

## SOSTAC™ e-marketing plan for B2B Company

### What is SOSTAC™ ?

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.

This method will help you to create, write and develop your marketing plan by breaking down into six elements: Situation analysis, Objectives, Strategy, Tactics, Action and Control.



Figure 1 SOSTAC™ - a generic framework for e-marketing planning

### How does it work on B2B company e-marketing plan?

#### 1. Situation analysis

##### *Internal audits*

- Current internet marketing audit (business, marketing and internet marketing effectiveness)
- Audience composition and characteristics
- Reach of web site, contribution to sales and profitability
- Suitability of resources to deliver online services in face of competition

##### *External audits*

- Macro-economic environment
- Micro-environment – new marketplace structures, predicted customer activity
- Competition – threats from existing rivals, new companies and intermediaries

*Assess opportunities and threats (SWOT analysis)*

- Markets and product positioning
- Methods of creation of digital value and detailed statement of customer value proposition

## **2. Objective analysis**

- corporate objectives of online marketing
- detailed objective; tangible and intangible benefits
- online value proposition

## **3. Strategy definition**

- investment and commitment to online channels
- market and product positioning
- target market strategies – statement of prioritized segments, new segments, online value proposition and differential advantage, significance of non-customer audiences?
- Change management strategy

## **4. Tactics**

- Product.
- Promotion
- Price
- Place
- People

## **5. Actions**

Specify

- Tasks
- Resource
- Partnering and outsourcing
- Budget including cost for development, promotion and maintenance
- Staff

Implement

- Risk assessment
- Legal issues
- Team organization and responsibilities
- Development and maintenance process

## **6. Control**

- Identify a measurement process and metrics covering:
- Business contribution (channel profitability – revenue, costs, return on investment)
- Marketing effectiveness (channel outcomes – leads, sales, conversion, rate, channel satisfaction)
- Online marketing effectiveness (channel behavior – page impressions, visitors, repeat visits, conversion rates)