

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

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