

How to Write a Marketing Report

There are certain details that should be present in your marketing report. Follow the list below to write an effective marketing report.



Identify Customers and Issues

Identify your target customers first before you identify their needs and problems.



Write Executive Summary

Provide one or two pages for your executive summary of the results of your marketing research.



Foresee Trends

Expound some factors that might come and affect your market whether bad or good.



Determine Marketing Return on Investment

State in your report that the money the business is spending on marketing is increasing or decreasing.



Make Changes on Your Business

Your market research's aim is to find out what works and where to enhance your market strategy.

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How To Write A Marketing Report

Hussin A.Rothana



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