

SWOT Analysis Outline

Content Marketing Plan

STRENGTHS

- [Identify internal content assets and advantages]
- [Unique brand voice or expertise]
- [Engaged audience or strong distribution channels]

WEAKNESSES

- [Areas for improvement in content creation or strategy]
- [Resource limitations or skill gaps]
- [Inconsistent publishing or limited formats]

OPPORTUNITIES

- [Emerging platforms or trends to leverage]
- [Market gaps to fill with content]
- [Potential partnerships or collaborations]

THREATS

- [Competitive content strategies]
- [Algorithm changes affecting reach]
- [Shifts in audience behavior or preferences]