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## Development of the Global Marketing Plan

A clearly laid out marketing plan can help answer these questions and

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create the connection between what the consumer wants and how your business can provide that. It's important to note that not every potential customer is ready to make a purchase from your ecommerce store.

## How To Write A Marketing Plan in 2020 (Templates + Examples)

A marketing plan is a document that lets you establish and track your marketing strategy (or strategies) over a period of time. Let's say you want to launch a new product or service. While some businesses might develop these first and then consider marketing as an afterthought, a marketing plan helps you make marketing part of the entire process.

What is a marketing plan? How to write a marketing plan



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