

Marketing SWOT Template

Use this template to identify strategic leverage, expose vulnerabilities, and outline action items.

STRENGTHS

- What brand equity or positioning moats do we have?
- Which marketing channels yield the highest ROI?
- Do we have highly engaging, proprietary content assets?

WEAKNESSES

- Where are we experiencing ad fatigue or rising CAC?
- Do we have attribution gaps in our analytics?
- Is our marketing budget constrained compared to competitors?

OPPORTUNITIES

- Which emerging social/ad channels are untapped?
- Can we leverage content marketing or SEO moats?
- What partnership or co-marketing options exist?

THREATS

- How do privacy updates (iOS, cookie bans) affect ads?
- Are competitors launching aggressive pricing or campaigns?
- Are ad platform algorithm updates hurting distribution?