

Kalib Geiger

Ms. Mathis

Senior Project

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Annotated Bibliography #4

_____. Corporate Finance Institute. "Marketing Plan - Overview, Purpose, and Structure."

Corporate Finance Institute,

corporatefinanceinstitute.com/resources/knowledge/strategy/marketing-plan/.

A marketing plan is a strategy used to get potential customers that is listed by actions pertaining to marketing efforts by a business. Key concepts that are typically used in a marketing plan are: objectives, current positioning, market research, outline of target market, competition, and the marketing budget. All of these components are all a part of the main plan for a marketing strategy or plan. These parts all break down into specific categories to create a great way to get potential customers to purchase your product.

This is a reliable source because this website deals with more than just marketing. It deals with things ranging from accounting and using Microsoft Excel to commercial banking. CFI is also used by universities to help their students learn and get accurate financial information. With their being courses available as well as free resources, it allows students to see the potential of this source.

Overall, this is a great source of information to use for my project. It is useful because it has detailed information on every part of the plan that needs to be completed in order to have a full implementation technique to advertise Grind N' Ride. The use of the target market and doing research on the market are two of the most important parts of the

process which has a lot of very good details on what they are and how they work together to reach the people you are trying to reach. This source is no doubt good for financial advice because they have successful experience in the field of marketing.