

Marketing plan guide

Marketing planning

A marketing plan assists you to integrate your total marketing effort. It ensures a systematic approach to developing products and services to meet and satisfy your customers' needs.

When you're writing a marketing plan you need to be clear about your objectives and how you'll achieve them. A good marketing plan sets clear, realistic and measurable objectives, includes deadlines, provides a budget and allocates responsibilities. A plan can consist of these elements:

- analysis of your current market
- your business objectives
- key strategies
- steps to achieving your objectives
- proposed budget
- timing.

Remember that your marketing plan should remain an ongoing process throughout the life of your business.

What to do...

- Contact your nearest [Business Enterprise Centre \(BEC\)](#)  for free advice and support.
- Check if your local BEC or state business agency hosts a marketing planning workshop near you.
- Search for networking, mentoring or training events and seminars on the business.gov.au [Event Finder](#).
- Contact a business adviser, accountant or solicitor for advice.

Regular review

Marketing planning is an ongoing business activity. As your business changes many of the strategies in your plan will need to evolve to ensure your business is still heading in the right direction. Having your plan up to date can keep you focussed on where you are heading and ensure you are ready when you need it again.

Sample Marketing Paper

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