



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

Robert W. Bly

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Successful marketing consultant Robert W. Bly cuts through the clutter of short-lived marketing techniques and trendy gimmicks and reveals the 12 critical steps necessary to build a practical marketing plan that produces the results of an expensive consultant without the hefty costs. Entrepreneurs learn how to zero in on their marketing goals, choose the best marketing tactics, integrate timeless and up-and-coming techniques, create a success measuring system, and more. They also discover the pay off of big-picture thinking, focusing on what works not what's hot—ultimately, creating a long-term plan for marketing success. • Addresses two to the most common queries among new business owners and entrepreneurs—How do I write a winning marketing plan? and Is there a sample marketing plan I can reference? • Provides 12 steps for developing a marketing plan that an outside consultant would charge \$5,000 to \$10,000 to create • Includes practical, utterly pragmatic, battle-tested marketing tactics proven to work in the real world • Covers new marketing technologies and current trends

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