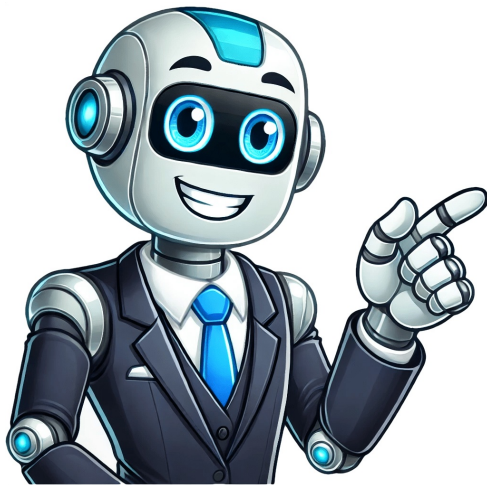


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marketing strategy can sway consumers to buy a particular company's products or services. It may include multiple marketing ideas for each of the firm's sectors or product lines. A marketing strategy contains the company value proposition, key brand messaging, and data on target customer demographics. A marketing strategy may include current or future marketing initiatives and details about a company's goals and timetables. The success of a marketing strategy can be quantified through metrics like the number of new customers, revenue, and sales. A marketing strategy may include advertising, outreach, and public relations campaigns. A clear marketing strategy should revolve around the company value proposition. This communicates to consumers what the company stands for, how it operates, and why it deserves the customers' business. A well-constructed value proposition provides marketing teams with a template that should inform their initiatives across all of the company's products and services. The ultimate goal of a marketing strategy is to achieve and communicate a sustainable competitive advantage over rival companies. To do this, a business must understand the needs and wants of its customers. Whether it's a print ad design, mass customization, or a social media campaign, a marketing asset should effectively communicate a company's core value proposition. For example, Walmart (WMT) is widely known as a discount retailer with everyday low prices. Low prices are its value proposition, so all its business operations and marketing efforts are rooted in that idea, which appeals to its core consumer base. Its marketing campaigns may be found on TV, in print, or on the accounts of social media influencers. But they all emphasize the same value proposition: low prices on many products. Many companies have similar value propositions, and research shows that consumers are more likely to purchase from companies whose values align with theirs. The marketing strategy you develop for your company will need to reflect the company's values and the market you're targeting. This document describes the marketing plan, a tool that helps you define your marketing strategy and execute it. You'll find information on how to conduct a marketing strategy session, how to write a marketing strategy, and how to implement it. The marketing strategy you develop for your company will need to reflect the company's values and the market you're targeting. This document describes the marketing plan, a tool that helps you define your marketing strategy and execute it. You'll find information on how to conduct a marketing strategy session, how to write a marketing strategy, and how to implement it.

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KPIs) KPIs are individual metrics that measure the various elements of a marketing campaign. These units help you establish short-term goals within your mission and communicate your progress to business leaders. Let's continue from above. If part of your mission is to attract an audience of travelers, you might track website visits using organic page views. In this case, organic page views is the KPI, and you can see the number of page views given over time. Also, make sure to check whether your current reporting software facilitates the KPIs you need. Some reporting tools can only measure a set of pre-defined metrics, which can cause massive headaches in particular marketing campaigns. However, other tools, like HubSpot's analytics software, offer full flexibility over the KPIs you wish to track. You can generate custom reports that reveal average website engagement rates, page visits, email, social media traffic, and more.

