



Marketing Plan to Enhance Business Performance



Your Company Name

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Steps to formulate business marketing plan

This slide shows five stages process which can be used by organizations to develop strategic marketing plan. It includes various steps such as marketing analysis, goal setting, outlining marketing strategies, budget formulation and evaluation.

01. Market analysis

- Conduct extensive research on competitors
- Conduct SWOT analysis
- Identify target customer
- Add text here



02. Set goals

- Increase sales **by 30%**
- Increase brand awareness **by 20%**
- Increase website traffic **by 15%**
- Add text here



03. Outline marketing strategies

- Select online and offline channels for product promotions
- Develop social media marketing plan
- Add text here



04. Develop budget

- Prepare budget for various marketing activities
- Develop annual, quarterly and monthly budget
- Add text here



05. Evaluate

- Analyze the performance of marketing plan using key performance metrics
- Identify improvement areas and take necessary steps
- Add text here



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Marketing mix for better product understanding

This slide shows marketing mix which can help organizations with planning, developing and executing effective marketing strategies. It further includes 7ps which are product, place, price, promotion, people, process, and physical evidence.

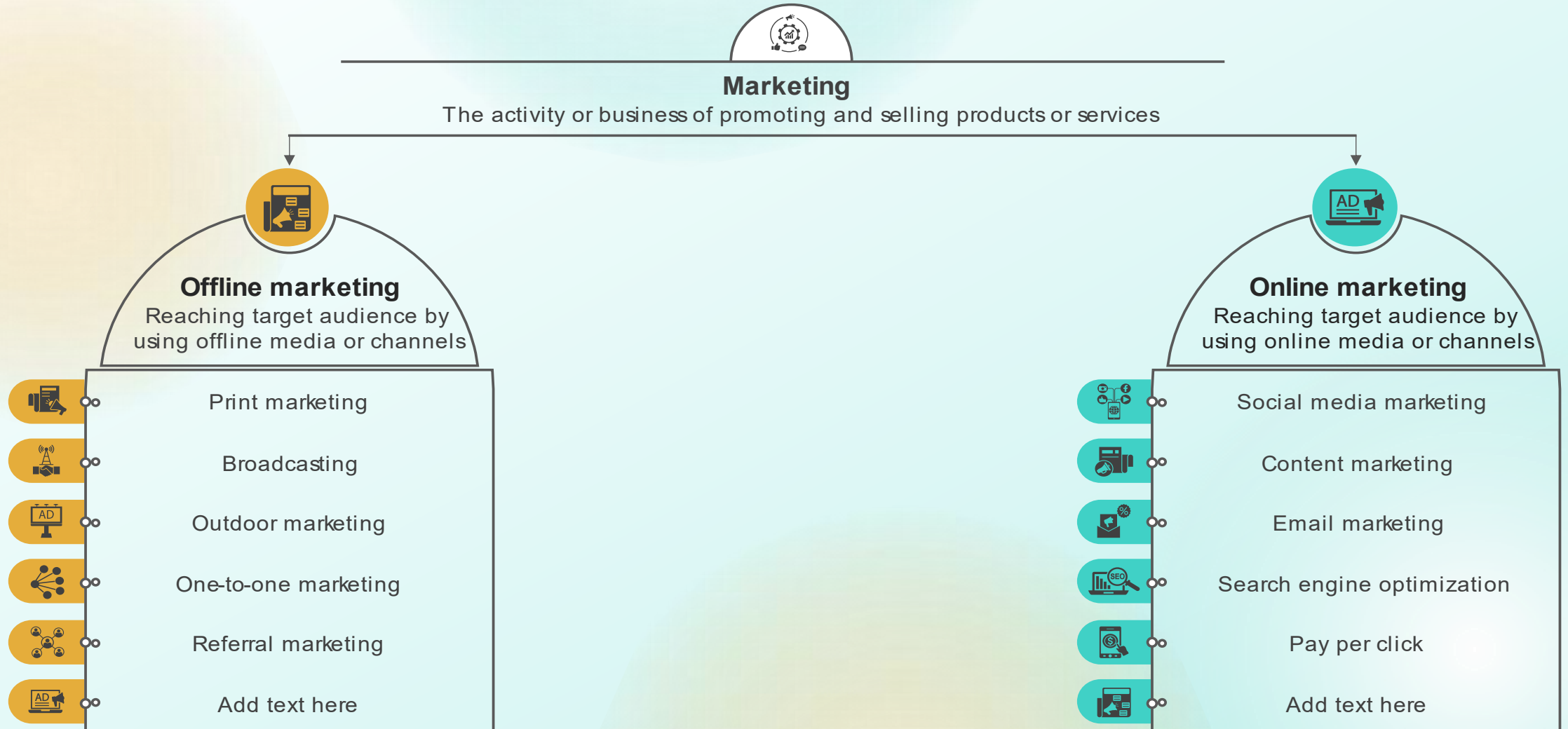


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Different types of marketing approaches for business

