

Part Two

The major elements of marketing

INTRODUCTION TO CHAPTERS 7–11

These chapters are intended for those readers who need to know how to set more detailed objectives and strategies for the elements of the marketing mix. These details are more concerned with one-year operational plans and readers who wish to stay with the strategic marketing plan can go straight to Chapter 12. We do, however, strongly recommend readers to study them.

The figure below shows the structure of this part of the book. Chapter 7 on Integrated Marketing Communications is followed by two chapters about the next steps in the customer journey. Chapter 8 considers the sales force specifically, with particular attention to key account planning, while Chapter 9 describes how to plan for the multiple channels available today for both sales and service. Chapter 10 covers development of the relationship with current customers. Finally, chapter 11 provides more detailed consideration of the vital topic of pricing.



