



# On Target : The Book on Marketing Plans

*Tim Berry, Doug Wilson*

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### It's About the Plan

So you're looking to develop a marketing plan. You might be a business owner or business manager. You might be a marketing expert, beginner, or pragmatic do-it-yourself person. Either way, our goal is to help you get that plan built in a logical, orderly way and accomplish your goals.

If you're already a marketing expert, we think we can still help you develop a plan. You probably already know all we have to offer about marketing strategy and tactics, but we can help you through the planning process, give you the step-by-step guide, and suggest a methodology for channeling what you know into a logically sequenced, orderly plan that you'll be able to implement. You know as well as anybody that marketing plans are not as generally accepted and defined as business plans, so the framework itself can help you get the job done.

If you're not a marketing expert, then look at this book as a practical guide to the basics, and a part of the process of developing a plan. We've tried to give you all you really need to know, from a practical point of view, to develop a marketing plan. This book includes details on how to develop your strategy, how to focus on key elements, analyze and research your market, develop strategy and tactics, project your sales and build your budget, so you can create a plan that you can implement.

Regardless of your background or experience, you want your marketing plan to be a useful document that describes your current situation, states your strategy, and outlines a pragmatic approach to accomplish your desired results.

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