

Contents

page 3

Introduction

6	Competitive Positioning
10	Brand Strategy
13	Distribution Channels
17	Pricing
21	Sales Process
24	Marketing Campaigns
28	Marketing Plan & Budget
32	Naming
36	Corporate Identity
38	Messaging
41	Sales Literature & Tools
44	Websites
47	Customer Relationship Management
50	Sales Management
56	Customer Retention
59	Telemarketing
62	Trade Shows & Events
65	Email Marketing
68	Search Marketing
71	Online Advertising
74	Publicity
77	Direct Mail
80	Traditional Media
83	Recruiting
85	Vendor Selection
87	Return on Investment
90	Customer Lifetime Value
93	Copywriting & Graphic Design
53	Business Development

What's Next

page 96