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marketing plan. Digital marketers may already be familiar with Paul Smith from previous books such as eMarketing eXcellence or Marketing Communications.

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SOSTAC is a marketing model developed by PR Smith in the 1990s and later formalized in his 1998 book Marketing Communications, the subsequent series of SOSTAC Guides to your Perfect Plan (2011) and the SOSTAC Guide to your Perfect Digital Marketing Plan (2020).

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