Elements of a Marketing Plan

Be authentic and credible

- Inspiring and realistic goals
- Unique selling proposition
- Brand and identity

Be relevant

- Customer data and insights
- Products
- Pricing
- Product supply and delivery
- Messages

Be known

- Promotions (what)
- Marketing channels and capability (how, where, when)

Be accessible

- Sales channels and capability (who, what, how, when, where)

Be in action

- Action plan (actions, timing, resourcing, budget)

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