This slide shows two types of marketing i.e. offline and online marketing which can be used by businesses to promote products. It further includes various types of offline and online marketing such as print, outdoor, referral, social media and content marketing.



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How offline marketing is different from online promotion?

This slide showcases comparison between online and traditional marketing. The comparison is done on the basis of target audience, documentation, marketing cost and approach, real-time result, communication and consumer interaction.



Offline marketing

Online marketing

Local audience	Global audience
Record details and data in form of hard copy	Record data in softcopy over various platforms that can be used by users anytime
Expensive	Economic
Take weeks to track marketing status	Tracks marketing status in real time
One way communication due to inflexible marketing mediums	Two-way communication due to flexible market mediums
Promotes brand by building a personal connection with customer	Connect to finite number of consumers effortlessly through online channels
Add text here	Add text here

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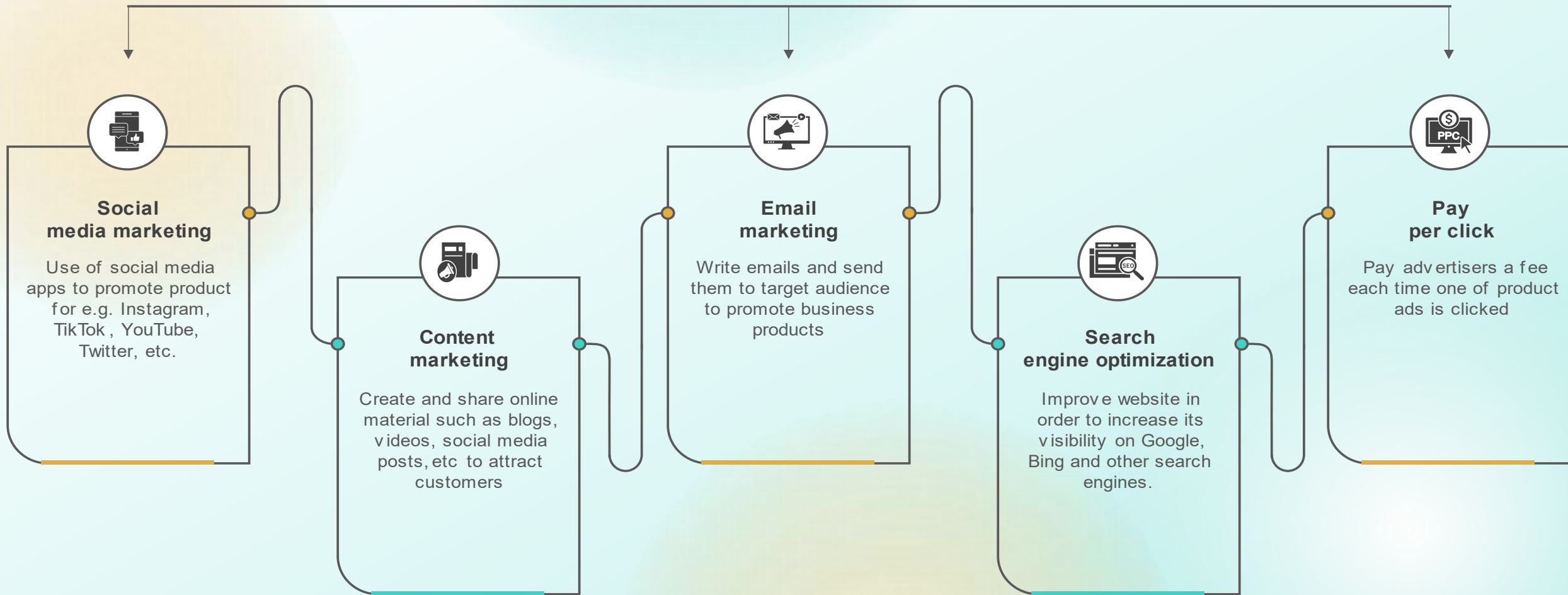
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Overview of various online marketing forms

This slide shows various types of online marketing which provides useful insight to marketers for advertising products on digital marketing platforms. Major forms covered are social media, content, email, SEO and pay per click marketing.



