing your brand**
Your brand is the representation of all customer experiences with your company and products and services.

Logistical Planning

17 Organizing your implementation plan

Successful implementation of your planned action steps requires identifying tasks, delegating them and setting deadlines to stay on track and meet your goals.

Budgeting Measures

18 Developing your marketing budget

No plan can be transformed into real outcomes without the resources necessary to implement its proposed actions.

Conclusion

19 Conclusion

It's time to bring your marketing plan to life!

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