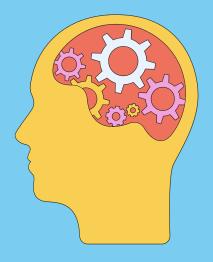
# **FOUNDATIONS OF EFFECTIVE MARKETING** Strategy and marketing planning

## 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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