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SOSTAC contains a general marketing strategy which can be applied in various commercial situations. It is an extension of the SWOT analysis, which helps businesses get ready for marketing campaigns; the main difference is that SOSTAC focuses more on the implementation stages of the process and on marketing communications.

SOSTAC - Wikipedia

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PR Smith (2011) The SOSTAC ® Guide - to writing the perfect plan by PR Smith (2011), published by www.prsmith.org and available at Amazon.

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SOSTAC® Devised by PR Smith, SOSTAC® is used all around the world by individuals and companies to create great marketing plans. It is also easily adopted for business plans. It is so simple in can be explained in just 5 minutes, giving you a perfect structure for a professional plan.

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