



Marketing: Planning and Strategy, 8th ed.

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Market planning is the process of organizing and defining the marketing aim of a company and gathering strategies and tactics to achieve them. A solid marketing plan should consist of the company's value proposition, information regarding its target market Total Addressable Market (TAM)

Marketing plans can include separate marketing strategies for the various marketing teams across the company, but all of them work toward the same business goals. Keep in mind that there's a difference between a marketing plan and a marketing strategy. Marketing Strategy vs. Marketing Plan. A marketing strategy describes how a business will accomplish a particular mission or goal.