Online marketing

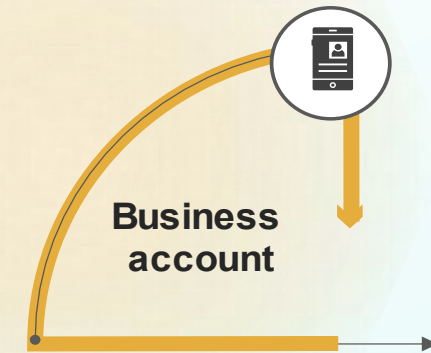


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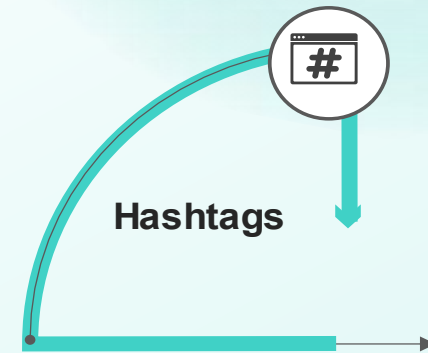
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Instagram marketing strategies to boost user engagement

This slide covers various successful Instagram advertising strategies which can lead to enhance customer engagement rate. Includes techniques such as business account, sponsored ads, hashtag and cross promotions.



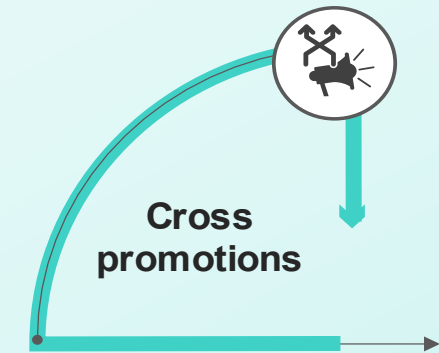
- Provides feature to use ad tools to grow brand
- Aids in finding large audience for high engagement posts
- Add text here



- Helps in expansion of Instagram audience and get more reach
- Provides label and categorize the content
- Add text here



- Create advertisements to generate leads and sales
- Global reach with ads and connect more audience
- Add text here



- Invite followers from other social media platforms to follow Instagram account
- Helps to increase followers
- Add text here

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Tactics to create effective TikTok marketing strategy

This slide represents the techniques to be used by marketers to develop a successful strategy to promote company's brand, products and services on TikTok. It includes tactics such as define target audience, perform competitive audit, track progress etc.

01



Define target audience

- Age: 18-40 yrs.
- Income level \$1500 annual income
- Interests: Tech freaks
- Add text here

02



Perform competitive audit

- Brand's direct competitors have strong presence over TikTok
- Perform SWOT analysis to understand competitor's strengths and weaknesses
- Collaborate with popular influencers and stars
- Add text here

03



Set goals which aligns with business objectives

- Reach 2000 new customers by end of quarter 1
- Enhance brand image
- Develop strong relationships with customers
- Enhance customer engagement rate by 25% by end of 2nd quarter

