

Please make a copy of this template for your own team to use. If you have any questions, please reach out to alek@erikaheald.com.

[Company XYZ] Marketing SWOT Analysis - [Quarter/Year]

Strengths	Weaknesses
<p>Guiding questions:</p> <ul style="list-style-type: none"> ● What subject matter expertise do we have? ● Do we have access to plentiful resources, such as money or team member availability? ● How loyal are our customers? Do they often praise us online and with repeat purchases? ● Are our employees often serving as brand ambassadors without solicitation? ● What types of content do we have that have exceeded our goals? ● Where are our teams and company offices located? ● What proprietary information do we have for marketing purposes? ● How are our audience size and engagement levels across our social media and various communications channels? 	<p>Guiding questions:</p> <ul style="list-style-type: none"> ● What processes does our team conduct manually or in a time-intensive manner? ● Is our team turnover rate impacting our ability to succeed? Are there any key roles we have trouble filling with the correct level of expertise? ● What internal blockers are there for our success? Decision-making hurdles, approval cycle lags, etc.? ● How unified are our various departments/do we have a siloed structure that impacts our ability to succeed? ● What type of content or communications channels are consistently underperforming?
Opportunities	Threats
<p>Guiding Questions:</p> <ul style="list-style-type: none"> ● Is our supply chain at risk due to supply shortages, natural disasters, or other potential disruptions? ● What competitors are in our space, and how could they hinder our success? How are their products better than ours? Do they have access to more or higher quality resources? How notable is their executive team? ● How is the technology for our industry changing, and how could this disrupt our business six months from now? A year? Five years? ● Are there any industry organizations or coalitions we are not partnering with? ● Is there a potential merger or acquisition activity that we should prepare to address? ● Is there any legal activity we should be aware of or tracking? 	<p>Guiding Questions:</p> <ul style="list-style-type: none"> ● How can we use our strengths to help achieve our goals? ● Which of the threats we identified are most pressing? How can we mitigate the potential risks of these? ● What weaknesses are holding us back the most? How do we address this? ● Of the potential activities we can pursue, which will drive the highest value with the least resources?

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