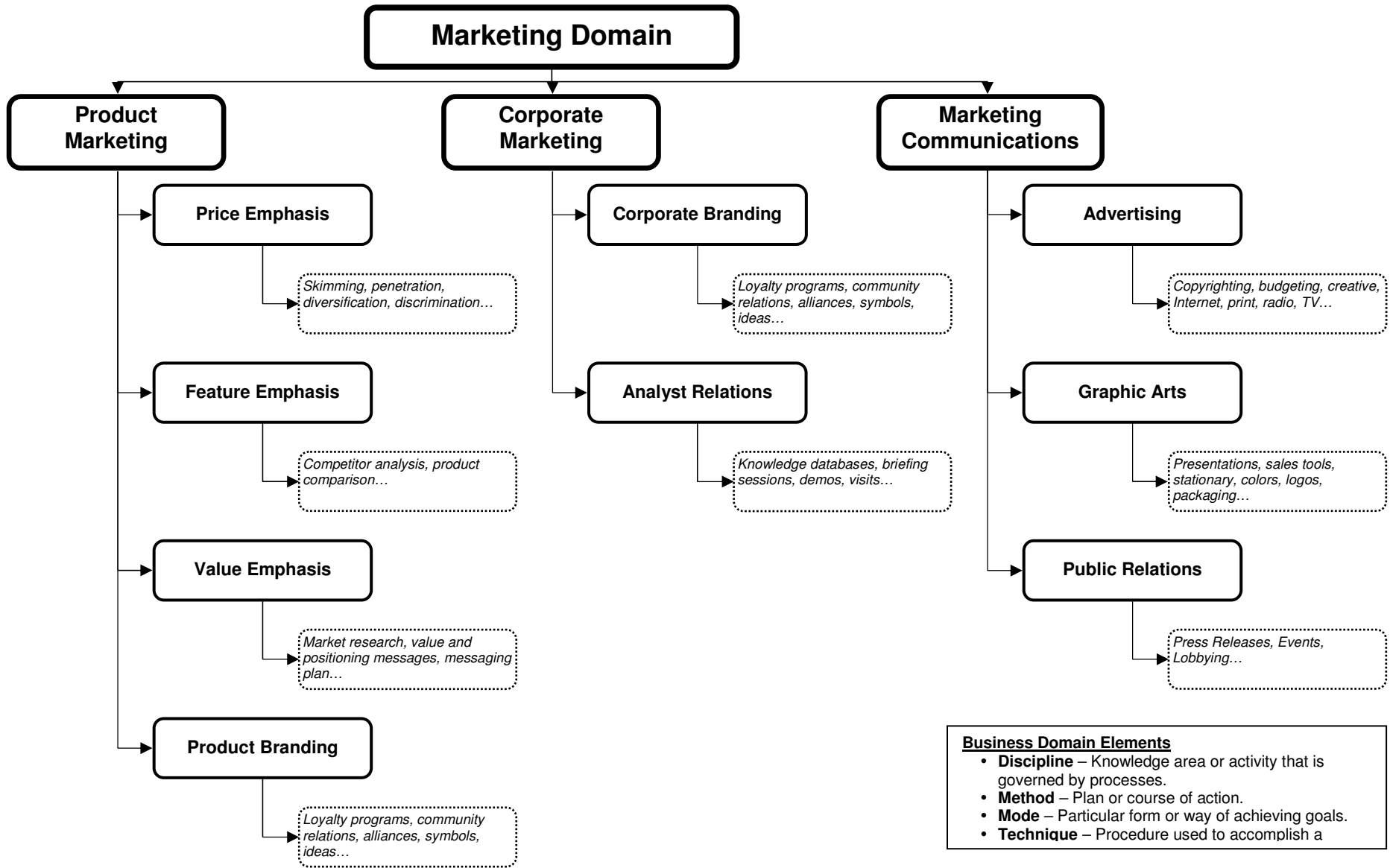


# Blackblot Marketing Model

\* Part of the "Business and Market Planning™" seminar.

