



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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