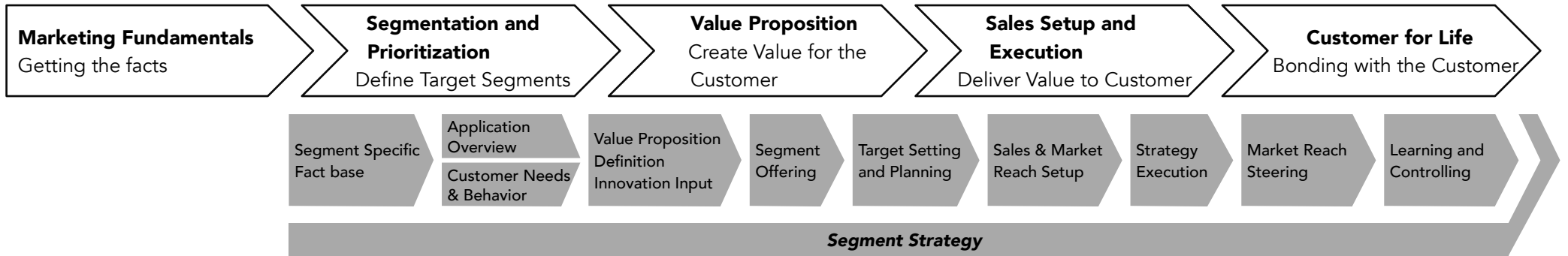


# Marketing plan.



**Strategic Marketing**

**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

**Strategic Marketing**

**Market Segmentation**  
 Focus Segment  
 Definition  
 Segment Development  
 Proposal

**Product MGMT**  
 Product Knowledge  
 Application Knowledge  
 Life Cycle Management  
 Product Portfolio Management  
 Product Innovation  
 Product Launch Execution

**Service MGMT**  
 Service Basket Definition  
 Service Strategy and Life Cycle  
 Service Innovation  
 Service Launch Execution  
 Service Controlling

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

**Corp. Identity**  
 Communication Strategy and Promotion

**Segment MGMT**  
 Value Proposition Definition

**Sales MGMT**

Sales Funnel and Project Mapping  
 Sales Management  
 Process (SMP)  
 Customer Relationship Management (CRM)  
 Lead Management

Global Account Management (GAMr)

Sales Training  
 Selling Tools Support

**Loyalty MGMT**

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

**Corp. Identity**

Corporate Identity      Brand Development      Online      Exhibitions  
 Corporate Design      Media and Print      Relations

## Steps involved in putting together an advertisement.

