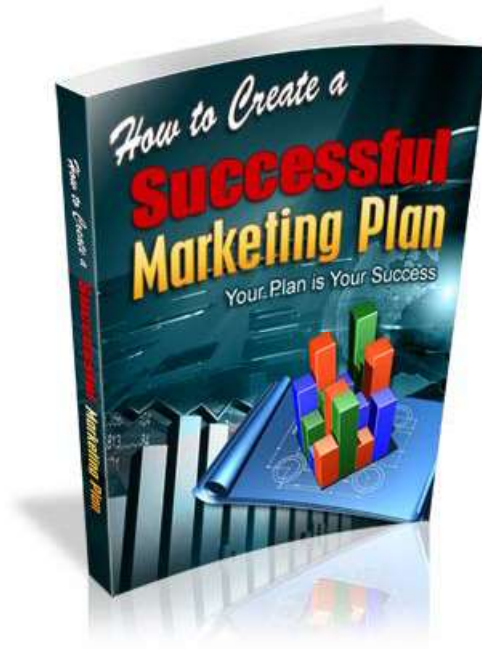


How to Create a Successful Marketing Plan



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Chapter 1 --- Getting Started

One of the key aspects in becoming successful in business is being able to market your company to ensure that you get the most out of it. By being able to successfully get your company's name out to the masses, you will find that you will be able to control what your company stands for more easily and be able to easily maintain a positive brand image.

When you embark on coming up with a marketing plan there are certain areas and steps that you should follow in order to make the marketing campaign a success and making sure that your message is clearly represented and can be easily absorbed by your target audience.

Overview

First, take a good look at your business. You have to make sure that you understand your business clearly, what it is that you want your business to accomplish, more than just bring you profits. By ensuring that you completely understand what it is that you want to do you will be able to form a marketing database. The review of your company needs to be comprehensive to ensure that you get the data necessary to make your marketing campaign successful.

For the best results, make sure that you review your own company records. Bring together your potential customers, have focus groups, and conduct surveys. Make sure you stay up to date with any publications that might be relevant to you company's industry. Get to know the