

Written report

<i>Steps of plan</i>	<i>Explanation</i>	<i>Points available</i>
<u>Situation</u>	Assess the external and internal environment to determine opportunities and threats	3
<u>Objectives</u>	Establish digital goals (5Ss/SMART) for internationalisation project	4
<u>Strategy</u>	Explain how you plan to fulfill the objectives set	4
<u>Tactics</u>	Explain specific tools of digital mix to be used	4
<u>Action</u>	Detail what needs to be achieved for each of the tactics, as well as by who and when	3
<u>Control</u>	Explain how you plan to monitor and measure your performance based on the objectives set at stage 2	2
TOTAL		20

See link for tips on SOSTAC: <https://www.smartinsights.com/digital-marketing-strategy/sostac-plan-example/>

Flowvella SOSTAC overview: <https://flowvella.com/s/61fw/DC380321-0E2B-451A-8710-D61EBEB69896>

NB.

- to get top marks for each category you must:
 - Include details and examples as well as justifications
 - Write accurately and clearly (using correct terminology)
 - Clearly show link/cohesion to other steps of the plan