

## The Sostac Guide To Writing The Perfect Plan V1 1

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The following guidelines are important to a marketer when writing the digital market plan:

- Company mission and vision.
- Customer acquisition and retention targets.
- Quantifiable efficiency gains such as advertising costs.

*How to write a digital marketing plan SOSTAC MODEL ...*

Don't forget there's also the original SOSTAC @ Marketing eBook – The SOSTAC @ Guide to Writing The Perfect Marketing Plan SOSTAC® is also used in all of my other marketing books. Download this SOSTAC @ Infographic You can download the SOSTAC @ Infographic here or just share this page with colleagues and friends.

*SOSTAC® Planning Official Source - PR Smith*

PR Smith (2011) The SOSTAC @ Guide - to writing the perfect plan by PR Smith (2011), published by www.prsmith.org and available at Amazon.

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*Books By PR Smith - PR Smith*

This mini manual is a summary of excerpts taken from the popular SOSTAC @ Guide To Writing Your Perfect Digital Marketing Plan (NB if you are buying this book, make sure you get the latest version, at the time of writing this manual, it is V2.0). You cannot download the manuals until payment has been received.

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SOSTAC: The guide to the perfect digital marketing plan David Reed FIDM Journal of Direct, Data and Digital Marketing Practice volume 16 , pages 146 – 147 ( 2014 ) Cite this article

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5.0 out of 5 stars Dave Chaffey recommends The SOSTAC® Guide - to writing the perfect plan V1.1. Reviewed in the United Kingdom on 3 January 2015. Verified Purchase. Highly recommended for Marketing practitioners and students all the same. The SOSTAC framework is very easy to apply as well as to remember. PR Smith explains it an easy to ...

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