



# The Successful Marketing Plan: How to Create Dynamic, Results Oriented Marketing, 4th Edition (Marketing/Sales/Adv & Promo)

By Roman Hiebing, Scott Cooper, Steve Wehrenberg

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**The planning guide marketers have relied on for two decades?updated and expanded**

For more than 20 years, *The Successful Marketing Plan* has been the marketing professionals' go-to guide for creating plans that define and fulfill the needs of their target markets. In this substantially revised and expanded fourth edition, Roman Hiebing, Jr., Scott Cooper, and Steve Wehrenberg outline how to develop proven objectives, strategies, and tactics that deliver the bottom line.

Separating the plan into 10 market-proven, manageable components, *The Successful Marketing Plan* explains how to:

- Find the data you need to develop your plan
- Identify growth target markets
- Set realistic sales objectives
- Position your products through a strong branding program
- Condense your plan into a workable calendar of activities
- Arrive at a realistic budget and payback schedule
- Evaluate and test the plan's effectiveness

The authors of *The Successful Marketing Plan* have made extensive revisions to more than 50 percent of the book's content?from a new planning model to a more user-friendly business review section to a complete revision of the strategy chapters including a new message strategy chapter. Plus, the book contains completely updated chapters on advertising, media content, and interactive communications, in addition to updates in information sources, planning charts, and the Idea Starters appendix, which has more than 1,000 tactical ideas tied to specific objectives.

Great marketing begins with a great marketing plan. Use *The Successful Marketing Plan* to build a focused "real-world" marketing plan that will enable

your company to thrive and grow in today's cost-conscious, winner-take-all competitive arena.

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## **Editorial Review**

From the Back Cover

### **Step-by-step, up-to-date, proven guidelines for creating a dynamic, results-focused marketing plan**

Through thirteen years and two previous editions, *The Successful Marketing Plan* has shown more than 40,000 business owners and marketing pros how to write marketing plans that define and fulfill the needs of their target markets. Now, in this substantially revised and expanded third edition, Roman Hiebing Jr. and Scott Cooper outline methods for developing objectives, strategies, and tactics to create a marketing plan that delivers the bottom line.

Separating the plan into ten market-proven, manageable components, *The Successful Marketing Plan* explains how to

- Find the data you need to develop your plan
- Conduct a comprehensive situation analysis
- Set realistic sales objectives
- Position your products through a strong branding program
- Condense your plan into a workable calendar of activities
- Arrive at a realistic budget and payback schedule
- Evaluate and test the plan's effectiveness

Updated to reflect today's rapidly changing marketplace, it now includes completely new chapters on two of today's hot-button topics--Internet media and brand positioning. A unique "Idea Starters" grid with more than 1,000 idea combinations designed to meet any challenge is included, along with new information, statistics, worksheets, and action items for every chapter.

All great marketing begins with a great marketing plan. Let *The Successful Marketing Plan* guide you step-by-step through everything you need to know to create a comprehensive "real-world" marketing plan that will enable your company to thrive and grow in today's cost-conscious, winner-take-all competitive arena.

## **About the Author**

**Roman G. Hiebing, Jr.**, is the retired president of The Hiebing Group, a full-service marketing and advertising agency serving clients such as McDonald's, Coors Beer, Culligan Water Filtration, Diaper Genie, and Mercury Marine.

**Scott W. Cooper** is principal of the marketing strategy firm Marketing Engine Group ([www.marketingenginegroup.com](http://www.marketingenginegroup.com)). He formerly served as president of The Hiebing Group, senior vice president of marketing for Famous Footwear, and senior vice president of corporate brand marketing for Brown Shoe.

**Steven J. Wehrenberg** is CEO of Campbell Mithun, a full-service advertising and marketing communications firm ([www.campbell-mithun.com](http://www.campbell-mithun.com)). He has served a range of clients, including Burger King, General Mills, H&R Block, and Verizon Wireless.

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