The marketing bases for running your business.

Marketing is esencial for your business. You need to sell and marketing is the perfect tool for that.Once you know your product and your business, It’s time to arm your business with a marketing plan. Ilusion is not the only thing you need to create a business, an efficient planification is also a foothold for succeed.

Elaborating a marketing plan is easy if you know how:

1. **Market analysis**

For running a business you need to have an objetive point of view of the reality compared to your competitors. You should consider:

* Regarding to your marketing budget you should consider the real politic, economic and social situation of your sector in comparison with your competitors.
* Potencial costumers features
* Main characteristicts of your competitors
* The foundations of your business

For this point a SWOT analysis might be helped.

1. **Objective**

Which goals do you want to achive? It is importat to have SMART objectives, which means Specifics, Measurable, Achivable, Relevants and on Time.

A calendar would be perfect for achiving your objetives on a specific time.

1. **Estrategies to follow**

We recomend at this point to draw general estrategies and afterwards materialize it. It is important to consider the two points behind to follow an estrategy and keep in mind the importance of using social technnology related with tradicional mass media. Advertisment is not the only way, but promotion in general is esencial for making your business known.

1. **Review of the work**

Regularly you should review your situation at the market, and wonder if your goals are achived. Depending on the results you could change the estrategy or adding new ones like marketing techniques, a new section of potencial clients, new corrective measures…

Any information you can aquire of your business will help you to improve your marketing plan and your business indeed.