

THE ULTIMATE MARKETING PLAN

**Find Your Most Promotable
Competitive Edge, Turn It Into A
Powerful Marketing Message And
Deliver It To The Right Prospects**

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MAIN IDEA

The essence of marketing is quite simple really. It is the process of getting the right message to the right people via the right media and methods so they make the right decision to buy the product or service you offer. Anything else is just window dressing. Marketing stands or falls on the strength of the sales generated (or lost).

With that in mind, developing the ultimate marketing plan is a structured process by which you make certain your marketing:

- Crafts the right message for your particular product, service or business.
- Takes advantage of all the marketer’s toolbox of secret weapons.
- Avoids the marketer’s sins which will detract from overall effectiveness.
- Has a minimum of time spent planning and a maximization of time spent doing.

In short, marketing is never about doing things that are aesthetically pleasing, or that win advertising industry awards. The only genuine yardstick for marketing is how well it generates sales. The world is full of interesting things competing for the attention and pocketbooks of the same consumers you hope to turn into customers. By developing and executing the ideas in your own ultimate marketing plan, you optimize the number of sales you make thereby building the long-term future of your business.

Section 1 – The Ultimate Marketing Plan. Pages 2 - 5

The Ultimate Marketing Plan	
1 Put together the right message	8 Use “poor boy” marketing
2 Present your message	9 Maximize total customer value
3 Pick the right targets	10 Fuel word-of-mouth advertising
4 Prove your case	11 Create short-term sales surges
5 Put your best foot forward	12 Use new technology
6 Generate some free advertising	13 Hire and fire the experts
7 Start a trend -- Become hot	

Section 2 – The Ultimate Marketing Secret Weapons Pages 5 - 7

The Ultimate Marketing Secret Weapons	
1 A good U.S.P.	10 Capture details
2 Being understood	11 Telephone upselling
3 Eliminating assumptions	12 Direct Mail + Telemarket
4 Asking for the order	13 Marketing asset sharing
5 Tailoring the message	14 Customer respect
6 Anticipating skepticism	15 Additional products
7 Good pictures	16 Excellence
8 Image congruency	17 A “Champion”
9 Constant change	

Section 3 – The Ultimate Marketing Sins Page 8

The Ultimate Marketing Sins	
1 Doing something that is totally boring.	
2 Wasting your marketing weapons on the wrong targets.	
3 Taking your customer’s loyalty for granted.	
4 Letting a customer leave your business angry with you.	
5 Abdicating control over your marketing to someone else.	

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