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ИСПОЛЬЗОВАНИЕ МОДЕЛИ SOSTAC И МЕТОДА SMART

ПРИ РАЗРАБОТКЕ МАРКЕТИНГОВЫХ КАМПАНИЙ

USE OF THE SOSTAC MODEL AND SMART METHOD

IN DEVELOPING MARKETING CAMPAIGNS

Аннотация: модель *SOSTAC* и метод *SMART* являются полезными и эффективными инструментами для разработки цифровой маркетинговой кампании. Модель *SOSTAC* является универсальным и успешно применяемым подходом к разработке цифрового маркетингового плана. Она включает шесть элементов: ситуационный анализ, цели, стратегия, тактики, действия и контроль. Технология *SMART* – современный подход, используемый для постановки маркетинговых целей кампании. Комбинация этих двух методов позволяет достичь оптимальных результатов в маркетинговой деятельности предприятия.

Ключевые слова: модель *SOSTAC*, метод *SMART*, маркетинговая кампания, план по цифровому маркетингу.

Abstract: The *SOSTAC* model is universal and successfully applied approach to develop a digital marketing plan, It includes six stages: Situation, Objectives, Strategy, Tactics, Actions and Control, *SMART* Technology – a modern approach to setting working objectives, The combination of these two methods lets to achieve optimal marketing results.

Keywords: *SOSTAC* model, *SMART* objectives, marketing campaign, digital marketing plan.

In his review of the book «SOSTAC: Guide To Your Perfect Digital Marketing Plan» Reed Fidmnotes that during the last 10 years of perfection the SOSTAC framework has transformed from a system for analysis of other «marketing planning tools» into a new «flexible approach». This framework is fully appropriate for a «master marketing plan». One of the advantages of this model is that the situation analysis (first stage of framework) makes use of such «key strengths of digital marketing» as «listening tools (social media, etc)». It lets marketers to receive an «unprecedented insight into their customers». Smith argues that it is very important to form such notions about customers before the development of a new marketing plan is to be started.

SMART Technology (SMART) – a modern approach to setting working objectives. The system of setting smart goals that allows to summarize all available information, establish acceptable terms of work, determine the sufficiency of resources, provide clear, precise, specific tasks to all participants in the process.

SMART is an abbreviation: Specific, Measurable, Achievable, Relevant, Time bound.

Specific. The SMART objective should be specific, which increases the likelihood of achieving it. The term «Specific» means that the objective setting accurately determines the result, that is necessary to achieve. There is always a rule: one objective for one result.

Measurable. The SMART objective should be measurable. At the stage of goal setting, it is necessary to establish specific criteria for measuring the process of achieving the goal.

Achievable. SMART objectives should be achievable, since the realism of the task accomplishes the motivation of the performer. The achievability of the goal is determined based on one's own experience taking into account all available resources and constraints.

Relevant. To determine the significance of the goal it deems important to understand what contribution the solution of each particular task will make into the achievement of the company's global strategic objectives.

Time bound. SMART objective ought to be limited in time, and the final deadline should therefore be determined. Setting timeframes and boundaries for the fulfilment of the goal makes it possible to make the control process controllable. At the same time, the span of the timeframe should be determined taking into account the possibility of achieving the goal within the established timeframe.

It is important to allocate responsibilities rightly and choose an appropriate variant for the e-commerce control location. Chaffey and Ellis-Chadwick (2015) assert that there are four most popular forms of organisational structures for e-commerce. The first variant is to separate the e-commerce function in a special team. The second one is to put it in operations or direct channel. The third one is to put it in a marketing team. The last variant is to put it in an IT team.

It is reasonable to use KPI in order to evaluate results for the SMART objective of the campaign. Parmenter (2011, p.173) considers key performance indicators as the number of measures aimed at exactly those perspectives of performance that are «the most critical for current and future success».

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