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SOSTAC(R) GUIDE TO YOUR PERFECT DIGITAL MARKETING PLAN 2018 (PAPERBACK)



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PR Smith, 2018. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****.2018 Edition (V4) of PR Smith's popular SOSTAC(R) planning system shows how to write the perfect plan and can be learned in 3 minutes. The SOSTAC(R) Guide to your Perfect Digital Marketing Plan, V4 can be skimmed in 30 minutes and digested in detail in 3 hours. The new edition integrated recent digital developments such as IoT, AI, Big Data, Marketing Automation with brief mentions of VR and AR. So it's bang up to date. The SOSTAC(R) planning system was voted in the Top 3 Marketing Models worldwide by voters in the Chartered Institute Of Marketing's Centenary Poll. The entire book is written in easily digestible chunks so readers can dip in and out. Who can use this book? The book is aimed at anyone involved in digital marketing, or marketing, or just interested in digital marketing. Readers can see how it all fits together. More advanced marketers use it as a dip in out (e.g. the digital marketing strategy chapter), while less experienced marketers benefit from all six chapters and the many links to cutting-edge websites, digital tools and videos. The 6 Chapters: Situation Analysis (where are we now?) Objectives (where are we going?) Strategy (how do we get there?) Tactics (details of strategy incl. marketing mix) Action (checklists, guides, systems internal marketing) Control (how do we know if we are going to get there?) Who is the author? PR Smith is the co-author of the hugely influential Digital Marketing Excellence (with Dave Chaffey) and several other marketing books including the best-selling Marketing Communications text going into its 7th ed this year. This new SOSTAC(R) Guide has achieved more than 3,000 pre-sales. The book is now also available from...



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