Instructions Marketing Plan: Part IV In this unit, you will continue to build upon your marketing plan for an existing company and a product or service of your choice. For Part IV, make certain to include the sections listed below in your marketing plan. Branding Strategy What is the branding strategy for your organization? What is the purpose of your brand? How will you differentiate yourself from domestic and/or international competitors? Technology and Social Media Identify any tools that you will use in your promotions, marketing, or advertising. List any tools that you will use for customer relationship management, and identify specific social media tools that will be used. Implementation Plan Identify tactics and strategies that you will use to implement your marketing plan. Tactics are short-term, and strategies are long-term. Identify specific dates that you will achieve certain action items. Include a chart or graph that disseminates this information in a linear fashion. Evaluation and Control How will you evaluate the effectiveness of your marketing plan? How will you follow-up with customers? Will you use surveys to track satisfaction, and will you take future actions that are based on customer recommendations? Conclusion Include any final thoughts or recommendations that might be pertinent to your marketing plan. Executive Summary This section of your marketing plan will capture your key proposal, recommendations, and projected outcomes of the plan. Summarize the key components of your marketing plan in this section. Your essay must be three pages in length, not counting the title and reference pages. All sources used must be referenced; paraphrased and quoted material must have accompanying citations. You must use at least three references. Adhere to APA Style when constructing this assignment, including in-text citations and references for all sources that are used. Please note that no abstract is needed.