Annotated Bibliography

Fernanda Arcaraz

Citation

King, Ruth. "Marketing Plans For Managers." Reeves Journal: Plumbing, Heating, Cooling 94.1 (2014): 16. Business Source Complete. Web. 18 Feb. 2014.

Summary

The article I have selected “Marketing Plans for Managers” could possibly be one of the best articles I could have selected based on the amount of information it will give me for my final project. “Marketing Plans for Managers” explains a six-step plan for a successful marketing year in a business. The author, Ruth King, not only describes the six steps, but also goes into further detail explaining how each step benefits the business. The steps include, but are not limited to, “Determine how many active customers you have,” (Step 1), “Call a sample of customers you haven’t heard from in a while,” (Step 3), and “Look at your 2013 public relations activities,” (Step 5). According to King (pg. 16), “public relations includes all non-paid advertising including your truck signage, service forms, and uniforms…” which is what makes this department in a company imperative. In addition, patience and organization is key to this marketing plan because “if you aren’t going to track results, don’t put together a plan—you are wasting your time,” King (pg. 16). “Marketing Plans for Managers” also addresses the typical questions and fears of marketing businesses tend to have. Towards the end of the article, Ruth King predicts what the benefits of following the simple six-step plan would be, and offered to give anyone a sample marketing plan spreadsheet to go by which I have emailed her about and received a copy.

Potential Quotes

* “The easy part of your 2014 marketing plan is deciding what you will do. The toughest part is committing to a plan for three years. The next toughest part is tracking.”
* “If you don’t commit for at least two years, you are probably wasting your money. Results come slowly...but they do come. Have the patience to see the results!”
* “Plan to repeat the activities that worked well and determine why the others didn’t work well so that you can either fix the problems or not do them again.”

Assessment of Source

“Marketing Plans for Managers” is credible because it is current (2014) and I found it on Galileo database. The Reeves Journal (in which the article was published) is reliable as well because it is published in the Business Source Complete database. In addition, Ruth King is a published author and has done extensive research in order to write her book, The Courage to be Profitable.

Reflection

I will use this article to help me develop my own marketing plan. I plan to develop a marketing plan and put it (along with other marketing tips and documents) on a website I will create for myfinal project. This website will be available to anyone on the internet, but especially for the E2 teachers at NHMS. The marketing plan Ruth King developed is simple, yet effective which will serve as a guideline for the plan I will develop. I read some good strategies in this article about marketing and it will be a tremendous help for the “How to develop a marketing plan” section of my paper.