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HOW TO WRITE A SUCCESSFUL MARKETING PLAN

By Roman G. Hiebing, Jr. & Scott W. Cooper

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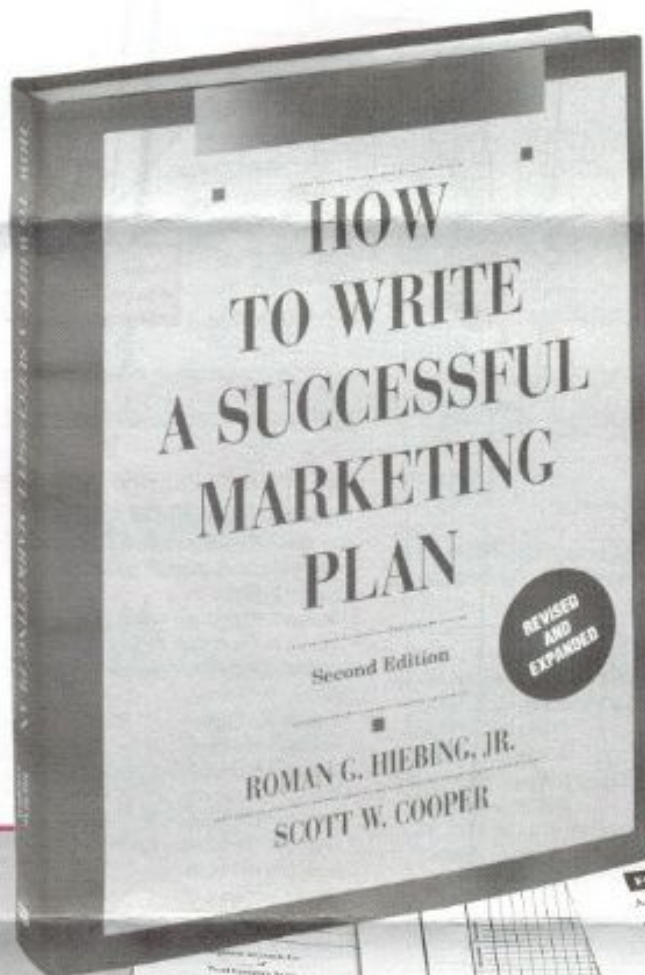
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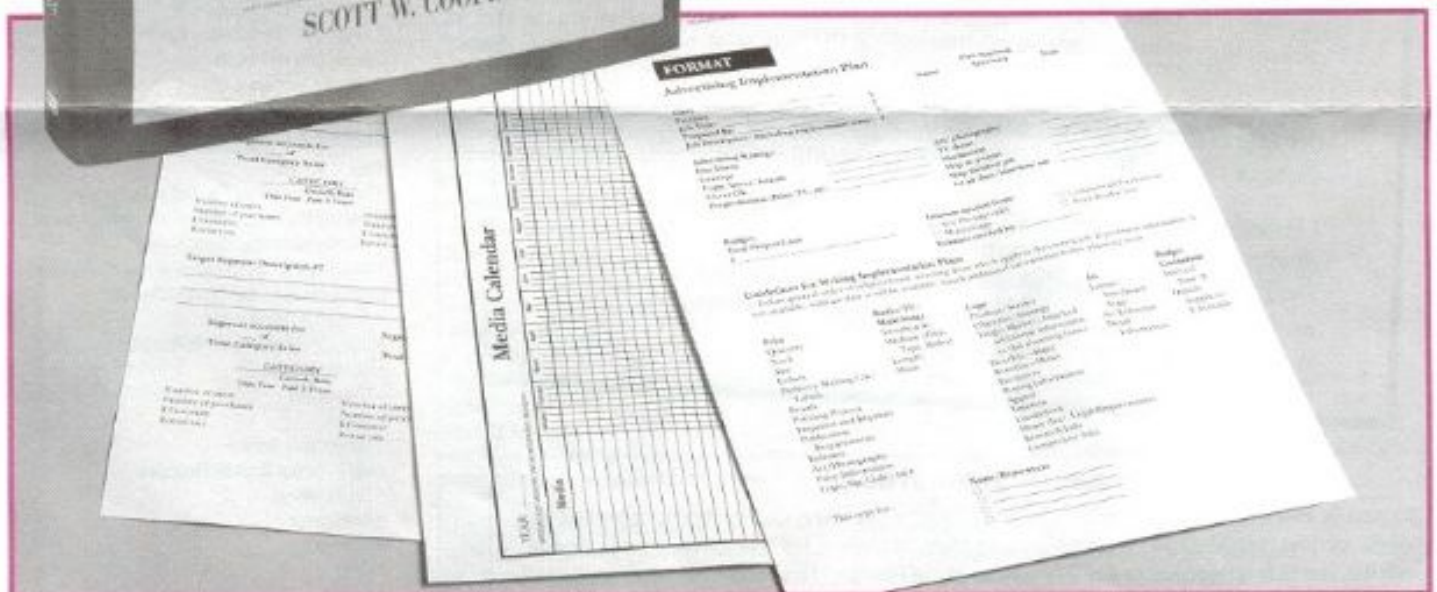
Your official shortcut to marketing plans that achieve breakthrough results...

How to Write a Successful Marketing Plan



Practical tools and techniques to help you quickly and easily:

- ✓ Set realistic marketing goals!
- ✓ Formulate winning plans!
- ✓ Identify and reach target markets!
- ✓ Position your products and services!
- ✓ Overcome tough competition!
- ✓ Maximize response and sales!
- ✓ Predict, monitor, and measure marketing results!



