



The Marketing Plan Handbook: Develop Big-Picture Marketing Plans for Pennies on the Dollar

Robert W. Bly

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Deliver Big-Picture Marketing Plans for Pennies on the Dollar

Successful marketing expert and copywriter Robert W. Bly cuts through the clutter of short-lived marketing techniques and trendy gimmicks to reveal the critical steps you need to cross over from business owner to marketplace competitor.

Dishing bite-sized lessons, supported by in-chapter exercises and end-of-chapter actions, Bly coaches you in creating an effective marketing plan that produces the results of an expensive marketing consultant without the hefty cost.

Learn how to:

- Develop a clear business vision
- Position your business and services strategically
- Research your market and target your ideal client
- Integrate online and offline marketing
- Put measurements in place to assess marketing tactics
- Create an effective implementation schedule
- Review and troubleshoot for future success and growth

Whether embarking on a new venture or reviving your current business plan, this practical handbook provides the next steps toward business success and survival.

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