**L6 DIGITAL MARKETING**

**Learning Outcome 3: ACTIVITY 1**

**CLASS ACTIVITY**

**SOSTAC digital marketing strategy**

Your tutor will have chosen a product with which class members are familiar.

Work through the template at:

<https://images.template.net/wp-content/uploads/2015/10/09204406/strategic-digital-marketing-plan.pdf> to create a marketing strategy for the product.

You may wish to complete this in small groups.

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