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Marketing Planning Template This SOSTAC template has been designed by; Multimedia Marketingcom To give you an insight into this powerful marketing planning tool, which can then be used and easily adapted to your business So remember, Sostac stands for:

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marketing SOSTAC planning framework is the foundation of this study To accomplish the research aim, Social Media Marketing, Search Engine Optimization, Influencer Marketing, SWOT analysis and competitor analysis are also used as the conceptual basis This research opted for a case study approach Qualitative research method was applied to

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Section 2 gives a brief description of the SOSTAC model which is divided into six stages and will be applied in this project report to create an effective marketing campaign Section 3 presents an environmental analysis using PEST, Porter's five forces and SWOT models Section 4 defines the marketing objectives of the campaign

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