

# 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.



## Forsee 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.

# How To Write A Marketing Report

**JE Gale**



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