

# GIRLFRIDAYZ

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I am your virtual marketing consultant your genie in the bottle. I can provide marketing solution and a corporate identity for your business. Down to the Nitti gritty and sound advise on how to start your business and have a presence online and onshore. Also through design and printed material which make you shine and accessorized your business. Yours business is your life something you built and nurture to grow beyond your wildest dreams.

## HOW TO DO A MARKETING PLAN

A marketing plan helps you develop products and services in your business that meets the needs of your target market.

Good marketing helps your customers understand why your product or services is better than, or different from, the competitor.

A good marketing plan can help you reach your target audience and boost your customers base, and

ultimately increase your chance of acquiring funding has it is often required when seeking funding and support you to set clear, realistic and measurable objectives for your business. Developing a marketing plan requires research, time and commitment, but is a very valuable process that can greatly contribute to your business success.

Now without customers, your

business would not survive, hence to attract and retain customers your business needs to understand the value of marketing; has people are unlikely to purchase something from your business if they do not know you are, what you are selling and why they should choose you instead of your competition.

It is well known that many small businesses don't place enough

### MARKETING IS FOR ALL BUSINESS BIG OR SMALL

- self-employed
- Partnership
- Limited



importance on marketing. They often see it as something that requires lots of funding and glossy advertising campaigns. However, marketing is about much more than advertising and sales.

## **MARKETING HELPS YOU TO FIND OUT WHAT MAKES YOUR BUSINESS UNIQUE**

Hence building your brand is a crucial part of building your business. You need to develop your idea into reality; it can either be services or a product that you develop. There are some fundamental questions you need to consider to build the foundation of both your business and brand.

### **Sample questions**

- What are the needs of your customers?
- How do your competitors meet the needs of your target customers?
- How can you help your target customers understand why your products or services better than, or different from, the competition?

In starting your own business you have probably already considered some of these questions, when preparing a business plan, but many businesses do not realise that these questions are also marketing

fundamentals. If you have already addressed these critical points, you have made the first step in building a successful business and brand.



## **A marketing plan is a strategic document.**

One of the greatest benefits of developing a marketing plan is that it helps you to focus on your resources and plan for your business growths. The planning process supports you to grasp the different factors that may affect your success.

Instead of worrying about the future, you can actually have a sense of control over your business and livelihood. So writing and researching for your marketing plan gives you the chance to:

1. Identify your target market and grasp how your product or service meets the need of the customers.
2. Identify your competitors and what your target customers think about your competitor's strengths and weaknesses.
3. Position your brand, products and services so

that your target market view your business as better than, or different from, the competition.

4. Helps you set specific, measurable goals and timeframes for your marketing activities.
5. Maps out a strategy to reach your target audience, including the message, channels and tool you will use.

## **A marketing plan gives you control of your business**

A marketing plan supports the day-to-day running of your business. When you develop your plan, you will set targets and milestones which help you to allocate resources and budget, motivate your team or yourself and manage your performances or your staff members also measure your marketing effort.

## **You do not have to start with a blank sheet of paper**

To write an effective marketing plan you need discipline, time and be focus. The process can be challenging but it's also rewarding, creative and even fun if you let it. You really do not have to start with a blank sheet of paper out

marketing plan template guide was developed by my expertise in marketing to help you achieve your goals and gain control of your business future. It gives you a clear process to follow as you develop your marketing. It helps you identify who your customers are, how you will meet their needs and how you will differentiate yourself from the competition. The competition can be tough so you need to be ready to come on top a good well thought out plan can help you achieve to do just that and be amongst the elite business out there.

### **Following title by Girlfridayz**

I hope you enjoyed read our pamphlet and it will support you developing your business and grow

### **Look forward for the next little read.**

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- [How to do a cost analysis](#)
- [How to conduct Market Research](#)
- [Customer Service](#)
- [How to advertised your business](#)
- [How to Grow your business to be rich](#)

This just a little selection of the taster to come, enjoy reading and keep on learning.

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Trisha Amable

