

June 16, 2009

Abstract

Developing a Strategic Marketing Plan... The First Step

Report Fast Facts

Published: June 2009

Pages: 28

Price: \$295

Order Information

To place your order today, contact Robyn Wuori at 781.616.2100 or via e-mail at robyn_wuori@infotrends.com

About InfoTrends

InfoTrends, a Questex Company, is the leading worldwide market research and strategic consulting firm for the digital imaging and document solutions industries. We provide research, analysis, and advice to help clients understand market trends, identify opportunities, and develop strategies to grow their businesses. To learn more about our company, visit www.infotrends.com.

© 2009 InfoTrends, Inc.
www.infotrends.com

Abstract

Having a good strategic marketing plan has never been more important than it is in today's hostile and complex competitive business environment. Often, it can be the difference between success and failure. This document will provide a "how to" perspective on building a strategic marketing plan as well as case histories from digital service providers that are evolving marketing strategies.

For More Information

If you would like to order extra copies of this report, receive permission to use any part of the report, or be informed of upcoming market updates, reports, and related projects, please e-mail us at info@infotrends.com.

Headquarters:
97 Libbey Industrial Parkway
Suite 300
Weymouth, MA 02189
United States
+1 781 616 2100
info@infotrends.com

Europe:
3rd Floor, Sceptre House
7-9 Castle Street
Luton, Bedfordshire
United Kingdom, LU1 3AJ
+44 1582 400120
euro.info@infotrends.com

Asia:
Hiroo Office Building
1-3-18 Hiroo, Shibuya-ku
Tokyo 150-0012
Japan
+81 3 5475 2663
info@infotrends.co.jp

Table of Contents

Introduction	3
The Elements of a Strategic Marketing Plan	4
Targeting the Right Customers	5
B2B versus B2C	6
B2C	6
B2B	7
Market Positioning	9
How do I Position my Firm?	9
1. Superlative: Why Choose this Supplier?	9
2. Label: What are the Products and Services Offered?	9
3. Qualifiers: Who Should Choose this Product?	9
4. The Benefit: What Value do you Bring? What Problem do you Solve?	10
Canfield & Tack... It Starts with Market Positioning	10
The 4 Ps of the Marketing Mix	11
Product: Transforming Your Product Mix	11
<i>Developing and Defining the Offer</i>	12
<i>The Realities</i>	12
<i>Great Products = Revenue Growth</i>	13
Pricing: It's About Value!	14
<i>What is Value?</i>	14
<i>Price versus Value</i>	15
Place: Sales and Distribution in an Internet World	15
<i>Distribution Considerations</i>	15
<i>F.P. Horak: Driving Business Growth</i>	16
<i>VistaPrint: Leveraging Partnership Programs</i>	17
<i>Four51: Commerce Networks for Buyers and Sellers</i>	18
Promotion: How to Be Noticed by Prospects and Customers	19
Building Awareness in a Multi-Media World	19
1. Advertising/Direct Mail	19
2. Event Marketing	23
3. Public Relations...The Forgotten Tool?	24
<i>The Internet</i>	26
<i>New Media</i>	27
Self-Promotion...It's the Key to Success!	28
Conclusion	28

This material is prepared specifically for clients of InfoTrends, Inc. The opinions expressed represent our interpretation and analysis of information generally available to the public or released by responsible individuals in the subject companies. We believe that the sources of information on which our material is based are reliable and we have applied our best professional judgment to the data obtained.