

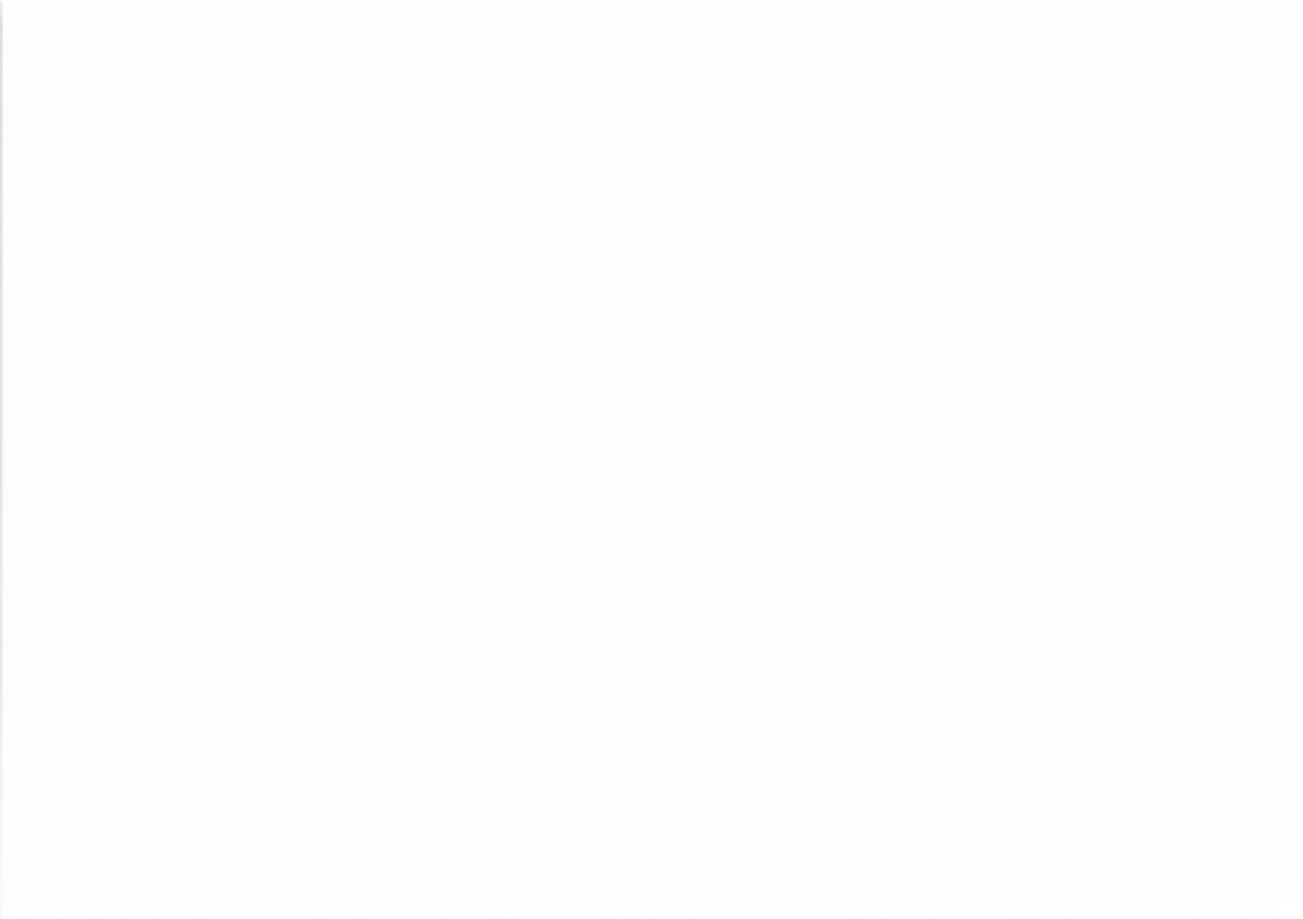
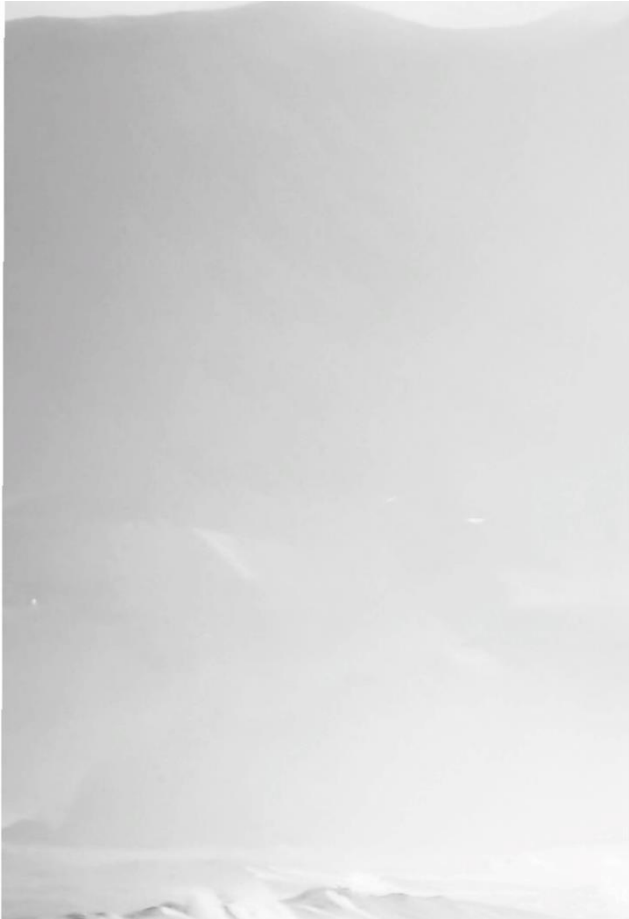
# SOSTAC