3. Identify your buyer personas. A buyer persona is a description of who you want to attract. This can include age, sex, location, family size, and job title. Each buyer persona should directly reflect your business' current and potential customers. All business leaders should agree on your buyer personas. Try out this Make My Persona tool to jumpstart this process. 4. Describe your content initiatives and strategies. Heres where youll include the main points of your marketing and content strategy. Because there are so many content types and channels available, explain how and why you chose each one. I like to specify: What types of content I'll create. These might include blog posts, YouTube videos, infographics, and ebooks. How much I'll create. I typically describe content volume in daily, weekly, monthly, or even quarterly intervals. It all depends on my workflow and the short-term goals for my content. The goals (and KPIs) I'll use to track each type. KPIs can include organic traffic, social media traffic, email traffic, and referral traffic. Your goals should also include which pages you want to drive that traffic to, such as product pages, blog pages, or landing pages. The channels on which I'll distribute my content. Popular channels include Facebook, X, LinkedIn, YouTube, Pinterest, and Instagram. Any paid advertising that will take place on these channels. 5. Clearly define your plan's omissions. A marketing plan explains the marketing team's focus. It also explains what the marketing team will not focus on. If there are other aspects of your business that you arent serving in this particular plan, include them in this section. These omissions help to justify your mission, buyer personas, KPIs, and content. In my experience, this section is particularly important for stakeholders to help them understand why certain decisions were made. And if your team isnt on the hook for something in this round, you'll need to make it known. 6. Define your marketing budget. Whether it's freelance fees, sponsorships, or a new full-time marketing hire, use these costs to develop a marketing budget and outline each expense in this section of your marketing plan. You can establish your marketing budget with these 8 free marketing budget templates. 7. Identify your competition. Part of marketing is knowing your competition. Research the key players in your industry and consider profiling each one. A great way to go into depth on this is to run a comprehensive competitive analysis, which will uncover who your competitors are and in which aspects you compete with them. You can get started with this exercise using these 10 free competitive analysis templates. 8. Outline your plan's contributors and their responsibilities. With your marketing plan fully fleshed out, its time to delegate. For this step, I like to write out which teams and team leaders are in charge of specific content types, channels, KPIs, and all other aspects of the plan. Now, I know starting a plan from scratch can be overwhelming. To ease that, in the next sections, Ill share some of the best guides and templates to help you build effective results-driven plans for your marketing strategies. Types of Marketing Plans The type of marketing plan you create will depend on your company, your industry, and your business goals. Here, Ill outline five common types, along with templates from real-world businesses and brands. 1. Quarterly or Annual Marketing Plans Source Quarterly, annual, or any other time-based marketing plans highlight the strategies or campaigns you'll take on during a certain period. This template from Forbes highlights the 10 key sections you'll need to include: ResearchCompetitive analysisSWOT analysisGoalsObjectivesTarget MarketsMessageTacticsTimelineBudgetBest for: If you're lost on where to start with a marketing plan, I recommend this guide to help you define your target audience, strategize how to reach them, and develop a plan to ensure that the audience becomes loyal customers. 2. Social Media Marketing PlanA social media marketing plan highlights the channels, tactics, and campaigns you intend to accomplish on social media. One subtype of this is a paid marketing plan, which includes paid strategies like native advertising, PPC, and paid social media promotions. To give an example of this type, Ill use Shane Snow's Marketing Plan, which he used to promote his book, Dream Teams. For this, he chose a data-driven content strategy framework known as the content strategy waterfall, as defined by Economic Times, is a model used to create a system with a linear and sequential approach. In Snows Contently article, he details how the waterfall model helped him successfully launch his new book. From it, I pulled out the following helpful advice: Apply your business objectives to decide which marketing metrics to track. Use your ultimate business goal of earning a certain amount in sales or garnering a certain number of purchases to estimate the conversion rate of each stage of your funnel. Create buyer personas to figure out the best channels for your target audience. Use your average post view on each of your marketing channels to estimate how much content you'll need to create and how often to post on social media. Calculate how much earned and paid media could cut down the amount of content you have to create and post. Design your process and workflow, build your team, and delegate tasks. Analyze content performance metrics to refine your overall content strategy. Best for: I use Snows marketing plan to think more creatively about my content promotion and distribution plan. I like that its linear, building on each prior step and creating an airtight strategy that doesn't leave any details out. 3. Content Marketing PlanA content marketing plan highlights the strategies, tactics, and campaigns in which you'll use content to promote your business or product. For this example, Ill refer to HubSpot's Comprehensive Guide for Content Marketing Strategy. Source HubSpot built its marketing