**[](https://www.smartsheet.com/try-it?trp=11892&utm_source=template-word&utm_medium=content&utm_campaign=Marketing+SWOT+Analysis-word-11892&lpa=Marketing+SWOT+Analysis+word+11892)MARKETING SWOT ANALYSIS TEMPLATE**

Enter Text

Enter Text

Enter Text

In the *Strengths* section of your marketing SWOT analysis, detail the unique advantages, assets, resources, and attributes that give the organization a competitive edge in its market.

In the *Weaknesses* section of your marketing SWOT analysis, pinpoint the areas of improvement, challenges, and limitations that the organization faces and that might hinder its growth or performance.

Enter Text

In the *Evaluation and Next Steps* section, analyze the findings from the SWOT, and then outline actionable strategies to capitalize on strengths and opportunities while addressing weaknesses and mitigating threats.

Enter Text

Enter Text

In the *Opportunities* section of your marketing SWOT analysis, identify external factors or trends that the company can capitalize on for growth, market expansion, or increased revenue.

In the *Threats* section of your marketing SWOT analysis, list external challenges, risks, or barriers that might prevent the company from achieving its goals or might adversely affect the firm’s operations.

|  |
| --- |
| **DISCLAIMER**  Any articles, templates, or information provided by Smartsheet on the website are for reference only. While we strive to keep the information up to date and correct, we make no representations or warranties of any kind, express or implied, about the completeness, accuracy, reliability, suitability, or availability with respect to the website or the information, articles, templates, or related graphics contained on the website. Any reliance you place on such information is therefore strictly at your own risk. |