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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**

Market Research



Understanding
Your
Audience



Competitive
Analysis



Identifying
Opportunities



Setting Marketing Goals



Budgeting for Marketing



**Determining
Your
Marketing
Budget**



**Allocating
Resources
Effectively**



**Planning for
Unexpected
Costs**



Developing the Marketing Mix



Measuring **ROI**



01

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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