

# The SOSTAC® Planning System

## HOW DO WE MONITOR PERFORMANCE?

**Optimising through:**  
 5 S's, KPI's and web analytics  
 User experience review  
 Conversion rate optimisation  
 Frequency of reporting  
 Process of reporting and actions

## WHERE ARE WE NOW?

**Marketplace SWOT:**  
 5 S's performance and other KPI's (& trend)  
 Customer insight (who, why, how?)  
 Market Trends  
 Competitor analysis  
 Internal capabilities and resources

## WHERE DO WE WANT TO BE?

**5 S's objectives:**  
 Sell - customer acquisition and retention targets  
 Serve - customer satisfaction targets  
 Sizzle - wow factor (added value)  
 Speak - engaging customers  
 Save - quantified efficiency gains



## THE DETAILS OF TACTICS

**Who does what and when:**  
 Responsibilities and structures  
 Processes and systems  
 Internal resources and skills  
 External agencies

## HOW EXACTLY DO WE GET THERE?

**Marketing mix:**  
 8 P's  
 Incl. Communications Mix  
 Content Plan  
 Contact Plan

## HOW DO WE GET THERE?

**STOP & SIT:**  
 Segments  
 Target markets  
 Objectives  
 Positioning (OVP)  
 &  
 Sequence (Trust, Try, Buy...)  
 Integration (CRM & D/Base)  
 Targeting and segmentation

Created by PR Smith, SOSTAC® is a simple yet powerful planning system, which is easily applied to help create the perfect plan. SOSTAC® is a registered trade mark with SOSTAC® eBook, workbook, webinars & workshops by PR Smith: [www.PRSmith.org](http://www.PRSmith.org)



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# Sostac Marketing Planning System

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### **Sostac Marketing Planning System**

The SOSTAC® marketing model, created by PR Smith, is a popular and widely used model for marketing and business planning. Whether you're creating an overall marketing or digital marketing strategy or improving individual channel tactics like SEO or email marketing, this is the tool to use. SOSTAC® stands for; Situation - where are we now?

### **SOSTAC® Marketing Model - Top Ranked Planning System**

SOSTAC® Perfect Planning for Better Business. World gurus and top marketing directors acknowledge SOSTAC® as a very effective planning system which you will, very quickly, be able to use again and again, whether for business plans, marketing plans, operational plans or even your own personal life plans. Global organisations like it as it provides a consistent, easy-to-apply, template for all plans and can be rolled out within hours around the world.

### **SOSTAC® Planning Certification Programme**

What is SOSTAC®? SOSTAC® is a planning model, originally developed in the 1990s to help with marketing planning by PR Smith, who is my co-author on Emarketing Excellence. SOSTAC® stands for: Situation - where are we now? Objectives - where do we want to be? Strategy - how do we get there? Tactics - how exactly do we get there?

### **SOSTAC marketing planning model guide - Smart Insights**

Marketing Planning Template This SOSTAC template has been designed by; Multimedia Marketing.com To give you an insight into this powerful marketing planning tool, which can then be used and easily adapted to your business. So remember, Sostac stands for: [S]ituation Analysis (where are we now?) [O]bjectives (where do we want to go?) [S]trategy (how do we get there?)

### **SOSTAC® Marketing Planning System**

World gurus and top marketing directors acknowledge SOSTAC® as a very effective planning system - which you'll very quickly be able to use again and again whether for business plans, marketing plans or even your own personal life plans. Global organizations like it as it provides a consistent template for all plans and can be rolled out, within hours, around the world.

### **SOSTAC® Planning Official Source - PR Smith**

What should be in the perfect marketing plan? There are many different approaches to building a marketing plan. There is no single common approach. But there are essential elements which every marketing plan must have. The SOSTAC® planning system covers them all. It took me (PR Smith) five years to devise SOSTAC® but you can learn it in five minutes. Use it and you are well on your way to building a well structured and comprehensive plan. You can also use this approach to check other plans ...

### **PR Smith's SOSTAC Market Planning System - BusinessBalls.com**

SOSTAC® is a widely used tool for marketing and business planning which is rated in the top three most popular marketing models in the Smart Insights review of Marketing Models that have stood the test of time. In this post, I give an example of how I have applied PR Smith's SOSTAC® Planning Model - which is my interpretation of

SOSTAC®.

