

SOSTAC® SUCCESS STORIES

How PR Smith's
SOSTAC® Planning methodology

Reduces Risk

and

Accelerates Success

SOSTAC® Planning Helps to Accelerate Success

- Reduces risk
- Avoids classic mistakes
- Makes information-driven decisions
- Develops best practice
- Grows businesses by developing and executing the perfect integrated digital marketing plan

Learn it in 3 minutes & perfect it in a few days.



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Success Stories

**From a start-up to £1.8B marcap
to**

**A blue-chip turning a £7B loss into £1B profit
to**

**Start-up to selling for €1B
to**

**A 1-man-band Digital Start-Up to offices
in London & Leicester
to**

**A digital start-up in Zurich trebling profits
to**

**300 SMEs breaking into the US Market
to**

**Department of International Trade - 5 years of
consecutive winning performance**

CLIENT: Airtricity Ltd
(Irish renewable energy start-up)

CEO and Founder: **Dr. Eddie O'Connor**



Problem/Opportunity: Wind farm technology had significantly improved. No major competitors had stepped in to fill the potential demand. Airtricity was founded in 1997 as 'just another start-up with a €25,000 loan. There were many challenges (customers feared their TV would turn off if the wind stopped!) and even more opportunities to develop a pioneering, profitable renewable energy business. The company needed a solid business and marketing plan to establish and then grow the business.

Solution: A team was recruited from scratch including strategic marketing consultant PR Smith who introduced his SOSTAC® Planning methodology for both the business plan and the marketing plan to the board of directors. Today Airtricity (actually SSE Airtricity) is a leading generator of renewable electricity in the UK and Ireland and one of the largest electricity network companies in the UK and Ireland.

Result: 'PR Smith delivered a detailed business and marketing plan to establish and grow the business. We grew the business and sold the business to SSE for €1.8b in 2008.

I am indebted to PR Smith for his guidance and support.'

Dr. Eddie O'Connor, CEO & Co-Founder

sseairtricity.com/uk/home

CLIENT: Mainstream Renewable Power

Global renewable energy start-up

Chairman and Founder: **Dr. Eddie O'Connor**



Problem/Opportunity: Wind farm and solar park renewable energy technology continues to improve. Growing climate change awareness. Potential global demand rampant growth in global demand for renewables. Technical expertise available. 2008 start-up with €32m loan. Needed an initial website immediately as well as a marketing plan for an ongoing online and offline growth plan.

Solution: Again, consultant PR Smith and his team stepped in and built a holding site followed by a suite of multilingual sites as well as dedicated sites overseas. A comprehensive SOSTAC® Marketing Plan was delivered by PR Smith, the team was recruited, the business commenced and grew quickly.

Result: 'Once again PR Smith helped to get us up and running, followed by a carefully structured SOSTAC® marketing plan plus a series of websites and blogs over the years that helped our clients to understand us and work with us more easily. Having developed a global business, we sold the company for €1b in 2021. We are grateful to PR Smith and his team for their constant support and expertise.'

Dr. Eddie O'Connor, CEO & Co-Founder

mainstreamrp.com

CLIENT: LNet Digital

CEO and Founder, Dan Walker,
eCommerce UX/CRO Consultant



Problem/Opportunity: Digital opportunities and threats abound. Digital transformation is accelerating. Clients and prospects know they need more digital but many feel somewhat unsure, even uneasy about the vast array of choices. With digital developments come digital chaos, conmen and casual promises. Leaving clients and prospects feeling unsure of their next steps and certainly unsure of how all these digital services fit together. In a competitive digital world, LNet's eCommerce clients need an advantage while LNet itself needed a niche for our agency.

Solution: The SOSTAC® Planning framework has helped LNet to win business with carefully structured UX & CRO solutions. Clients enjoy a reassuring sense of order when we pitch or discuss additional projects. They see how it all fits together. We use SOSTAC® in our own business and for all client marketing strategies, including Conversion Optimisation campaign level planning. Our CEO is a SOSTAC® Certified Planner –we promote this across our social channels.

