

Benefits of a Marketing Plan

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A marketing plan serves several purposes within any gaming company:

- Provides a road map for all marketing activities of the firm for the next year.
- Ensures that marketing activities are in agreement with the corporate strategic plan.
- Forces marketing managers to review and think through objectively all steps in the marketing process.
- Assists in the budgeting process to match resources with marketing objectives.
- Creates a process to monitor actual results against expected results.

The above are examples of how a good marketing plan will assist your company and department to prosper and grow. What is not so obvious to many is that a good plan will also enable people to prosper and grow. This occurs in several ways:

- The participatory planning process allows people to understand the management process.
- People learn to become team players during the process.
- People learn to establish objectives and set timetables to ensure that they are met.
- The process of establishing realistic strategies and tactics to meet objectives is learned.
- People who approach the planning process with a receptive mind and employ the marketing plan will usually find it enhances their professional career.

In this issue Andrew Klenbanow describes how to develop a casino marketing plan. His guidelines will be valuable to managers as they face the task of developing next year's marketing plan.

