Objectives

1. Discuss marketing considerations and the kinds of records that should be kept related to marketing
2. Demonstrate how Excel may be used for these purposes

Components of a Marketing Plan

- Introduction
- Market Research and Analysis
- Marketing and Financial Goals and Objectives
- Marketing Strategies
- Marketing Budget
- Marketing Plan Evaluation
- Marketing Plan Checklist
Keep records that help you:
- Better understand your customers
- Contact your customers
- Analyze whether you are meeting your goals
- Analyze whether your marketing strategies are working as anticipated

Examples and Practice

Keep records that help you:
- Track your
  - Inventory
  - Sales
  - Product loss/waste
  - Number of customers or transactions
  - Happenings that impact data (weather, natural disasters, road construction, new competition, etc.)

How To Calculate an Average in Excel
- If all numbers are together in a row or column
  \[ \text{Average(ColumnRow:ColumnRow)} \]
- If numbers are scattered or you want to enter numbers directly into a formula
  \[ \text{Average(\text{ColumnRow, ColumnRow, ColumnRow}} \]
  \[ \text{Average(\text{Number 1, Number 2, Number 3...})} \]

Example Other Uses for Excel
- Calculate
  - Break even price
  - Markup
- Create a marketing budget
- Create a marketing plan checklist

Marketing Resources
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