

SWOT Matrix Sample for Social Media Marketing

Strengths

- Large and engaged follower base
- Strong brand recognition online
- Consistent content publishing schedule
- Skilled social media team

Weaknesses

- Limited budget for paid campaigns
- Inconsistent voice across platforms
- Low engagement on newer channels
- Lack of clear measurement metrics

Opportunities

- Emerging platforms (e.g., TikTok)
- Partnerships with influencers
- Expanding to international markets
- Increased use of video content

Threats

- Algorithm changes reducing reach
- High competition in niche
- Negative public feedback or reviews
- Rapidly evolving digital trends