team from two business school graduates working from a coffee table to a powerhouse of thousands of employees. Along the way, countless lessons have shaped its current content marketing strategy. HubSpot compiled its insights in a guide to teach marketers how to develop a successful content marketing strategy, regardless of their team's size. In this comprehensive guide for modern marketers, I found these key points: What content marketing is. Why your business needs a content marketing strategy. Who should lead your content marketing efforts. How to structure your content marketing team based on your company's size. How to hire the right people for each role on your team. What marketing tools and technology you'll need to succeed. What types of content your team should create, and which employees should be responsible for creating them. The importance of distributing your content through search engines, social media, email, and paid ads. And finally, the recommended metrics each of your teams should measure and report to optimize your content marketing program. Best for: I think this is a fantastic resource for content teams of any size, whether one or one hundred. It includes how to hire and structure a content marketing team, what marketing tools you'll need, what type of content you should create, and also recommends what metrics to track for analyzing campaigns. Pro tip: If you're aiming to establish or boost your online presence, try tools like HubSpot's drag-and-drop website builder, which will help you create a digital footprint that sets the foundation for all your content marketing endeavors. 4. New Product Launch Marketing PlanA new product launch marketing plan is a road map for promoting a new product. One of my favorite examples is the Go-To-Market Plan for a New Product by Chief Outsiders. Source In this plan, I learned to Validate a product. Write strategic objectives. Identify my market. Compile a competitive landscape. Create a value proposition for a new product. Consider sales and service in my marketing plan. Best for: If you're looking for a marketing plan for a new product, the Chief Outsiders template is a great place to start. Marketing plans for a new product will be more specific because they target only one product. 5. Growth Marketing PlanGrowth marketing plans use experimentation and data to drive results, like I found in Venture Harbours Growth Marketing Plan Template. Source Venture Harbour's growth marketing plan is a data-driven and experiment-led alternative to the more traditional marketing plan. This template has five steps, intended to allow refinement with every test-measure-learn cycle, which are: GoalProjectionExperimentsRoad mapInsightsBest for: I recommend this plan if you want to experiment with different platforms and campaigns. Experimentation can feel risky and unfamiliar, but this plan gives you a framework for accountability and strategy. Sample Marketing PlanTo put all this information together, Im going to outline the step-by-step creation of a sample marketing plan. Psst! Follow along with HubSpot's free marketing plan template. 1. Create an overview or primary objective Our business mission is to provide [service, product, solution] to help [audience] reach their [financial, educational, business related] goals without compromising their [your audiences valuable asset: free time, mental health, budget, etc.]. We want to improve our social media presence while nurturing our relationships with collaborators and clients. 2. Determine the KPIs for this mission. For example, if I wanted to focus on social media growth, my KPIs might look like this: We want to achieve a minimum of [followers] with an engagement rate of [X] on [social media platform]. The goal is to achieve an increase of [Y] on recurring clients and new meaningful connections outside the platform by the end of the year. 3. Identify your buyer personas. Use the following categories to create a target audience for your campaign. AgeGenderProfessionBackgroundInterestsValuesGoalsPain pointsSocial media platforms that they useStreaming platforms that they preferPro tip: For more useful strategies, consider creating a buyer persona with HubSpots Make My Persona tool. 4. Describe your content initiatives and strategies. Our content pillars will be: [X, Y, Z]. Content pillars should be based on topics your audience needs to know. If your ideal clients are female entrepreneurs, then your content pillars might be: marketing, being a woman in business, remote working, and productivity hacks for entrepreneurs. Then, determine any omissions. This marketing plan wont be focusing on the following areas of improvement: [A, B, C]. 5. Define your marketing budget. Our marketing strategy will use a total of [Y] monthly. This will include anything from freelance collaborations to advertising. 6. Identify your competitors. I like to work through the following questions to clearly indicate who my competitors are: Which platforms do they use the most? How does their branding differentiate? How do they talk to their audiences? What valuable assets do customers talk about? And if they are receiving any negative feedback, what is it about? 