

## Planning for 2014

### Budgets, Strategy, Promotion

A marketing plan is the basis for an accurate budget.

Start your marketing plan by laying out what you would like to do on a calendar and evaluate your employee and financial resources.

- Customer & Prospect Communications
- Trade Shows, Conferences, and Events
- Social Media, PR, and Advertising
- Market Research
- Branding
- Product Brochures & Information

When you plan, not only will you be able to budget more accurately, you will be better prepared to get more done throughout the year. And that is a strategy that pays dividends!

[Need help getting from ideas to plan?](#) Leverage Marketing Branch experience to build a plan you can execute on effectively in 2014. A little investment now will get you off on the right foot in the new year.

