

# Marketing Planning Cheat Sheet

General Dwight D. Eisenhower famously said:

*"In preparing for battle I always found that plans are useless, but planning is indispensable."*

As a leader you know that planning is important. It requires a knowledge of the market, products, competitors, influencers and media as well as your business. And, when all is said and done, it requires adaptability. Circumstances change.

For a typical agency, your planning and adaptability are not so important. After all, if they aren't an industry specialist like

Marketingsage, they can't add much value to your strategy. And, if they only provide one service (such as PR) then they only see one solution, not alternatives. When all you have is a hammer, every problem tends to look like a nail.

Marketingsage is different. Our associates are industry specialists who know your market, products, competitors, influencers and media. What's more, Marketingsage expertly integrates all the key marketing functions – strategic planning, advertising, PR, event management, Internet marketing, channel marketing and more.



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talent + tools + contacts

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