## Weaknesses Strengths What do we lack? What do we do well? What separates us from competitors? What do competitors do better? What unique resources do we have? Where are our resources limited? Ad cost Easy to Increase Brand Awareness short Regulatory attention compliance Narrow Ads Increase span Audiences with Social Media Demographic Engagement and Behavioral Targeting Data privacy Audience concerns Reach Is Massive Influencer Ad collaboration approval challenges Negative cost per Video visual comments click marketing and reviews content inflation privacy Carousel concerns ads **Opportunities Threats** Where do we see opportunities to meet people's real-world needs? What competitors are emerging? Where are people under-served by existing offerings? What might get in the way of our success?

See an example