



## Marketing Action Plan

### The Marketing Approach

The following is an outline of the method we use to approach your marketing challenge—a very organized and effective way of getting to the essence of marketing goals and objectives. The information gained by this approach enables the development of a comprehensive and confident creative and content for your marketing efforts.

#### Overview

The **Marketing Action Plan** (MAP) is conducted to achieve three general objectives:

1. To give you an objective and outside view of your marketing efforts and marketing opportunities.
2. To combine your research and information with the existing body of primary and secondary research available in the marketplace.
3. To analyze and recommend options to market your products and services.

The MAP is not a complete marketing plan, but rather an objective situation analysis and "shopping list" of options available to you and used in developing a **Comprehensive Marketing Plan**.

#### Objective

The primary objective of the MAP is to allow us to exchange information about the many areas that impact the marketing process. We will maintain an objective point of view, using factual data and other relevant observations to provide you with positive, goal-oriented, and profitable recommendations.

The completed MAP will give you a **"total picture"** of your business from the marketing Standpoint--what we call the client's **"marketing concept."** The marketing concept is a clear ordering of consumer needs, how the company can satisfy those needs, and, the marketing communications tools to bring the buyers and sellers together, which is key to the success of any marketing plan.

*The creative MAP process leads to cost savings as your marketing plan develops!*

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### **Strategy**

We employ the following methodology in the development and completion of the MAP as they relate to your business and stated goals:

1. In an **Executive Audit**, we confer with top officials and key personnel to learn about the organization, its goals and priorities, personal and company perceptions of the marketing challenges, etc. All interviews are confidential and interview results are reported anonymously.
2. **Information Gathering** compiles all research, advertising and marketing documents, annual reports, sales literature, etc. for review and analysis.
3. An **Internal Market Tour** (where necessary) includes a visit to meet the other people who make up your organization. Manufacturing, production and quality control information, where applicable, will be collected, and employee and line management perceptions will be gathered. In addition, if possible, we would like to interview current clients for information regarding their decision process to contract you and the benefits they have enjoyed as a result.
4. A **Competitive Analysis** determines the different levels of competition you face, investigates specific competitors, and insight into how your competition will affect and be affected by your marketing efforts.
5. The **Segmentation and Target Market Selection** process uses the information gathered to determine the different segments of the total market available for targeting by your company's marketing efforts.
6. A **Needs Analysis** matches the needs and wants of your prospective customers to the products and service you are offering to the marketplace.
7. The **Recommendations Process** outlines specific strategies to meet your marketing objectives, marketing tools to be used, the steps we would take to execute the strategies, and the methods used for analysis and determination of marketing effectiveness.

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**8. Presentation of the Final Report**, containing the following sections:

EXECUTIVE SUMMARY

CLIENT/MARKET PROFILE

- Executive Audit (compiled results)

- Client Data

- Other Research

COMPETITIVE ANALYSIS

MARKET SEGMENTS AND NEEDS

OTHER RELEVANT OBSERVATIONS

SUMMARY

RECOMMENDATIONS

- Objectives

- Strategies

- Tactics

- Rationale

- Execution

Any relevant exhibits and appendices are attached to the actual report.

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