

Preface

Most small to medium-sized businesses struggle with marketing. The marketing function is often treated as a cost center--ad hoc activities that don't produce measurable results that are tracked to the top and bottom line.

This e-book defines a marketing process that businesses can use to put structure around their daily, monthly and annual revenue-generating activities.

It covers more than just "traditional" marketing and ties together all go-to-market business activities: strategic planning, financial planning and measurement, creative development, marketing execution and sales.

If you're a business marketer or executive, complete the Key Concepts and Steps section in each subject to improve your performance throughout the year. If you'd like to access a complete set of exercises and marketing tools based on this e-book, check out our offering at www.GrowthPanel.com.

Growth Panel delivers hundreds of marketing tools from each subject of the process. Download a career's worth of tools to use on the job -- over 1,600 pages of marketing tools published in Word and Excel and over 30,000 combinations of marketing execution plans. They're comprehensive, detailed and granular.

If you like detailed planning from the 30,000 foot level down to the 5 foot execution level, you'll love our tool. We have a version for marketers and entrepreneurs and a Professional version for consultants and services firms to use under their own brand.

Typical Professional users are:

- ▶ Business consultants
- ▶ Marketing consultants with expertise in a specific function
- ▶ Sales coaches
- ▶ Advertising agencies
- ▶ Graphic design firms
- ▶ Marketing communications firms
- ▶ Web design/development firms
- ▶ PR firms
- ▶ Aspiring entrepreneurs who are looking for a new business opportunity



Connect with us to learn more. <http://www.growthpanel.com/versions/get-started.html>

Enjoy the e-book!