

Strategic Programs

[Sales Plans](#) serve as your guide to empower you and your company in the real world.

1. Summarize Objectives
2. Identify Strategies
3. Assess Prior Sales
4. Segment Customers
5. Set Objectives
6. Monitor Results
7. Planning Cycle
8. Executive Summary

A Co-op Program supports both parties' marketing efforts. A smart marketer will factor co-op advertising, if available, into his or her budget. Some manufacturers have more restrictive programs than others, and there are a lot of under-utilized programs.

With over ten years' experience, PLJ Marketing can create and/or manage co-op programs to increase marketing opportunities and ultimately ROI.

A Loyalty Program has a proven ability to increase average transactions, order frequency, and customer lifetime value.

Marketers are being forced to find new ways to be more creative, effective and above all accountable.

PLJ Marketing can assist you in **PLANNING, MANAGING** and **DELIVERING**

PLJ Marketing has been creating and managing **Strategic Programs, Budgets** and **Marketing Plans** for decades.

"Experience, Risk and Knowing Your Limits!"



by [CKJ Photography](#)

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PLJ MARKETING