پلن دیجیتال مارکتینگ؛ از طراحی تا اجرا

احسان خواجوی | موسس آکادمی دیجیتال مارکتینگ گرشا



# Why strategy?





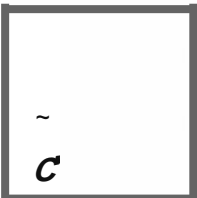


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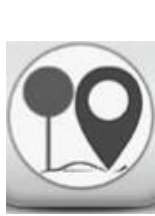
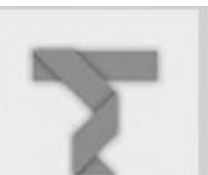


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# What is SOSTAC?

# Situation Analysis



**where are we now?**



# Situation Analysis

**What Should the Situation Analysis Contain?**

**Customers**

# Situation Analysis

**What Should the Situation Analysis Contain?**

**Competitors**

# Situation Analysis

**What Should the Situation Analysis Contain?**

**Partners (and intermediaries)**

# Situation Analysis

**What Should the Situation Analysis Contain?**

**Competencies**

# Situation Analysis

**What Should the Situation Analysis Contain?**

**Performance/Results**



# Situation Analysis

**What Should the Situation Analysis Contain?**

**Market Trends**

# Objectives



**where do we want to get to?**

# Objectives

**What Should the objective  
Contain?**

**Mission**

# Objectives

**What Should the objective  
Contain?**

**Vision**

# Objectives

**What Should the objective  
Contain?**

**KPIs**



# Objectives

**Approaches to Setting Objectives:**

**Race Approach**

# Objectives

**Approaches to Setting Objectives:**

**5Ss Approach**

# Objectives

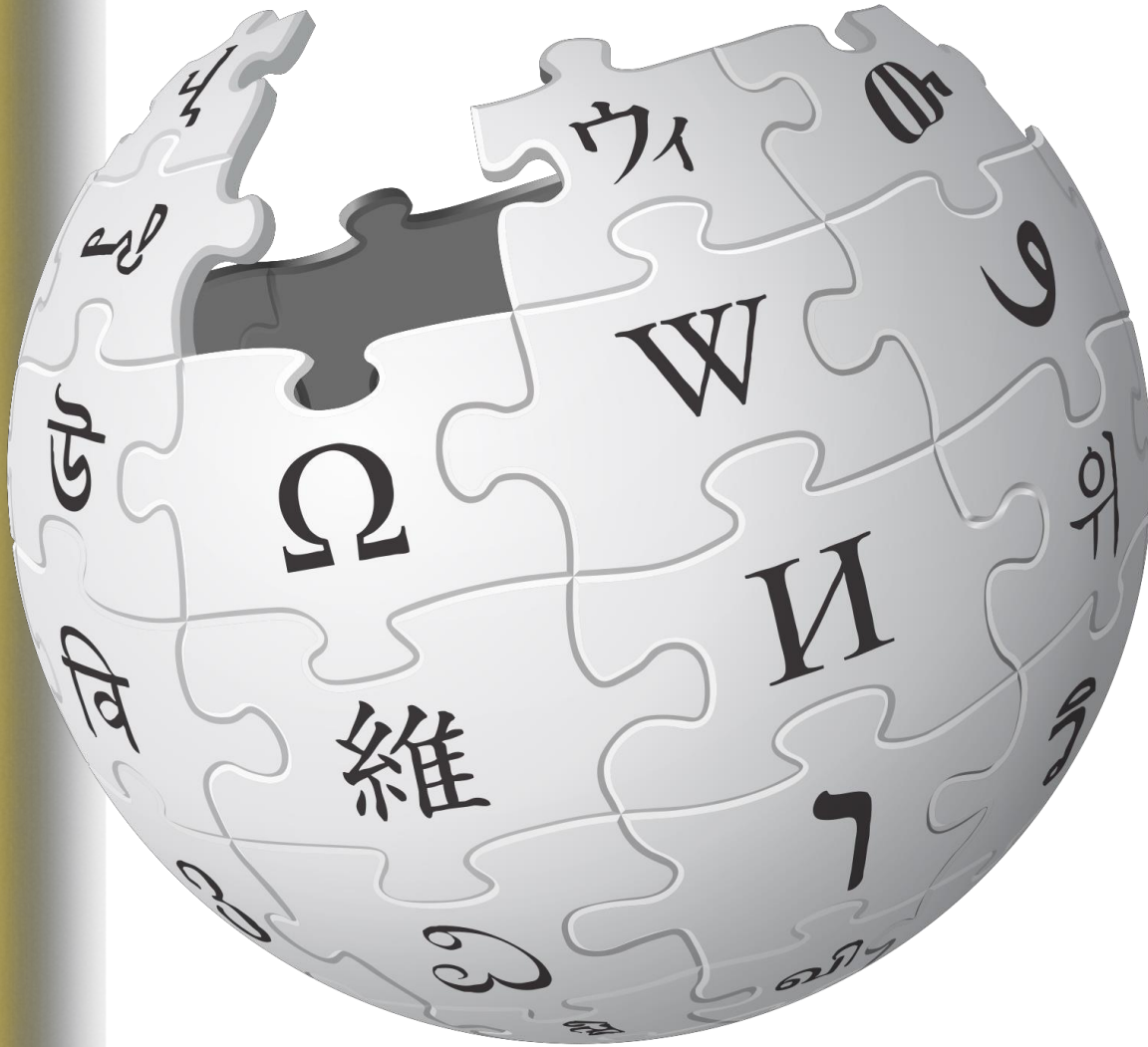
**Approaches to Setting Objectives:**

**Inspirational Objectives**

# Strategy



how do we get there?



# Strategy

**Strategy** is a high level plan to achieve one or more goals under conditions of uncertainty.





Strategy: Success/Failure Difference

**Lousy Marketing Strategy Kills A Great Product**

# Strategy

**Components of Digital  
Marketing Strategy:**

**TOPPP SEED**

# Strategy

**Components of Digital  
Marketing Strategy:**

**Target Markets**

# Strategy

**Components of Digital  
Marketing Strategy:**

**Objectives**

# Strategy

**Components of Digital  
Marketing Strategy:**

**Positioning**



# Strategy

**Components of Digital  
Marketing Strategy:**

**Processes**

# Strategy

**Components of Digital  
Marketing Strategy:**

