

## "SEMP"

The "SEMP" (Small Enterprise Marketing Plan) is a comprehensive tool designed to help small business owners and managers develop a clear, actionable strategy for their marketing efforts. It covers all aspects of the marketing process, from identifying target markets to evaluating campaign performance. The plan is structured to be both user-friendly and thorough, ensuring that even those with limited marketing experience can create an effective strategy. Key components include market research, competitive analysis, branding, advertising, sales promotion, and distribution channels. The "SEMP" is available in both print and digital formats, making it accessible to a wide range of users. For more information, visit [www.semp.com](http://www.semp.com).

Section	Pages	Estimated Cost
Market Research	10-15	\$500 - \$1,000
Competitive Analysis	5-10	\$200 - \$500
Branding	10-20	\$1,000 - \$5,000
Advertising	15-25	\$500 - \$2,000
Sales Promotion	5-10	\$200 - \$1,000
Distribution Channels	5-10	\$100 - \$500
Implementation & Evaluation	10-15	\$500 - \$1,000
<b>Total</b>	<b>60-100</b>	<b>\$2,500 - \$10,000</b>

## LINGSTON



For more information, contact us at [www.lingston.com](http://www.lingston.com). We are committed to providing innovative solutions for your business needs.