



Example - Considering direct mail? You need a good database. Where, when and from whom will you get it? What data do you need? When do you need to have it in place to get your mailings out? Who is designing the mailing? Do you need a fulfillment house/a mailing house?

How will you measure success? Sales? Contacts? Some methods will be qualitative, some quantitative.

What activities can you use in your plan? If you would like a free copy of the marketing plan I use with over 50 promotional ideas, email me at [mktgpro@enteract.com](mailto:mktgpro@enteract.com) and put "Spreadsheet" in the subject line.

Stuck? I am available for a 2-3 hour brainstorming session that will help you jump start your planning.

2. \*\*\*\*\* RESOURCE REVIEW \*\*\*\*\*

I recommend the following books on marketing planning.

- Creating Powerful Brands in Consumer, Service and Industrial Markets  
By Leslie De Chernatony and Malcolm McDonald
- Developing Business Strategies by David Aaker and David Adler
- Evaluating Marketing Strengths and Weaknesses – David Parmerlee

And...when doing in depth research for your plan don't forget this resource. The Schaumburg Township District Library at [www.stdl.org](http://www.stdl.org) is the largest business library in Illinois outside of Springfield. If they don't have it, they know where to find it!

3. \*\*\*\*\* TIPS, TRENDS, STATS AND STRATEGIES \*\*\*\*\*

Advertising on demand - The personal video recorder (PVR) is only one of several new gadgets giving marketers nightmares. New products and services with names like TiVo, ReplayTV, and Vindigo allow viewers to determine how and when they view marketing messages. These new technologies will change the way advertisers get their messages. 100,000 homes in the U.S. today have PVRs. A report by Forrester Research predicts that PVR's will find their way into 53 million U.S. homes by 2005. Advertisers pay attention!

4. \*\*\*\*\* INSIDER IN-SITE - "Insider" site of the month \*\*\*\*\*

This site will help you complete your plan. It links you to hundreds of libraries of all types. [www.libraryspot.com](http://www.libraryspot.com)

Need help with statistics? Check out this magazine site.  
[www.americandemographics.com](http://www.americandemographics.com)

5. \*\*\*\*\* QUOTE OF THE MONTH \*\*\*\*\*

“Good marketing planning takes out-of-the-box thinking and creativity. Plan implementation takes tenacity.” Caryn Amster

"Success seems to be largely a matter of hanging on after others have let go."  
William Feather

"Diamonds are nothing more than chunks of coal that stuck to their jobs."  
Malcolm Stevenson Forbes

6. \*\*\*\*\* FUNNY STUFF - Topical Humor \*\*\*\*\*

Plan ahead... It wasn't raining when Noah built the ark.  
Don't listen to critics - do what has to be done.  
For safety's sake, travel in pairs. Two heads are better than one.  
Speed isn't always an advantage. Cheetahs were on board, but so were snails.  
If you can't fight or flee - float!  
When things get really deep, don't sit there and complain - shovel!  
Remember that the ark was built by amateurs, the Titanic by professionals.  
Don't miss the boat.

7. \*\*\*\*\* SURVEY ON LINE \*\*\*\*\*

Got an answer to this marketing question? I will select one and use it,  
your name and company in the next newsletter.

Question...What has been your one best marketing activity?

8. \*\*\*\*\* Monthly Rant \*\*\*\*\*

“We tried that once and it did not work” is the worst phrase I hear.  
When your plan results in action points, you MUST continue to  
Follow your plan for an entire year before you can really say it didn't  
Work. Just when you are getting tired of a marketing idea, people  
Are starting to notice.

