

Marketing and Growth Strategies for a Construction Equipment Rental Company (Professional Fill-in-the-Blank Marketing Plans by specific type of business with editable CD-ROM)

Marketing Plan for a Construction Equipment Rental Company

A step-by-step, comprehensive, editable Marketing Plan specifically designed for a Construction Equipment Rental Company. Our superior content includes everything from; Product and Service Descriptions, Market Analysis, Industry Trends, Strategic Marketing Plan, Competition Analysis, SWOT Analysis, Website Design Outline, Website Marketing Plan, Pricing Strategy, Target Markets, Promotions, Competitive Advantage Analysis, Sales Strategy, Differentiation Strategies, Survey Forms, Branding Strategies, Advertising Worksheets, Tracking Forms, Customer Satisfaction Surveys, Growth Strategies, Referral Programs, Sample Sales Letters, Seminar Outlines and much more. Contains 130+ pages plus an editable CD-ROM with practical, easy-to-follow and implement information. We specialize in making information useful. We have used our extensive business consulting backgrounds to assemble this detailed marketing guidebook for a specific type of business. Learn how to use the included marketing strategies to grow your business even in a slow economy. Includes information on how to develop multiple marketing channels and revenue streams.

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