

Marketing Plans and Marketing Advice



APPLIED SUPPORT SERVICES
MANAGEMENT CONSULTING



Marketing Plans and Marketing Advice

Applied Support Services can assist you with:

- Marketing plans for board and shareholder reporting.
- Marketing plans for sales and operations staff.
- Marketing plans for new products and services.
- Market situation reports.
- [Export](#) marketing.
- Market [research](#).
- Market [analysis](#).
- Market strategy.

[Marketing plan templates](#) customised to your needs are supplied in Microsoft Word format and essential tables in Microsoft Excel format.

Marketing Plans

Marketing planning is a responsibility. It plays a vital part in gaining, satisfying and keeping customers. Marketing planning looks at the future potential of markets to determine which products and services should be aggressively promoted and which abandoned. Marketing planning establishes how your financial targets will be met by sales and sets priorities for the product development and future company direction. For assistance with your marketing plans [contact us](#).

Marketing Strategies

Firms who implement practical marketing strategies increase their survival chances. The marketing strategy defines your vision and direction for the business and helps you allocate resources to achieve that vision. The key features of a marketing strategy are:

Understanding Current Market Conditions: Markets, customers and business conditions are constantly changing. The market situation report helps you understand and react to the changing business environment in which you operate. It helps you identify your strengths and weaknesses and plan responses to external opportunities and threats.

Setting Financial and Marketing Objectives: Financial goals are only achieved through sales. The marketing strategy identifies what you are good at and how to exploit that advantage. Your financial and marketing objectives are closely linked. Your objectives should be realistic and achievable and within your firm's capabilities.

Marketing Action Plans: The success of your marketing plan lies in its implementation. Action plans schedule and cost out what has to be done to achieve your marketing strategy. Action plans need to be flexible enough to allow for rapid changes in company direction. For assistance with preparing your marketing strategies [contact us](#).



Marketing Communications









Whatever stage of business you are in, success means continually searching for new and better ways to communicate with your customers. To grow, you need an ongoing, targeted marketing programme you can manage within the day-to-day demands of your business. A common mistake is to reduce marketing spend in the slow times. Applied Support Services can help you with:

- Identifying new target markets for your products and services.
- Finding purchase decision makers.
- Promoting to new prospects.
- Ensuring your website is up to date.
- Increasing visitors to your website.
- Using customer feedback to increase sales.
- Easy to use, marketing communications programmes.

Customer and Marketing Databases

Marketing databases are the engine room of your marketing strategy. Marketing databases capture information about your customers and prospects including their names, addresses, contact numbers and transaction history. Customer databases help you better manage the sales cycle from initial contact, through to negotiation and the commitment to buy. Applied Support Services can assist you with:

- Building your marketing database.
- Ensuring your database is kept up-to-date.
- Using your database for running your promotional campaigns.
- Using your database for tracking sales opportunities.
- Using your database to increase visitors to your website.

Tue 26/05/2009 8:1...		Sales Enquiry
Tue 26/05/2009 8:0...		Draft Email
Tue 26/05/2009 5:5...		Sales Enquiry
Tue 26/05/2009 9:2...		Draft Email
<hr/>		
Mon 25/05/2009 4:...		Business Partn...
<hr/>		
Sat 23/05/2009 11:...		Client Work
Fri 22/05/2009 1:41...		Client Work
Thu 21/05/2009 11:...		Client Work



Our Experience

We are experienced in the facilitation, documentation and implementation of marketing strategies. We have completed marketing plans for both local and international businesses. To facilitate the process easy-to-use, step-by-step templates are supplied to you in Word and Excel format. Or, to discuss your marketing planning requirements, contact us on (09) 817 7460 or send us an email.

Useful Links:

Business [templates](#).

[Government](#) business planning advice.

Business [plans](#).

Market [research](#) and market analysis.

Excel [spreadsheets](#) and business models.

New Zealand [Marketing Association](#).

Applied Support Services [home page](#).

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