Marketing plan.

Marketing Fundamentals

Getting the facts

Segmentation and **Prioritization**

Define Target Segments

Value Proposition

Create Value for the Customer

Sales Setup and Execution

Deliver Value to Customer

Customer for Life

Bonding with the Customer

Segment Specific Fact base

Strategic Marketing

Application Overview

Definition **Customer Needs** Innovation Input & Behavior

Value Proposition Segment Offering

Target Setting and Planning

Sales & Market Reach Setup

Strategy Execution

Market Reach Steering

Learning and Controlling

Segment Strategy

Market Intelligence

Potential Fact-base Competition Analysis (CI) Market Landscape and Competition Landscape Data quality Trend scouting Data mining

Pricing

Strategic Pricing **Profit Steering**

Market Reach

Market Reach Productivity and Controlling Marketing and Sales **Standard Processes** Marketing KPIs

Market Segmentation

Focus Segment Definition Segment Development Proposal

Application Knowledge

Life Cycle Management Product Portfolio Management Product Innovation Product Launch Execution

Product Knowledge

Service Basket Definition Service Strategy and Life Cycle

Service Innovation Service Launch Execution Service Controlling

Go-to-Market Model Channel Definition **Channel Strategy** Channel Management and Controlling

Relationship Management **Communication Strategy**

Value Proposition

and Promotion

Sales Funnel and Project

Mapping Sales Management Process (SMP) Customer Relationship Management (CRM) Lead Management

Global Account Management (GAMr)

Sales Training Selling Tools Support

Customer Touchpoint Experience Management Complaint Management Relationship Management Customer Lifetime Value Management **Customer Satisfaction** Measuring

Definition

Corporate Identity Corporate Design

Brand Development Media and Print

Online Relations **Exhibitions**

Steps involved in putting together an advertisement.

1. Identify the purpose of the ad.

Clearly identify one or more purposes (goals) that you expect the advertisement to achieve.

2. Determine the target audience.

Identify who you want to see the ad.

3. Select a medium

Select a medium for the ad, such as google ads, social networks, television, radio, or printed.

6. Fulfill the expectations

Make sure to have enough product on hand (or people to take orders) if the ad is successful.

5. Select a place and time for the ad to appear.

Select the best time and place for your audience, product, and budget.

4. Design and create the ad.

Develop an ad that is appropriate for your audience, product, and budget.