

Helen J. Wythe & Associates

Consulting, Facilitating and Training Services

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Our Services > Convening Facilitation Events > Marketing Plan

Businesses require a Marketing Plan to attract and keep a steady group of loyal customers. A company will use a Marketing Plan to expand their customer base by identifying and attracting, new customers and to reduce risks by anticipating market shifts that can affect the bottom line. A solid, sound Marketing Plan is crucial to a businesses success.

Bringing together all the various team members to inform and develop a Marketing Plan is a significant financial investment. Many times the group process falls short of expectations, wastes valuable time, and leads to ineffective meetings. *HELEN J. WYTHE & Associates* provides skilled facilitation to make the most of this investment and provides impartial guidance to the group process.

A Marketing Plan template provided by *HELEN J. WYTHE & Associates* will be custom designed to meet your organizations unique requirements. *HELEN J. WYTHE & Associates* will custom design a process which involves all those identified to draw up the Marketing Plan.

A custom designed group process will be prepared, facilitated and documented by *HELEN J. WYTHE & Associates* . This process will take those involved through a process which deals effectively and efficiently with all the information at hand to synthesis and analysis the data and create a strategic Marketing Plan.

Your Team has the content knowledge and expertise, *HELEN J. WYTHE & Associates* will create a planning environment which taps into that wisdom to develop a Marketing Plan that covers such areas as:

The Four P's of Marketing **Product, Price, Place and Promotion**;
Analysis of the Current Position;
Consumer Analysis;
Market Analysis;
Competitive Analysis;
Distribution Analysis;
Develop Pricing Strategy;
Develop an Effective Promotional Strategy;
Planning the Marketing Mix, and
Evaluation of Your Plan.

A well-planned and facilitated marketing plan retreat will lead to clear communication, true collaboration, enhanced performance, and innovative results.

To find out how skilled facilitation makes the most of this investment and provides impartial guidance to the group process while creating your Marketing Plan, please e-mail us at info@hjwythe.com



*Creating productive individuals, teams, workplaces,
organizations & communities*