### **A SOSTAC® plan example - Smart Insights Digital Marketing**

situation analysis, objectives, strategy, tactics, action, control While many people seem to use the SOSTAC® acronym as a generic term, it derives from the SOSTAC® Planning System created by writer and speaker PR Smith in the 1990s, and is actually a protected registered trademark (registration number 2219677 to be precise).

### **What is the SOSTAC® Marketing Planning Model of P R smith ...**

marketing planning system - SOSTAC® - situation analysis, objectives, strategy, tactics, action, control. While many people seem to use the SOSTAC® acronym as a generic term, it derives from the SOSTAC® Planning System created by writer and speaker PR Smith in the 1990s, and is actually a protected registered trademark (registration number 2219677 to be precise).

### **marketing planning system - c | Talal mando Blog**

Voici un bon moyen mnémotechnique pour structurer votre démarche marketing : SOSTAC ! Le marketing est une science et bien plus qu'une question de communication ! A toutes les étapes expliquées dans cet article, le marketing est source de valeur pour vos clients, vos employés et votre entreprise. L'acronyme SOSTAC vous aide à mieux structurer votre approche marketing. S comme ...

### **SOSTAC ! ou la démarche marketing en 6 lettres**

SOSTAC® is a widely used tool for marketing and business planning which is rated in the top three most popular marketing models in the Smart Insights review of Marketing Models that have stood the...

### **How to create a digital marketing plan using PR Smith's ...**

PR Smith SOSTAC® Marketing Planning Model is a tool designed to help managers create effective marketing strategies and campaigns. Ok, the claims made by SOSTAC® might seem pompous because every entrepreneur or manager faces a different set of challenges. I agree that it cannot ultimately solve the unique problems faced by your team.

### **6 Easy Steps of Marketing Planning Using PR Smith SOSTAC Model**

The SOSTAC Planning System is one of the most powerful planning systems ever developed. Simple but extremely effective, as it contains all the ingredients vital for the perfect marketing plan. Whether a blue chip, like IBM and BT, or small business, professionals who discover SOSTAC Planning System embrace it for life.

### **Marketing Plan SOSTAC - Multimedia Marketing**

Ingenious framework for digital marketing strategy development; SOSTAC® marketing planning model guide is one of the corner stones in digital marketing arena. One of the key strengths of SOSTAC is that it is logical and pragmatic framework to follow and provides ease in communicating to the stakeholders as they grab the concept easily.

### **the SOSTAC planning system ... | Marketing plan infographic ...**

SOSTAC® is a widely used tool for marketing and business planning which is rated in the top 3 most popular marketing models in the Smart Insights review of Marketing Models that have stood the test of time. In this post, I give an example of how I have applied PR Smith's SOSTAC® Planning Model - which is my interpretation of

SOSTAC®.

### **A SOSTAC® Plan example | Smart Insights | Good To SEO**

SOSTAC Model was invented by Paul Smith, who is a best selling marketing author, international speaker and consultant. He is the originator of SOSTAC® Planning System used by organisations around the world.

### **SOSTAC Model Of Marketing - step by step - Corporate Skills**

PR Smith explains in 3 minutes how SOSTAC® Planning works. SOSTAC® framework can be applied to business plans, marketing plans, digital marketing plans, campaign plans, project plans, personal...

### **SOSTAC Planning in 3 minutes by PR Smith**

Over many years working with clients in developing effective Marketing Plans, I have found that the SOSTAC Model developed in the 1990's by PR Smith is difficult to beat. It is a straightforward model that goes systematically through the steps to build a marketing plan, and helps to ensure that all relevant factors are considered, without the need to go into excessive and expensive detail ...

### **Developing a marketing communications plan using the ...**

Both the Main Manual and the Mini Manual contain sufficient material for you to take the SOSTAC® Certified Planner assessment. By using both manuals, you will see how SOSTAC® Planning can be applied in many different types of plans. The logic is simple, clear and robust.

As acknowledged, adventure as no difficulty as experience practically lesson, fun, like without difficulty as competition can be obtained by simply viewing a ebook [Sostac Marketing Planning System](#) accordingly this is not done directly, you might to resign oneself to even more approximately this life, in relation to the world.

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