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*White Paper*

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**Give a little love to your marketing plan.**

We know it's tempting...you have an exciting product or service ready to launch, maybe even a whole new business. And you know it's going to be a smashing success. So why should you invest the time and resources to guide your team through the development of a marketing plan? Well, by sidestepping the planning process, here are some benefits you may miss out on:

### **Benefits of a good marketing plan**

- Forces a review of all factors impacting success.
- Encourages a long-range view; minimizes expedient decision-making.
- Stimulates thinking to make optimum use of company resources.
- Provides a market-driven foundation to develop operating plan.
- Serves as an ideal vehicle to achieve internal consensus and buy-in.
- Fosters coordination and unification of all efforts; maximizes efficiency and effectiveness.
- Enables team members to take action that is appropriate and in concert with organizational goals.
- Facilitates objective evaluation of actions and results; fosters use of strengths, helps prevent repetition of mistakes, and indicates where improvement is necessary.
- Clearly delineates goals, facilitates measurement, course correction if indicated, and recognition of superior performance.

Not sure how to get started? Keep the basic characteristics outlined here in mind, jot down your initial thoughts and then get some help from marketing professionals...like PAPA!

### **Characteristics of a good marketing plan**

- Simple and easy to understand.
- Clear about responsibilities and desired results.
- Practical about goals to be attained and application of resources.
- Flexible and adaptable to changing conditions.



