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An effective digital strategy will help you take the

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right decisions to make a company successful online. A strategy process model provides a framework that gives a logical sequence to follow to ensure inclusion of all key activities of strategy development and implementation. We recommend the SOSTAC planning approach.

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Start with a separate digital marketing plan defining transformation needed and making the case for investment and changes to your digital marketing. Then, following approval, create an integrated digital plan which is part of the overall marketing plan -

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