

# DCP Marketing Services LLC

*Growing Sales with Creative Strategies and Effective Communications*

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## **Marketing Plan**

*Build Awareness. Develop Relationships . Generate Prospects.*

- **Business Goals**
  - Build awareness. Develop relationships. Generate client prospects.
  - Revenue Growth = ??
  - New Products and Services = ??
  - New Clients = ??
  - New Partnerships = ??
  
- **Products and Services**
  - ??
  - ??
  
- **Market Segments**
  - ??
  - ??
  
- **Competition**
  - ??
  - ??
  
- **Market Strategies**
  - ??
  - ??
  
- **Messages**
  - ??
  - ??
  
- **Marketing Communications**
  - Web Site (with SEO and Google PPC Ads)
  - E-mail Newsletter
  - Blogs, Articles and Case Studies
  - Business Networking
  - Events, Conferences and Trade Shows
  - LinkedIn, Facebook, and Twitter
  - Speaking Engagements
  - Publicity
  - Advertising