Result: We have used the SOSTAC® framework to help win new business and renew existing business by niche developing a MarTech solution to deliver better conversion optimisation through improved UX for eCommerce clients. We are now working with larger brands and have opened a London office in addition to our Leicester office. Our Net Profit has grown by over 100% (112%) in the last two years.

Dan Walker, CEO & Founder

Lnetdigital.co.uk

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CLIENT: Swissin Group, Switzerland

Kazbek Saydaev

CEO, Chairman of the Directors Board



Problem/Opportunity: The emergence of an array of new digital techniques and tools in the world of marketing, as well as the growing corporate need for Digital Transformation has created a growing demand for digital services. The SWISSIN GROUP is a digital start-up from 2018 and based in Switzerland. It faces pandemics, economic fall-outs, trade wars, war and highly aggressive hyper-competition plus a growing demand for digital solutions.

Solution: The SOSTAC® Planning method saves time and structures scattered knowledge. It is a guide to implement strategic understanding. The SOSTAC® Certified Planner shows competence which builds trust with prospects and clients. The SOSTAC® method analyzes client needs and draws a picture from A to B to help the clients understand their own business better. Almost every client win was inspired and powered by understanding the SOSTAC® Planning method (which has also helped us to sell other services too).

Result: The SWISSIN GROUP a digital start-up based in Switzerland has, with the help of SOSTAC® Planning methodology together with an open-minded, dynamic team, won new clients, strengthened existing client relationships and trebled profits in 24 months.

*Kazbek Saydaev
CEO, Chairman of the Directors Board*

Swissin.ch

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CLIENT: UKTI (UK Trade and Investment)

Anne Pearcey

Head of Trade Development, North America



Problem/Opportunity: The USA market is an attractive market for British exports as the British reputation for quality is held in high esteem. There is a very large export opportunity for small and medium sized enterprises, and even start-ups. However, the USA market is one of the most competitive markets in the world. It can be frightening for a new business entering this hyper-competitive marketplace.

Solution: PR Smith and his team intensively trained and prepared over 300 SMEs to enter the USA market. Each SME used the SOSTAC® Marketing Planning methodology to firstly, establish their presence (and credibility) and secondly, to ultimately grow their sales and market share in this fast-moving market.

Result: 'PR Smith and his SOSTAC® Planning Framework certainly did help a great many UK companies to develop a long-term approach to their export marketing and the feedback was excellent.' Anne Pearcey, Head of USA Desk, UK Trade & Investment . Over 300 companies were trained and 90% of them were still growing in the USA market after 3 years. This is an highly competitive market place, difficult for anyone without clear, robust, well-resourced SOSTAC® Marketing plans.

*Anne Pearcey,
Head of Trade Development, North America*

gov.uk/government/organisations/uk-trade-investment

NB: UKTI is now called the Department for International Trade

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CLIENT: UK Trade and Investment

(Renamed Department for International Trade)
 The leading UK Government organisation responsible for assisting SMEs to enter new export markets
 London International Trade Team Manager: **Peter Hurst**



Problem/Opportunity: The London team of 30 International Trade Advisors support over 500 companies in the London Region to enter new markets or expand in current export markets. Most UK companies had extremely poor export marketing plans and the International Trade Advisors needed an easy to implement planning tool to ensure quality and consistency in the diverse companies participating the highly successful 'Passport to Export' Programme.

Solution: Team Manager, Peter Hurst, enlisted the help of PR Smith who joined the team and for his specific skills and trained and coached the adviser team on the use of the SOSTAC® planning system. Utilising this as a significant asset in the services provided to SMEs ensured consistent quality management and uniform monitoring and evaluation of the excellent impact that companies enjoyed through adopting SOSTAC® Planning methodology.

Result: Through the intervention of SOSTAC® and PR Smith, the London team were able to succeed in achieving 5 years of consecutive winning performance ahead of the other 8 regional teams across the UK. The SOSTAC® Planning framework impressed me as a way of thinking. I was also impressed how readily the advisor team and, most importantly the SMEs, bought into it. It was as if someone switched the light on. They embraced it and used it immediately. Much of this was due to Paul Smith's charismatic and practical approach to the SOSTAC® learning experience and this is echoed in his excellent publications and online activities.

