

# FOUNDATIONS OF EFFECTIVE MARKETING

Strategy and marketing planning

## STRATEGIC

Start with knowledge. Learn how the market is and how it works - not how you want it to be. Know where the best opportunities lie.



## DEFINE SUCCESS

Set clear, measurable goals. They should be challenging, but not impossible to achieve.

## BUILD A PLAN

Plan the journey to each goal and define the individual steps along the way. These will form the marketing plan.



## IDENTIFY KEY PROJECTS

Which key projects will enable success? Website upgrade? New tech or tools? Events? Campaigns? Something new?

**WHAT MARKETING FUNDS, PEOPLE AND RESOURCES DO WE NEED?  
BE AGILE. ALWAYS REVIEW AND REVISE THE PLAN.**

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