



## The Grede Company

# 30-SECOND MARKETING TIP



### The Marketing Plan

A marketing plan encourages thinking ahead in a systematic manner. It sharpens your company's focus and leads to better coordination of efforts. It prepares for unforeseen developments. And it inspires a sense of commitment in your employees.

Every good marketing plan has five essential parts:

**1. Situation Analysis**

Where your company stands in the market as compared to the competition, as well as a forecast of industry trends

**2. Objectives**

Where you want to be in both the short and long term

**3. Strategies**

How your company will achieve its objectives

**4. Tactics**

Specific tangible activities, like brochures, media advertising, website, or publicity

**5. Budget**

How much all those activities will cost

This basic outline can make the planning process go smoother.

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