



# Implementation

The world will "beat a path to your door"... only if they know who you are, what you've got, and where to reach you. That's a large part of the "deliverables" in your marketing plan. But don't confuse a plan with the actual marketing activities. You need both to succeed.

The value of the plan is in the implementation it causes, and implementation starts the day you settle on the main points of your plan. Understand that your marketing plan is never really done - you're always revising it, or should be, because market forces are always changing. Without a plan setting markets, you'll never know the difference between plan and reality. Work your plan, don't just write it.

Implementing your marketing plan is like

building a house - your marketing plan is your blueprint. You must determine the proper tools to do the job and use them selectively to construct a sound and profitable business. The key to successfully implementing your marketing plan is to choose a combination of tactics and tools that work for you, that are applicable to your market and customers, and that you can afford mentally and financially. You cannot possibly use every marketing tool there is. Successful Marketer A might use direct mail, testimonials, community involvement and display ads; while Successful Marketer B might use telemarketing, e-mail, special offers and the Internet. Marketing is made up of many things all working together and supporting each other.

## Consider all the marketing tools which might fit your company's needs then:

1. Brainstorm about which ones might work with your product and your customer base and why.
2. Cost them out.
3. Prioritize
4. Determine what you can afford financially and time-wise.
5. Launch what you can launch properly.
6. Evaluate what works and what doesn't and adjust accordingly.

**The best marketing tool you can have is a marketing plan.**