NO30 NETWORK OVER 30

Creating a Marketing Plan That Works

A Step-by-Step Guide to Achieving Your Business Goals

www.networkover30.com

Introduction



Importance of a **Marketing Plan**



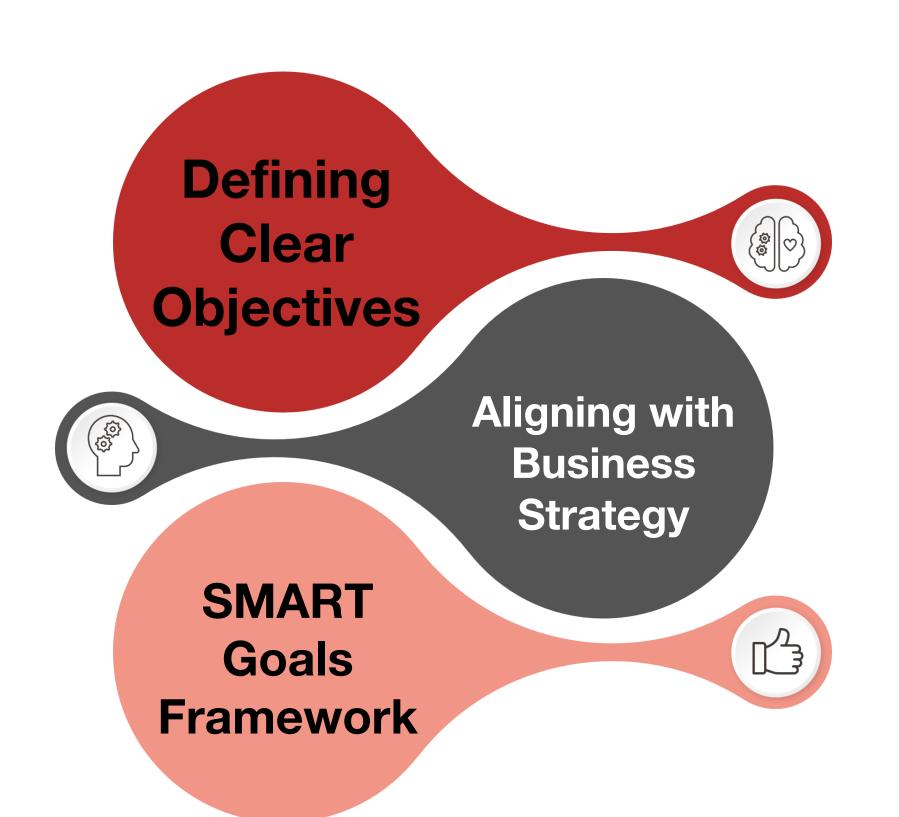
Overview of Topics

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Market Research





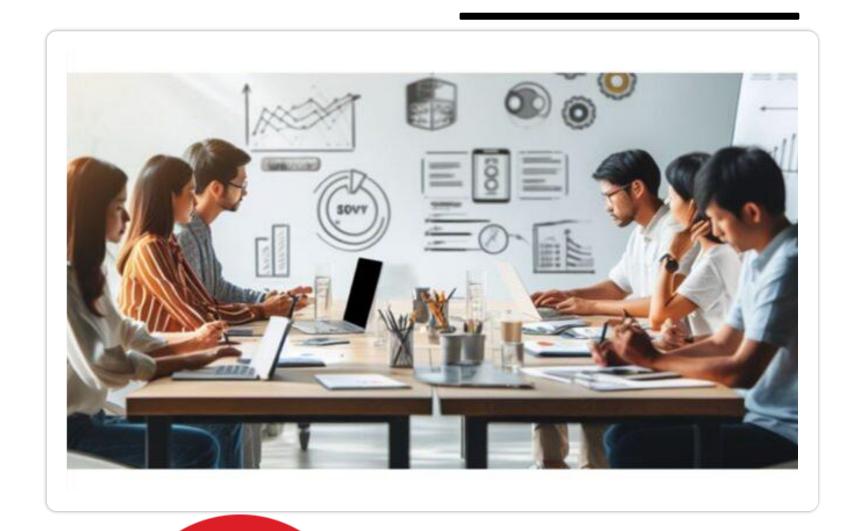


Setting Marketing Goals



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Budgeting for Marketing







Developing the **Marketing Mix**



Measuring ROI



31

Identifying Key Metrics

02

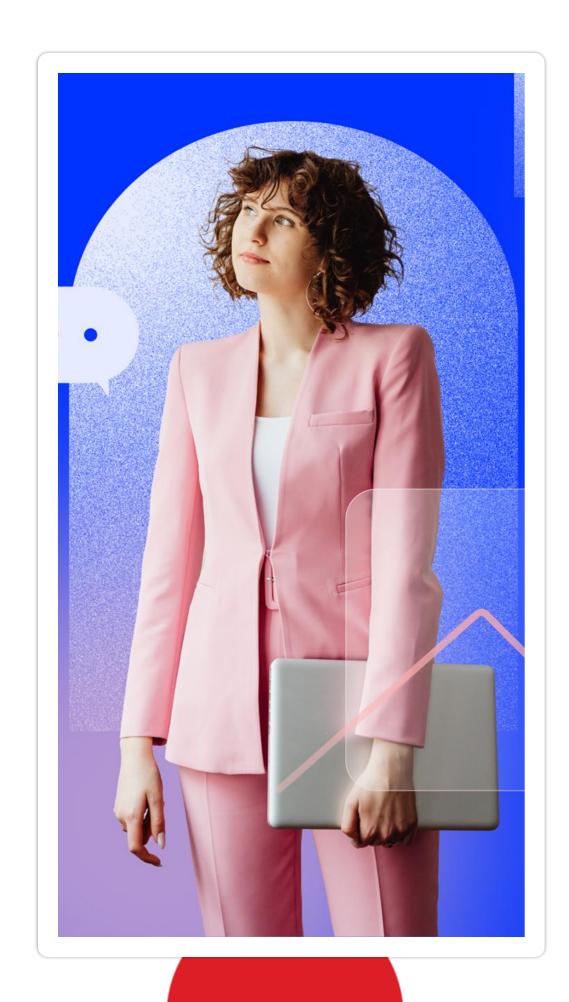
Tools and Techniques for Measurement

03

Continuous Improvement







Additional Resources

- **Marketing Plan Templates**
- Online Courses and Workshops
- **Professional Networks and Forums**

Open Floor for Questions

Q&A Session



Access to Follow-Up Resources

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