**Sequence (or stages)**

# Strategy

**Components of Digital Marketing Strategy:**

**Experience (The Customer Experience or 'CX')**

# Strategy

**Components of Digital  
Marketing Strategy:**

**Engagement**

# Strategy

**Components of Digital  
Marketing Strategy:**

**Data**

# Tactics



**The details of strategy**



Strategy without tactics is the  
slowest route to victory.  
Tactics without strategy is the  
noise before defeat

Sun Tzu



# 10 Tactical Tools



**Advertising**  
**Public Relations**  
**Sponsorship**  
**Sales Force/Agents/Telemarketing**  
**Exhibitions, Events and Conferences**  
**Direct Mail**  
**Retail Store or Office HQ**  
**Word Of Mouth**  
**Sales Promotion**  
**Merchandising and Packaging**

# Which Tactics: The Tactical Matrix

**Awareness**

**Consideration**

**Purchase**

**Post-Purchase Relationship Building**

**Post-Purchase Repeat Sales**

Reach (how big an audience can it reach?)

Speed (how quickly can it reach that audience?)

Time (how long to create and deliver this tactic?)

Message Volume (space to fit message in?)

Targeting (how granular or precise can the targeting be?)

Personalization (can the tool personalize messages?)

Cost – is it expensive on a Cost Per Thousand (CPT/CPM) basis?

Control – can you control the message with this tactic?

Credibility – some tactics have more credibility.

# Actions



**The details of tactics (internal marketing, systems, processes, guidelines, checklists and mini Action Plans)**

# Control



**measurement and metrics to see if 'we are getting there' or not**

Situation Analysis  
Objectives  
Strategy  
Tactics  
Actions  
Control



## Measuring the KPIs

KPIs	Results Previous Period	Objective Current Period	Results Current Period
Cost Per Visitor (website)			
Prospects/Leads			
Churn Rate			
.....			

# **SOSTAC**

**Situation Analysis: where are we now?**

**Objectives: where do we want to get to?**

**Strategy: how do we get there?**

**Tactics: The details of strategy**

**Action: details of tactics(internal marketing,systems,processes,...)**

**measurement and metrics to see if 'we are getting there' or not**



# Why SOSTAC?

Simple – clear - logical – memorable – structure - flexible