

Marketing and Sales

Marketing is the most important factor when it comes to making sales. After all, people aren't going to use your service or buy your goods if they don't know you exist. Effective marketing takes time, money and planning. Creating a marketing plan helps you stay on track and on budget.

It's important to create a marketing plan that works for your business. However, most marketing plans usually consist of topics such as:

- Target market
- Competitive advantage
- Sales plan
- Marketing and sales goals
- Marketing action plan
- Budget

Creating the plan is only part of the story. You should regularly evaluate analytics and update your plan accordingly to ensure you are getting the most out of your marketing dollars. [SBA.gov](https://www.sba.gov) has great resources to help you build a marketing plan that works.

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