7. Outline your plan's contributors and their responsibilities. Create responsible parties for each portion of the plan. Marketing will manage the content plan, implementation, and community interaction to reach the KPIs. Social media manager: [hours per week dedicated to the project, responsibilities, team communication requirements, expectations]Content strategist: [hours per week dedicated to the project, responsibilities, team communication requirements, expectations]Sales manager: [hours per week dedicated to the project, responsibilities, team communication requirements, expectations]Customer Service will nurture clients relationships to ensure that they have what they want. [Hours per week dedicated to the project, responsibilities, team communication requirements, expectations]Project Managers will track the progress and team communication during the project. [Hours per week dedicated to the project, responsibilities, team communication requirements, expectations]. Marketing Plan FAQs What is a typical marketing plan? A typical marketing plan includes the following: Summary, mission, and objectivesTarget audienceCompetitive analysisStrategiesTacticsBudgetMetricsFor example, if I were leading a tech startup that's launching a new mobile app, my marketing plan would include: What should a good marketing plan include? A good marketing plan is unique to your business. That said, most marketing plans will include the following sections: Detailed description of the product or serviceUnique value proposition of the product or serviceTarget market analysisCompetitive analysisComprehensive marketing strategy, including online and offline channels.Strategic marketing mix details (such as product, price, place, and promotion).Budget.Measurable goals with defined timelines.What are the most important parts of a marketing plan? A marketing plan is developed by looking at your marketing strategy and your business goals, and then creating steps to take you from the what and why of your strategy to exactly how you'll reach your end goals. While each plan will look different, you can use this checklist to ensure that all the important steps are covered. If necessary: Marketing goalsExecutive summaryTarget market analysisCompetitive analysisMarketing strategiesTacticsBudgetMetricsWhat questions should I ask when making a marketing plan? Try using one or more of these questions as a starting point when creating your marketing plan. Who is my target audience? What are their needs, motivations, and pain points? How does my product or service solve their problems? How will I reach and engage them? Who are my competitors? Are they direct or indirect competitors? What are the unique selling points of my product or service? What marketing channels are best for the brand? What is my budget and timeline? How will I measure the success of marketing efforts? How much does a marketing plan cost? The marketing plan itself may not cost much, but the cost of executing a marketing plan will vary by business, industry, and scope, as well as whether your team handles marketing in-house or hires external consultants. Total costs can range from a few thousand dollars to tens of thousands, and should be assessed to include in your marketing plan budget (yes, there are free marketing budget templates for that!) 1. Louisville TourismSource I find this marketing plan to be a masterclass for companies in the tourism industry. It's comprehensive, and divides its target market into growth and seed categories to allow for more focused strategies. For example, the plan recognizes millennials in Chicago, Atlanta, and Nashville as the core of its growth market, whereas people in Boston, Austin, and New York represent seed markets where potential growth opportunities exist. Then, the plan outlines objectives and tactics for reaching each market. Why I Think This Marketing Plan WorksThe plan starts with a letter from the president and CEO of the company, who sets the stage by providing a high-level preview of the incoming developments for Louisville's tourism industry. The focus on Louisville as Bourbon City effectively leverages its unique cultural and culinary attributes to present a strong brand. It incorporates data from Google Analytics, Arrivallist, and visitor profiles to define their target audience with a data-informed approach. 2. LushSourceThe marketing plan for cosmetics company Lush is a 33-page digital flipbook created for its move into the Portuguese market. The executive summary contextualizes the company in the market for green products, linking its mission to environmental responsibility as its hook and selling point. The one-page summary goes on to outline its target audience (people who prefer green products), how it differentiates itself from the competition (ethically sourced, handmade products), and its strategic vision for entering Portugal (increasing brand awareness by allowing customers to create their own products). The rest of the plan addresses the history of the company, the state of the global cosmetics market, and Lushs products, values, and tactics including photos from prior successful launches. Its got all the parts of a successful marketing plan, even a colorful diagram of its budget and calendar. Why I Think This Marketing Plan WorksIts thorough, with a well-researched state-of-the-market section that places it in the context of other global cosmetics companies. The first paragraph clearly links its mission to a topic of greater global importance, giving weight to the business and its goals. It leverages prior successes to show how it will make a similar impact in the new market. 3. Timberland Regional LibrarySourceThis two-year marketing plan for Timberland Regional Library has four very strategic goals: increase brand awareness in the surrounding counties, promote impact stories, create new marketing videos, and add new marketing locations. It breaks down the plan into district-wide campaigns and major projects, laying out the specific tactics to meet its goals (from a new podcast to a sign-up month aimed at new library card holders). The tasks are broken down by month for both promotion and production. Why I Think This Marketing Plan WorksIts simple, visually appealing, and has clear goals. With a local geographic audience, it understands its target market well and defines how it will reach them through specific channels online and offline. It targets a single time period of two years and breaks down its marketing efforts by month. 