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The purpose of any marketing plan is to ensure that as a marketing team you spend your time and money on the things that will best achieve your organisation ' s goals. Your marketing plan ' s direction is set by your marketing strategy. This is the most important step to get right as it influences all downstream decisions and results.

The Ultimate Marketing Plan - XpCourse
Marketing financial planning consists of forecasting revenues and profits and estimating the expenses to carry out the marketing plan to meet the marketing goals. The marketing executive is responsible for the market target, product, geographical area, or other units that may prepare the forecast.

[2020] Marketing Strategic Plan | Matrix Marketing Group
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