



# How To Write Your Marketing Plan

*P Flanagan*

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## **How To Write Your Marketing Plan** P Flanagan

This marketing planning framework gives you a structured approach to producing your own marketing plan. This guide follows the logical stages of the marketing planning process and explains each step of the way in easy to understand English. It defines what a marketing plan is, as well as the components of your plan (marketing strategy, marketing mix etc). This how to guide gives you a template you can use straight away. It also gives you a sample marketing plan for a new online startup company to give you an idea of the type of information you may want to include in your own plan.

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