

DCP Marketing Services LLC

Growing Sales with Creative Strategies and Effective Communications

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DEVELOPING AN EFFECTIVE MARKETING PLAN

"The role of marketing is to help develop the company's strategies and messages - and to communicate them clearly and concisely to customers, employees and investors." - David Pinkowitz

Select the Marketing Plan Team

- Chief Executive
- Sales/Marketing Executive
- Operations/Technology Executive

Focus the Marketing Strategy

- Growth Goals (revenue, territory, employees)
- Product & Service Strategy (differentiation)
- Market Strategy (segmentation)
- Sales Channel Strategy (direct, reps, partners)
- Competition (positioning)

Develop the Marketing Message

- Who is the target audience?
- What is the message to be delivered?
- Which are the best channels to deliver the message?

Budget the Marketing Mix

- Web Site
- Sales Literature
- E-mail / Direct Mail
- Networking
- Trade Shows
- Google SEO/PPC
- Publicity
- LinkedIn/Facebook/Twitter
- Seminars
- Newsletter
- Telemarketing
- Advertising

David Pinkowitz
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