4. Northeast Climate HubSourceThis marketing plan is from the Northeast Climate Hub of the U.S. Department of Agriculture, promoting its first feature-length environmental documentary, Delmarva and the Ground for Change. In an easily skimmable 34-page PDF, it uses each slide for a single component of its plan. The product overview gets a slide, for example, where dense summary text is offset by an image from the film. On another slide, its one-line mission statement is by itself, creating impact through the surrounding blank space. Using SMART marketing goals and core marketing messages, the plan goes into depth about its three target markets and then showcases four distinct audience personas that it aims for. Why I Think This Marketing Plan WorksPresented as slides, with only one piece of information per page, the components of the plan are easy to digest. Dedicated to a clear color scheme, the text and images become a cohesive whole, creating an engaging presentation. Its competitor analysis lists other environmental documentaries that could take interest away from this one, and establishes its position amongst them with a simple graph. 5. Wright County Economic DevelopmentSourceWright County Economic Development's plan drew my attention for its simplicity, making it good inspiration if you'd like to outline your plan in broad strokes without frills or filler. It includes key information, such as marketing partners, goals, initiatives, and costs. The sections are easy to scan, but also contain plenty of information for those who like to dig into the details. Most importantly, it includes a detailed breakdown of projected costs per marketing initiative, which is critical for upper-level managers and other stakeholders. Why I Think This Marketing Plan WorksIt begins with a quick paragraph stating why the recommended changes are important. It uses clear graphics and bullet points to emphasize key points. It includes specific budget data to support decision-making. 6. The Cultural Council of Palm Beach CountySourceThis marketing plan by a cultural council is a great example of how to use data effectively. It also offers extensive details of specific marketing strategies. For instance, one slide is dedicated to the countrys cultural tourism trends, and the plan also makes sure to mention what an arts and culture agency is in the first place which is important when presenting to unfamiliar audiences. Defining terms at the beginning is a great way to get stakeholders to understand your organization and the importance of what you do, like in this example. Why I Think This Marketing Plan WorksIt uses quality design and images to support the goals and priorities in the text. There are separate pages for each big idea or new strategy. It includes sections for awards and accomplishments to show how the marketing plan supports wider business goals. I feel more confident in analysing financial statements. I also feel like my models are more auditable and easier to follow. Axios Banks internship program revamp. Boosting skills and motivation With CFI I am recommending corporate finance institute for everyone who are financial professionals. The course content is very practical and closely resonates with the real-world work we do. CFI has the best delivery mode of difficult topics in Finance. SilverChef and CFI: A story of profitability Sarh International uses CFI to give learners the experience they want and employers the skills they need. CFI has a large catalogue of courses that are well organized and thorough. Makes it easy for me to dive into multiple topics, instead of trying to piece together learning materials. Provides the BEST educational experience. Even though I don't come from or work directly in Finance, I feel the overall learning through CFI turned out to be a great asset for me. Helped me grow in my career and added immense value to my CV. I have a much better understanding of the fundamentals and practical knowledge. Join a network of experts to support your learning journey, access exclusive resources, and professional development opportunities. Unlock hundreds of ready-to-use templates, cheat sheets, guides, and discounts on must-have finance tools to boost your skills and productivity. Get personalized advice, resume reviews, cover letter support, and access to a vast library of resources. Our experts are committed to your career success, ensuring you grow and thrive professionally. A marketing strategy can sway consumers to buy a particular company's products or services. It may include multiple marketing ideas for each of the firm's sectors or product lines. A marketing strategy contains the companys value proposition, key brand messaging, and data on target customer demographics. 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Whether its a print ad design, mass customization, or a social media campaign, a marketing asset should effectively communicate a companys core value proposition. For example, Walmart (WMT) is widely known as a discount retailer with everyday low prices. Low prices are its value proposition, so all its business operations and marketing efforts are routinized that idea, which appeals to its core consumer base. Its marketing strategies may be found on TV, in print, or on the accounts of social media influencers, but they all emphasize the same value proposition of low prices on everyday products. Many companies use market research to identify what is most important to consumers and how to differentiate their products or services from those of competitors. This information can be used to identify untapped audiences and develop a plan for reaching them, which will increase sales and improve a company's bottom line. The marketing strategy is outlined in the marketing plan. This is a document that details the specific types of marketing activities a company will conduct in a given timeframe. It contains important information such as what the current and near-future marketing initiatives will be, how they will be conducted, what their goals are, and the timetables for enacting them. A company may have separate marketing initiatives for each of its products or services; it may also have multiple marketing initiatives for the same product or service that are implemented at different times or on different platforms. Marketing strategies inform a business's marketing