

Marketing Plans: How To Prepare Them, How To Use Them

By Malcolm McDonald;Hugh Wilson



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<http://www.searchenginejournal.com/prepare-digital-marketing-strategy-2015/121443/>

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May 18, 2011 and why it s essential to track the performance of marketing plans to make adjustments in future budgets. <http://www.brighthub.com/office/entrepreneurs/articles/90424.aspx>

A good marketing plan helps you identify your customers and competitors and develop a strategy to make your business stand out. It helps you to integrate your total <http://www.business.gov.au/business-topics/templates-and-downloads/Pages/marketing-plan-template-and-guide.aspx>

How to prepare a marketing plan: A step-by-step guide to putting together a marketing plan for your business

<http://www.marketingdonut.co.uk/marketing/marketing-strategy/your-marketing-plan/how-to-prepare-a-marketing-plan>

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<http://www.som.cranfield.ac.uk/som/p13762/Programmes-and-Executive-Development/OEP-Home/Programmes/Marketing-Sales-and-Client-Relationships/Segmentation-and-Marketing-Planning>

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<http://www.pagelines.com/how-to-create-a-digital-marketing-strategy/>

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The rules for creating marketing plans have changed and if you re not up to speed with developments like search engine optimization (SEO), social networking sites

<http://www.amazon.com/The-Marketing-Plan-Prepare-Implement/dp/0814416934>

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How to Prepare a Marketing Plan and Define a Marketing Strategy. Retrieved July 25, 2015,
<http://ezinearticles.com/?How-to-Prepare-a-Marketing-Plan-and-Define-a-Marketing-Strategy&id=1736992>

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