

SITUATION ANALYSIS

—
DIGITAL MARKETING PLAN TEMPLATES



BROADHURST DIGITAL
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SITUATION ANALYSIS TEMPLATES

There are five templates in this resource that give you a good understanding of your organisation's current situation when completed and used together. Understanding your current situation will provide you with the best chance of creating a meaningful and impactful digital marketing plan.

The five templates contained within this document are:

1. SWOT/TOWS analysis
2. PESTLE Analysis
3. Buyer persona template
4. Competitor analysis
5. Results analysis

These five templates will allow you to understand the micro and macro environment your business operates. You'll realise how external forces present opportunities and threats and how your internal capabilities will enable you to make the most of the opportunities.

Your buyer persona document will help shape your segmentation, targeting and positioning. The competitor analysis tool will uncover parts of your competitors marketing that you may have considered before. The results analysis will indicate where your current digital marketing efforts are working and where they are not.

Most importantly, using these templates will provide a robust platform to build out your digital marketing plan.

To get help with your digital marketing plan, contact Broadhurst Digital for a [free digital marketing assessment](#).

PESTLE ANALYSIS

PESTLE analysis is a tool that strategic marketers can use to develop a marketing plan. It is used to analyse the external factors that affect the marketing environment and business strategy.

These external factors include political, economic, social, technological, legal and environmental factors. This analysis helps in understanding the company's current situation and how it should adapt to these changes to survive in this competitive world.

PESTLE analysis is a way to understand the factors that will affect the success of your marketing campaign. The acronym PESTLE stands for:

- Political: What are the political forces at play?
- Economic: What are the economic forces at play?
- Social: What are social forces at play?
- Technological: How does technology affect our marketing strategy?
- Legal: What laws apply to my business, and how do they impact my marketing strategy?
- Environmental: How do environmental factors affect my business's success?

PESTLE ANALYSIS

SWOT/TOWS ANALYSIS

SWOT and TOWS analysis is a tool that helps organisations to evaluate their strengths and weaknesses, identify opportunities and threats, and plan for the future.

SWOT analysis helps organisations to identify their strengths and weaknesses. The SWOT matrix is a valuable tool that strategic marketers can use to examine an organisation's position in the marketplace.

The four TOWS strategies are:

- Strength/Opportunity (SO)
- Weakness/Opportunity (WO)
- Strength/Threat (ST)
- Weakness/Threat (WT)

		Internal	
		Strengths	Weaknesses
External	Opportunities	SO	WO
	Threats	ST	WT

BUYER PERSONAS

A buyer persona is a fictional representation of your ideal customer. It is a way for you to understand the personas who are most likely to buy your product or service.

It is also an effective way to identify what drives them, what they need, and how they want to interact with you. A buyer persona will help you tailor your marketing messages and content to resonate with these people.

Marketing plans are essential for any business. They help identify the strengths, weaknesses, opportunities and threats of a business. It also helps to know its target audience and what they want.

Buyer personas are profiles of potential customers that marketers create to help them understand who their customer is and what they want. This information is then used to create marketing campaigns that cater to this target audience's needs and wants.

When creating plans without personas, it is difficult for marketers to understand their target audience. This leads to campaigns that are not as successful as they could be because they are not meeting the needs of their potential customers.

BUYER PERSONA

Background

Goals

How can we help?

Media preferences

Demographic

Challenges

Common objections

Key messages

COMPETITOR ANALYSIS TEMPLATE

The goal of competitor analysis is to understand the competitive environment. It also helps understand the key strengths and weaknesses of competitors and their strategies. This information can improve your products and services and can also be used for marketing purposes.

A competitive analysis template is an excellent way to organise data about your competitors so that you can easily compare them with your own company. You should complete one template per competitor and populate it with as much information as possible, such as their name, address, phone number, website address, social media accounts, and annual revenue.

COMPETITOR ANALYSIS

Competitor name:

Their strengths

Their weaknesses

Where do you compete?

What are your competitive advantages?

Rate their marketing

Website	★★★★★
Social media	★★★★★
Email marketing	★★★★★
Ad campaigns	★★★★★
SEO	★★★★★

Notes and observations

RESULTS ANALYSIS

Performance and results analysis is the process of analysing past performance, current performance, and future projections to make decisions. It is a critical component of the situation analysis in digital marketing planning.

A situation analysis requires you to identify the current state of your business, identify the problems that need to be resolved and then develop a plan to fix them.

Previous period dates:

Current period dates:

	Results previous period	Objective current period	Results current period
Objective 1			
Objective 2			
Objective 3			
Objective 4			
Objective 5			
Objective 6			
Objective 7			
Objective 8			

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businesses around the world to
improve their digital strategies.