

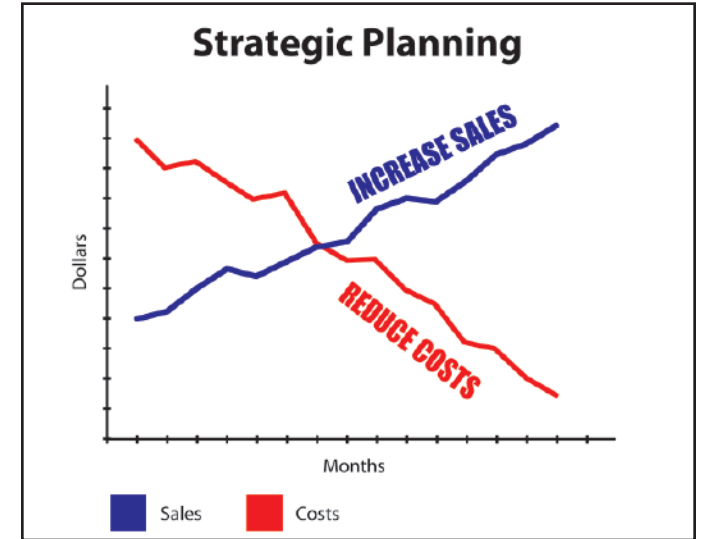
# Your Roadmap to Marketing Success

By Tom Cronin

It is the responsibility of Success Public Relations to predict, evaluate and understand public opinion, thoughts, and concerns that might influence the functions and tactics of your business. We analyze your organization at all levels with regard to guiding principle decisions, courses of action, and communication while taking into account public ramifications and the organization's social or civic responsibilities. We explore, appraise, predict, and carry out on a continuing basis, programs of action and communication to attain the up-to-date public perception necessary for you to achieve your business goals. These may include advertising, marketing, financial, events, and public or government dealings. Success PR will develop and execute the business's hard work to influence or change public perception. We will plan objectives, forecast budgeting, assist in recruiting and training staff and developing services.

Your marketing plan is a tool to reach target audiences, establish awareness, create or enhance image, and elicit action. Through a customized, collaborative process, we will work with you to develop a marketing plan which more closely identifies your market, your position, your competitors, your strengths, opportunities, weaknesses, and threats. This plan includes:

- Situation Analysis
- Marketing Objectives
- Marketing Strategy
- Budget
- Goals and Objectives
- Timeline & Action Plan
- Action and Response Strategies
- Effective Communication
- Strategic Planning
- Evaluation



Strategic planning lies at the root of all public relations and marketing efforts. It helps you define whom you want to reach, what you want to say, what channels you should use to deliver your message, how you will measure your results, and more. Without strategic planning, your outreach efforts may consist of nothing more than throwing a dart at the wall and hoping to hit something, anything.

Strategic planning allows you to define your strategic goals, create communication objectives to support the goals, and develop strategies and tactics to deliver on the promise. It also defines who will implement the activities, when, and at what cost.

SPR can help you implement a strategic plan to build your PR/marketing plan, develop a website, communicate effectively, promote an event, or launch a new company. Our process begins and ends with research. We define the current state of affairs, plan and introduce your project, and measure the outcome.



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