Peter Hurst, London International Trade Team Manager

gov.uk/government/organisations/depart-for-international-trade

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“Qualifying in SOSTAC® planning catapulted my career as a marketing strategist. Due to its solid structure and easy to work with flow, I can easily identify areas in my clients’ marketing platforms that need work.”

Laurette Batstone, MD
The Little Marketing Company
Centurion, South Africa



“The SOSTAC® Certified Planner online course contains a very important knowledge base, saves time and structures your “scattered knowledge” into a clear strategy and an easy-to-use overall integrated marketing plan. Great job!”

Kazbek Saydaev,
CEO, Chairman of the Directors Board
SWISSIN GROUP
Switzerland / Russia

“SOSTAC® helps me to show my clients what needs to be done and why in order to develop their business. As well as thorough planning, it helps me to improve teams’ effectiveness”

Anna Miroshnichenko
Marketing and Project Management Executive
Merani, Georgia



“PR Smith’s SOSTAC® framework gives a logical structure to make better decisions, better plans, and, ultimately achieving better business results. The structure helps to avoid costly omissions in the planning process.”

David Balikuddembe
President of the Uganda Marketers Society
Uganda

See [what many others say about PR Smith’s SOSTAC®](#)



Watch the [3 mins video](#):
'How to write the perfect plan in 3 minutes'



Join PR Smith and friends for a live 30 mins chat every Friday 1pm BST/GMT in the free SOSTAC® Plans Club in [LinkedIn](#) – Go to 'Activity' and then select 'Events'.



Get the [SOSTAC® Book](#)



Enjoy a [PR Smith SOSTAC® Masterclass Workshop](#)



Become a [SOSTAC® Certified Planner Online Course](#)

PR Smith SOSTAC® Digital Marketing Masterclass for Start-Ups & SMEs

Reduce risk for start-ups. Grow their business with the perfect integrated digital marketing plan

This dynamic, interactive workshop uses SOSTAC® planning framework to write the perfect plan. [SOSTAC®](#) is listed in the Top 3 Business Models world-wide by CIM and adopted by blue-chips like LinkedIn and KPMG and start-ups. This course helps you make better decisions; build competitive advantage; win more customers & grow your business.

“The workshop on SOSTAC® was the **single best workshop or seminar I've ever attended**” Kevin Browning, Senior Global Brand Manager, LinkedIn. See [what others say about SOSTAC® Planning methodology](#).

During this course you will also learn how to:

- Use analysis to reduce risk and make better decisions
- Develop a crystal-clear strategy
- Ensure tactics are driven by strategy
- Ensure excellent execution & avoid costly mistakes
- Use data to add value to the Lifetime CX
- Integrate AI, VR, AR, IoT, MA & Big Data

This Masterclass covers:

- Situation Analysis (where are we now?)
- Objectives (where are we going?)
- Strategy (how do we get there?)
- Tactics (details of strategy – marketing mix)
- Action (how do we ensure excellent execution?)
- Control (are we getting there? - metrics)

Optional online [SOSTAC® Certified Planner](#) course available.

Delegates receive a free:

- SOSTAC® Guide to Your Perfect Digital Marketing Plan
- SOSTAC® Planning workbook to use during the session
- SOSTAC® list of additional web-links to tutorials, videos & posts

Who should attend? No prerequisites required

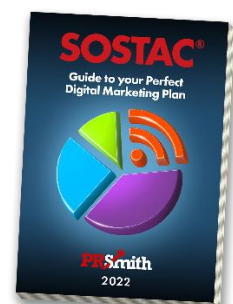
Start-Up Founders, CEOs, Managing Directors, Directors, Marketing Managers and investors. SOSTAC® Planning is used for business plans, marketing plans, in fact any plan.

Who is PR Smith?

Paul is one of the world's most celebrated integrated digital marketing writers & dynamic speakers. He helps professionals to become world class marketers.

More [PR Smith Feedback](#).

Contact Paul by email or phone (below).



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