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Subject: What's Your (Marketing) Plan of Attack?

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Do you have a marketing plan—one that you're committed to? Or do you drift from task to task without a clear goal or budget in mind? Creating and implementing a marketing plan can be one of the most challenging projects for a business owner, but it is essential for reaching

customers effectively.

June is National Entrepreneur “Do It Yourself” Marketing Month, so we are passing along some tips and tricks to help you [develop a marketing plan](#). Making a plan can help ensure that your marketing efforts are focused and your dollars are well spent. The plan should also include an approach for measuring your return on investment, so you know which methods are working best.

Read more about the essential elements [every marketing plan should cover](#).

Exporting to Africa

According to the International Trade Administration (ITA), now is an ideal time to consider exporting to Africa. The region has experienced years of economic growth and is home to an expanding middle class. There is also a demand for products that are made in America.

ITA is leading its largest-ever [trade mission to Sub-Saharan Africa](#) this September to connect U.S. business owners to qualified, vetted partners.

Learn more about the [reasons Africa should be your next export market](#) and check out other [general and industry-specific trade missions](#) you can join.

Innovation Summits and Conferences

Are you looking for federal funding to support your company’s research and development efforts? Are you interested in learning how to commercialize your company’s innovations? Or maybe you would like to know which government-funded technologies are on the verge of widespread industry adoption.

If any of the above pique your interest, you are going to want to be in the DC area June 14-17 for this [joint national innovation event](#), when the National Small Business Innovation Research (SBIR)/Small Business Technology Transfer (STTR) Conference takes place in conjunction with the 3rd Annual Innovation Summit and Showcase.

[Register today](#) for this joint event.

The Basic Guide to Exporting

The U.S. Commercial Service just released the latest version of its popular [Basic Guide to Exporting](#). This comprehensive guide provides information and advice on issues relevant to any prospective exporter—everything from common misperceptions about exporting to finding qualified buyers to preparing your product for shipping.

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