



WINNING WITH MARKETING

Starter Kit

**A Practical Beginning To Building
Your Marketing Plan**

By Abhishek Jhingan



The Problem

- **Marketing today feels like chaos.**
- **You have tools, content, data – but no clear plan.**
- **That's why most marketing efforts stay reactive, short-term, and misaligned.**
- **This starter kit will help you step back, think clearly, and begin building your own structured marketing plan.**

5-Step Framework

A Simple System To Build Your Plan

- 1 Define The Market Landscape And Have Clear Objectives**
Be clear on your market and the business goal your marketing should support
- 2 Understand The Audience**
Go beyond demographics
- 3 Clarify Positioning**
What makes your brand meaningfully different and believable
- 4 Create The Communication**
Turn insight and strategy into messages that actually connect.
- 5 Build The Plan, Track And Measure**
Link strategy to action and make sure you can track results.

Worksheet Preview

Your Starter Exercise:

Before diving into the full course, here's one key question to reflect on:

What Is The One Business Goal That Marketing Must Contribute To?

This is one of the building blocks that sets the stage for your full plan

What Comes Next

What You'll Get In The Full Course:

- 10 Structured Modules
- 46 Short Videos
- Worksheets, Templates, And Frameworks
- A Complete Real-World Case Study
- Created By A Consultant With 20+ Years Of Brand Strategy Experience

Ready to turn this into a complete plan?

[Enroll in the Course Now](#)



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