across many verticals and over a longer period. These strategies should ideally have longer life spans than individual marketing campaigns because they contain value propositions and other key elements of a company's brand, which generally hold constant over the long haul. Marketing strategies cover big-picture messaging, while marketing plans delineate the logistical details of specific campaigns. For example, a marketing strategy might say that a company aims to increase authority in niche circles where their clients visit. The marketing plan puts that into action by commissioning thought leadership pieces on LinkedIn. Creating a thoughtful and effective marketing strategy requires several steps. While sales are the ultimate goal for every company, a marketing strategy can also include short-term goals such as: Establishing authorityIncreasing customer engagementGenerating leads These smaller goals offer measurable benchmarks for the progress of your marketing plan. Think of strategy as the high-level ideology and planning as how you accomplish your goals. Every product or service has an ideal customer, and you should have a profile outlining what you know about yours. It can include: Who they areWhat they are most interested inWhat problems they want to solveWhat is holding them back from solving those problemsWhat solutions your competitors offer themWhat types of media are ideal for reaching them If you sell power tools, for example, you'll choose marketing channels where general contractors may see your messaging. This could be TV ads, or it might be social media accounts focused on home renovation and DIY. Now that you know your goals and who youre pitching to, its time to create your message. Your clients have a problem that needs to be solved and something that is standing in the way of that solution. Your marketing message needs to communicate how your product or service will solve their problem and improve their lives. This is also when you differentiate your solution from the one provided by your competitors and show how it's the best option for your customers. How you disperse your messaging may depend on how much you can afford. Will you be purchasing advertising? Working with thought leaders or influencers? Hoping for a viral moment on social media organically? Sending out press releases to the media to try to gain coverage? Your budget will dictate what you can afford to do. Even the best message won't work unless it is communicated through the appropriate medium. Selecting the best channel for your marketing efforts will depend on who your customers are, who they trust, what types of media they consume, and what budget you have to work with. Some companies may find the most value in creating blog posts for their website. Others may find success with paid ads on social media channels. Find the most appropriate venue for your content. To target your marketing, you need to know whether it is reaching its audience. Determine your metrics and how you'll judge the success of your marketing efforts. Make sure these are clearly defined and measurable. For example, you may decide to track: New leadsCustomer signupsRevenueSales of an individual productSocial media followersCustomer retentionNew accounts opened Which metrics you track will depend on the goals of your marketing campaign and the type of business you are running. A marketing strategy is a plan by a company or organization to reach prospective customers and persuade them to buy its products. As part of its marketing strategy, a business will identify its target customers, determine what those customers want, and engage with those customers through advertisements and promotions. An effective marketing strategy will focus on a specific goal, like increasing sales or raising brand awareness. The four Ps are product, price, promotion, and place. These are the key factors that are involved in the marketing of a good or service. The four Ps can be used when planning a new business venture, evaluating an existing offer, or trying to optimize sales with a target audience. They can also be used to test a current marketing strategy on a new audience. A marketing strategy will detail the advertising, outreach, and public relations campaignsto be carried out by a firm, including how the company will measure the effect of these initiatives. The functions and components of a marketing plan include market research, tailored messagingthat targets certain demographics and geographic areas, platform selection, and metrics that measure the results of marketing efforts and their reporting timelines. The terms marketing plan and marketing strategy are often used interchangeably because a marketing plan is developed based on an overarchingstrategic framework. The plan outlines marketing activities on a monthly, quarterly, or annual basis, while the marketing strategy outlines the overallvalue proposition. In some cases, the strategy and the plan may be incorporated into one document, particularly for smaller companies that may only run one or two major campaigns in a year. Companies need to sell their products and services to generate revenue and put them on the path of being a successful business. To sell their products or services, they have to let consumers know of them. They must also convince consumers to buy them as well as convert consumers from competitors. Having a marketing strategy that outlines this process and more is a crucial step in converting consumers into customers.

Marketing strategy and marketing plan. What is a marketing strategy in a business plan. What is the key purpose of a marketing plan in a business strategy. Marketing plan strategy and tactics. What is the purpose of a marketing strategy in a business plan. What is a strategic marketing plan. How to do a marketing plan. What is the purpose of a marketing and sales strategy in a business plan. What is involved in a well planned marketing strategy. What is the difference between a marketing strategy and a marketing plan.