**[](https://www.smartsheet.com/try-it?trp=11992&utm_source=template-word&utm_medium=content&utm_campaign=SWOT+Analysis-word-11992&lpa=SWOT+Analysis+word+11992)MARKETING SWOT ANALYSIS TEMPLATE**

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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.

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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.

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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.

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