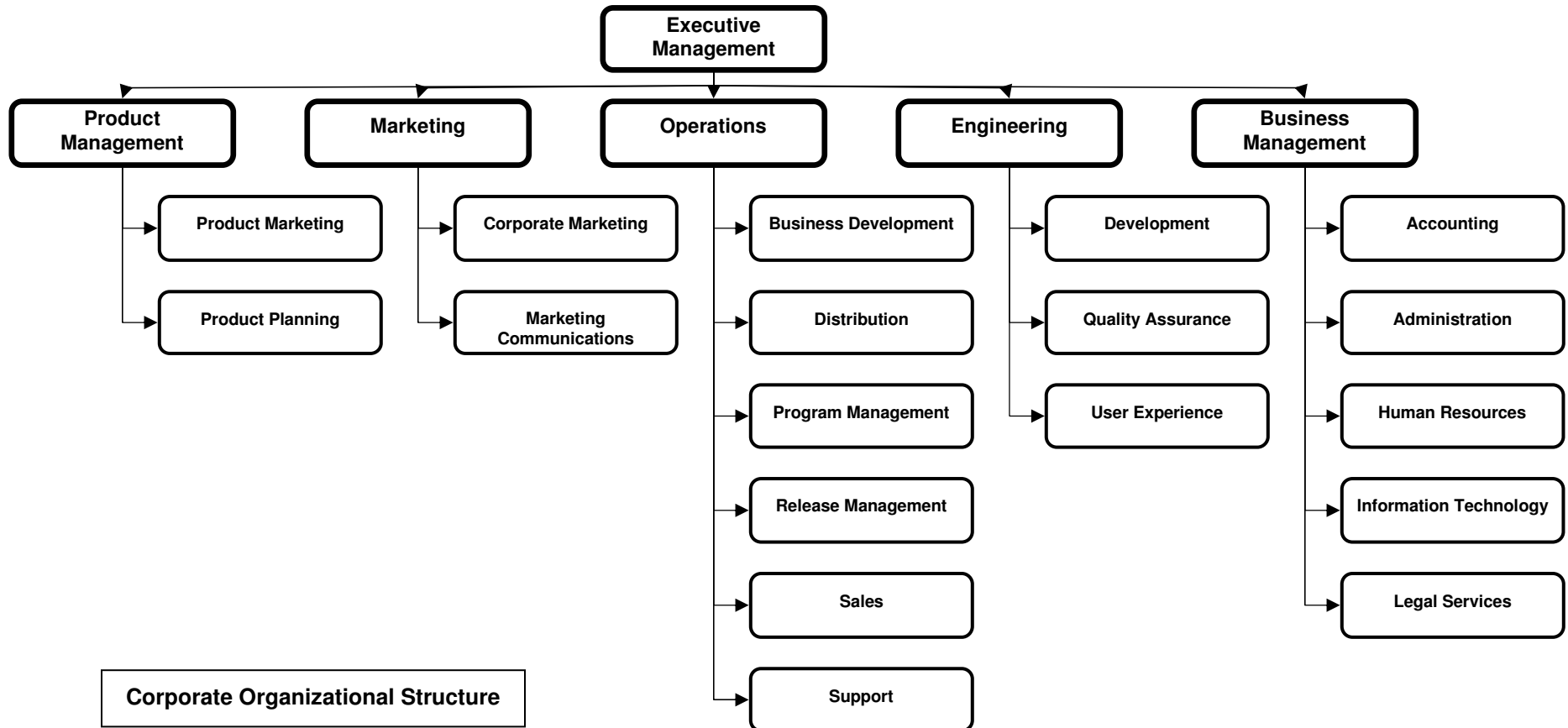


Copyright © 2008 Blackblot. All rights reserved.

This document is provided "as-is" with no explicit or implicit guarantee or warranty as to the accuracy of the information contained here. The author claims no responsibility, implied or otherwise, to anyone wishing to act or follow the content of this document.

# Blackblot Marketing Model

\* Part of the "Business and Market Planning™" seminar.



Copyright © 2008 Blackblot. All rights reserved.

This document is provided "as-is" with no explicit or implicit guarantee or warranty as to the accuracy of the information contained here. The author claims no responsibility, implied or otherwise, to anyone wishing to act or follow the content of this document.

# Blackblot Marketing Model

\* Part of the "Business and Market Planning™" seminar.

Blackblot Marketing Model – Marketing Domain Strategies (Summary Table)	
<b>"Strategy"</b>	Coordinated set of long-term decisions that help achieve corporate objectives.
<b>"Market Strategy"</b>	Decisions that define target markets, set marketing objectives, and outline how to build a corporate competitive advantage.
<b>"Marketing Strategy"</b>	Decisions that determine how to achieve marketing's goal in a particular target market, through the selection and application of marketing mixes.
<b>"Product Strategy"</b>	Decisions that build and enhance products to fit market needs, and outline how to build a product competitive advantage. (Product strategy belongs to the product management business domain).

Blackblot Marketing Model – Marketing Domain Plans (Summary Table)	
<b>"Market Plan"</b>	Description of the long-term goals and messages delivered to the target market relative to a particular company or product.
<b>"Marketing Plan"</b>	Description of the selection and application of marketing mixes in the target market.
<b>"Marketing Program"</b>	Description of the short-term marketplace effort designed to obtain a specific marketing goal.

Blackblot Marketing Model – Marketing Domain Plan/Strategy/Department Mapping (Summary Table)		
Plan Type	Market Plan	Marketing Plan
<b>Strategy Type</b>	"Market Strategy" and elements of the "Product Strategy"	"Marketing Strategy"
<b>Corporate Department</b>	<ul style="list-style-type: none"> <li>Product Marketing (relative to the product)</li> <li>Corporate Marketing (relative to the company)</li> </ul>	Marketing Communications

Copyright © 2008 Blackblot. All rights reserved.

This document is provided "as-is" with no explicit or implicit guarantee or warranty as to the accuracy of the information contained here. The author claims no responsibility, implied or otherwise, to anyone wishing to act or follow the content of this document.