04



Track progress

- Analyze effective strategies
- Add text here
- Add text here
- Add text here

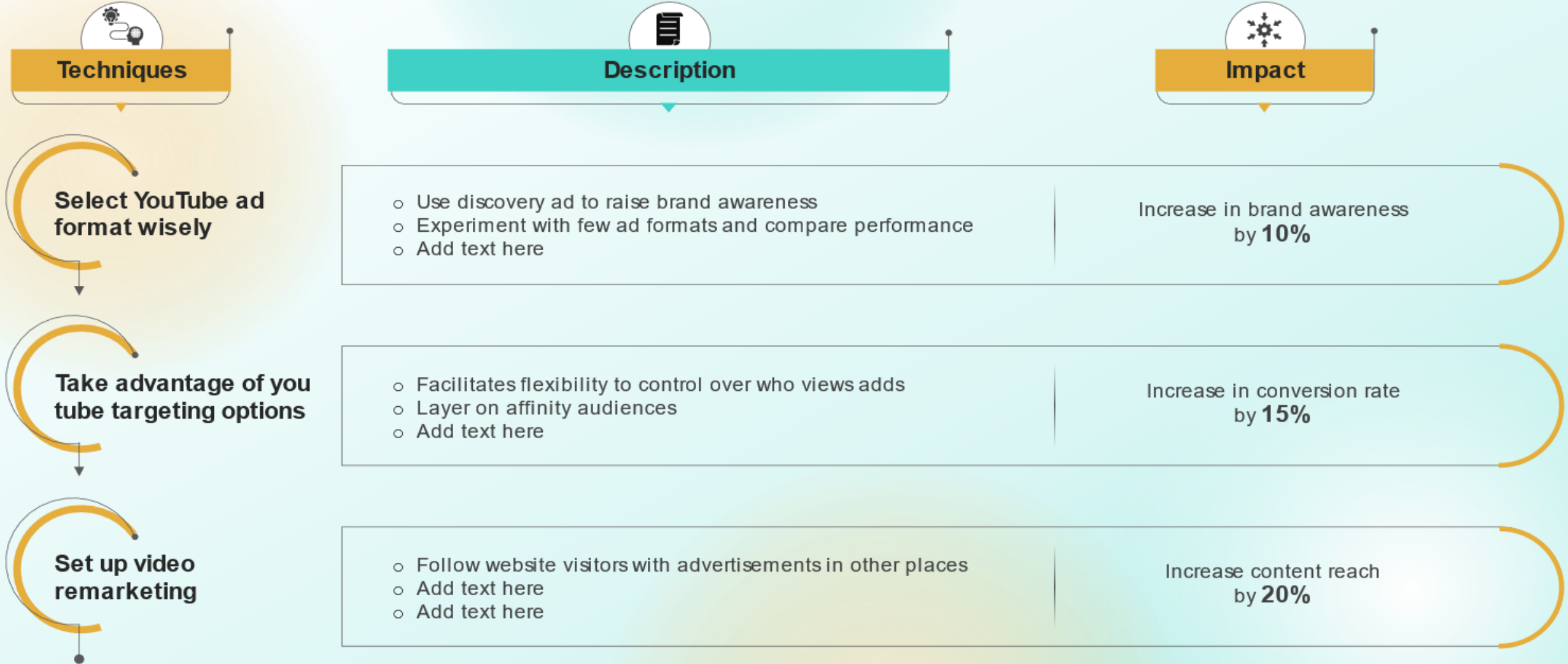
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Key YouTube marketing techniques for organizations

This slide shows various techniques which can be adopted by marketers to engage more customers to increase sales and revenue through effective YouTube advertising. It includes techniques such as selecting right format set up video remarketing etc.



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Steps to formulate content marketing plan

This slide shows eight steps which can be used by marketing managers to develop content marketing plan. It includes steps such as set goals, identify target audience, research competitors, keywords research, etc.

01. Set goals

- Increase brand awareness by **30%**
- Increase audience interactions by **15%**
- Add text here



02. Identify target audience

- Identify customer persona
- Demographics of age, gender, and income
- Add text here



03. Research competitors

- Conduct research on marketing strategies used by competitors
- Identify pricing strategy of competitors
- Add text here



08. Plan publishing schedule

- Calendar of publication dates
- Personnel assigned for content creation
- Add text here



07. Plan resources

- In-house outsource content creation
- Content marketing campaign manager
- Add text here



06. Develop strategy

- Platforms to publish
- Methods for promotion
- Add text here



05. Review

- Most popular content
- Pages of website currently receiving the most traffic
- Add text here



04. Keyword research

- Investigate search volume for relevant keywords
- Develop keyword strategy
- Add text here



Steps to develop effective email marketing strategy

This slide exhibits five steps of email marketing strategy for running successful campaigns. The steps are set email marketing goals, know the target audience, determine email types, plan and craft the emails which will ultimately increase the brand awareness.



01
Set email marketing goals

Define goals such as–

- Goal 1: to boost brand engagement through emails by 30%
- Goal 2: to increase open rate by 50%
- Add text here



02
Know the target audience

Classify the target audience on the basis of–

- Geographics
- Demographics
- Psychographics
- Add text here



03
Determine email types

Use following emails to boost revenue such as–

- Promotional emails
- Relational & transaction email
- Add text here



04
Plan emails

- Design the basic email layout which is to be used
- Add text here



05
Craft emails

- Keep subject line 4-5 words
- Add text here

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