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Here's everything you need to create a winning

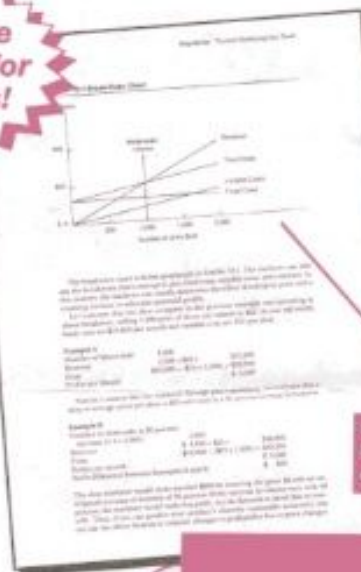
HOW TO WRITE A SUCCESSFUL MARKETING PLAN

This practical guide gives you a step-by-step planning framework and easy-to-complete worksheets that save you time and effort in writing your marketing plan ... and help ensure that nothing important is overlooked.

But it also gives you successful strategies, ideas, and tactics to make your marketing plan "break out" and deliver the bottom-line goals and competitive edge your company is seeking.

The result: a dynamic marketing plan that enables you to outmaneuver, outmarket, and outsell your toughest competitors month after month - and year after year. So that you gain a sustainable competitive advantage in every market in which you sell!

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it FREE for
30 days!



Use the break-even concept to help develop profitable pricing objectives and strategies.

A Special Note from Paul Geisler, Group President, Kimberly-Clark Corporation...

"The best part of this book is its practical yet comprehensive approach. It doesn't just talk about what your marketing plan should include, it literally takes you by the hand and walks you through it, step by step. It takes what can seem an overwhelmingly complex process and breaks the task into manageable parts, providing an easy-to-follow path to completion of your successful marketing plan.

"This book is the best all-around marketing planning tool I've seen because it speaks to the needs of both the entrepreneur and the director of a traditional, structured marketing department.

"I believe that with this book as a guide, any person - regardless of experience level - can write an effective marketing plan. Even with my 25 years of marketing planning experience behind me, this book gives me ideas for innovative but executable marketing methods."

ABOUT THE AUTHORS

Roman G. Hiebing, Jr. is CEO of The Hiebing Group, a marketing communications firm serving clients ranging from McDonalds Corporation to Mercury Marine. He was formerly an executive with the Leo Burnett Agency and is the founder of the Brat and Brau chain of restaurants.

Scott W. Cooper, President of The Hiebing Group, has worked on accounts such as Coors, Famous Footwear, Fort Howard Paper, and American Automobile Association. He teaches marketing communications in the School of Business at the University of Wisconsin.

HOW TO WRITE

PART ONE: MARKETING BACKGROUND

Chapter 1-THE BUSINESS REVIEW

Why Marketing Information is Important

Primary Elements of the Business Review

- Section I. Scope
- Section II. Product and Market Review
- Section III. Target Market Effectors

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- Prepare an Outline
- Develop Questions
- Develop Data Charts
- Develop Reference Points for Comparisons
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- Write Summary Statements
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Chapter 2-HOW TO PREPARE A BUSINESS REVIEW

Step 1: Scope

- Provide An Overview of Company Strengths and Weaknesses
- Identify the Organization's Core Competencies
- Identify Marketing Capabilities
- Development and Analysis of Potential Business

Step 2: Product and Market Review

- Product Analysis
- Sales/Transactions/Profit Analysis
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- Pricing
- Competitive Review

Step 3: Target Market Effectors

- Target Market
- Awareness
- Attributes
- Trial
- Retrial
- Review of Consumer and Business-to-Business Target Market Segments

Marketing plan – all in one authoritative source!

Understand your customers' values and lifestyles, what motivates them to buy, and how much they actually have to spend.

Maximize return for every media dollar you spend.

Master this simple but amazingly effective 10-step process for creating, implementing, and measuring winning marketing plans.

A SUCCESSFUL MARKETING PLAN – the definitive planning resource!

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HOW TO WRITE A SUCCESSFUL MARKETING PLAN By Roman G. Hiebing, Jr. and Scott W. Cooper

"This book is the best all-around marketing planning tool I've seen," says Paul Geisler, group president, Kimberly-Clark Corporation. As a former marketing manager, I agree 100%. Here's why.

Many books give you blank forms and worksheets. "Just fill these out," they say, "and you'll have a marketing plan."

I've found that the problem is, they don't tell you *how* to meaningfully fill in those blank spaces ... or how to determine what marketing strategies and tactics will make the significant difference for your firm. So yes, they give you a plan on paper. But frankly, it's probably not worth the paper it's written on.

Hiebing and Cooper take a different approach. They're marketers ... and marketing strategists. They've created and implemented successful, winning marketing plans for companies ranging from small start-ups to Fortune 500 corporations.

Their *How to Write a Successful Marketing Plan* not only gives you time-saving forms and worksheets ... it also answers every conceivable question you could have on any aspect of your marketing program. Including:

- ✓ How much can you afford to spend? (chpt. 18)
- ✓ Positioning techniques that clobber the competition (chpt. 6)
- ✓ 10 essential topics your marketing plan must cover (intro.)

- ✓ 6 steps to developing a profitable brand image (chpt. 9)
- ✓ Selecting the best distribution channels (chpt. 11)
- ✓ Pricing your product for maximum profits (chpt. 10)
- ✓ Identifying and reaching your key target markets (chpt. 2)
- ✓ How to create ads that sell (chpt. 14)
- ✓ Maximizing returns on your media dollars (chpt. 15).
- ✓ Market research you can act on (chpt. 21)
- ✓ And much, much more (see the enclosed brochure for a more complete listing of contents).

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