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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. •

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Quantifiable efficiency gains such as advertising costs.

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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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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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