

# The Sostac Guide To Writing The Perfect Plan V1 1

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## The Sostac Guide To Writing

What is PR Smith's SOSTAC® marketing planning model and how do you use it? 1. Use SOSTAC ® to review your process. Before looking at how you apply SOSTAC ® at each step to create a marketing plan, my first tip is to use it to ... 2. Get the balance right across SOSTAC ®. 3. Summarise your situation ...

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The following paragraphs will explain the various elements under each category to comprehensively help in writing a digital marketing plan using the SOSTAC® model: Situation Analysis Under this category, the marketing team is guided by the need to answer the question of exactly where the whole firm currently is, i.e., where are we now?

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Access the SOSTAC® Digital Marketing Planning Guide Created in the 1990s by writer and speaker PR Smith, the SOSTAC® framework has built an authoritative reputation as the framework of choice for different scales of business including multinational and start-up organizations across the world. Need a plan to create a winning marketing strategy?

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### **About SOSTAC® Certified Planner | SOSTAC® Planning ...**

SOSTAC is an acronym for the six core components to be considered when generating a marketing plan: situation (S), objectives (O), strategy (S), tactics (T), action (A) and control (C).

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