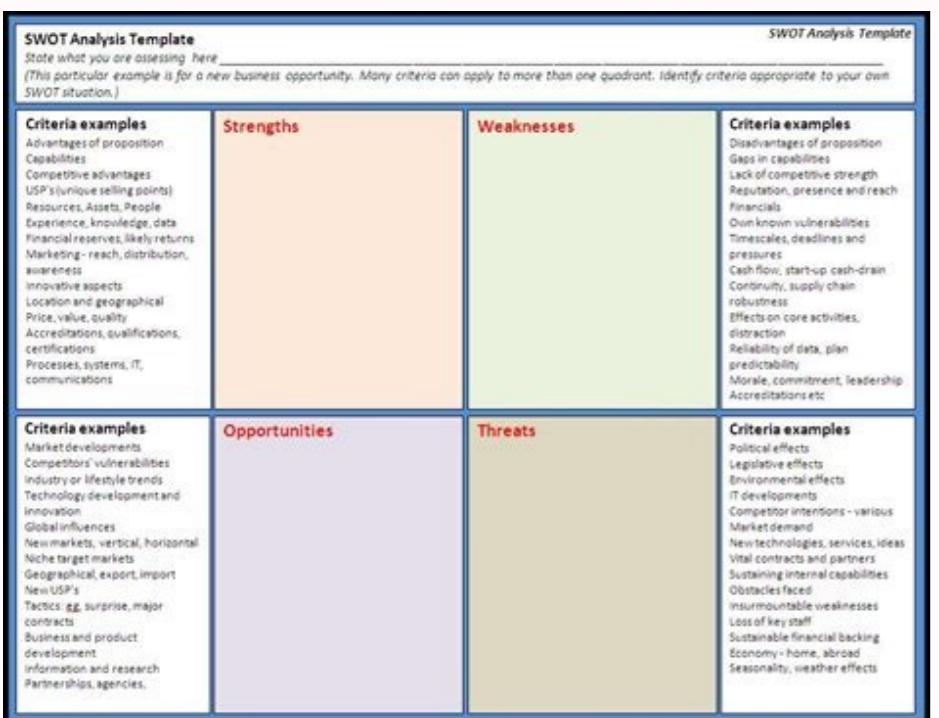


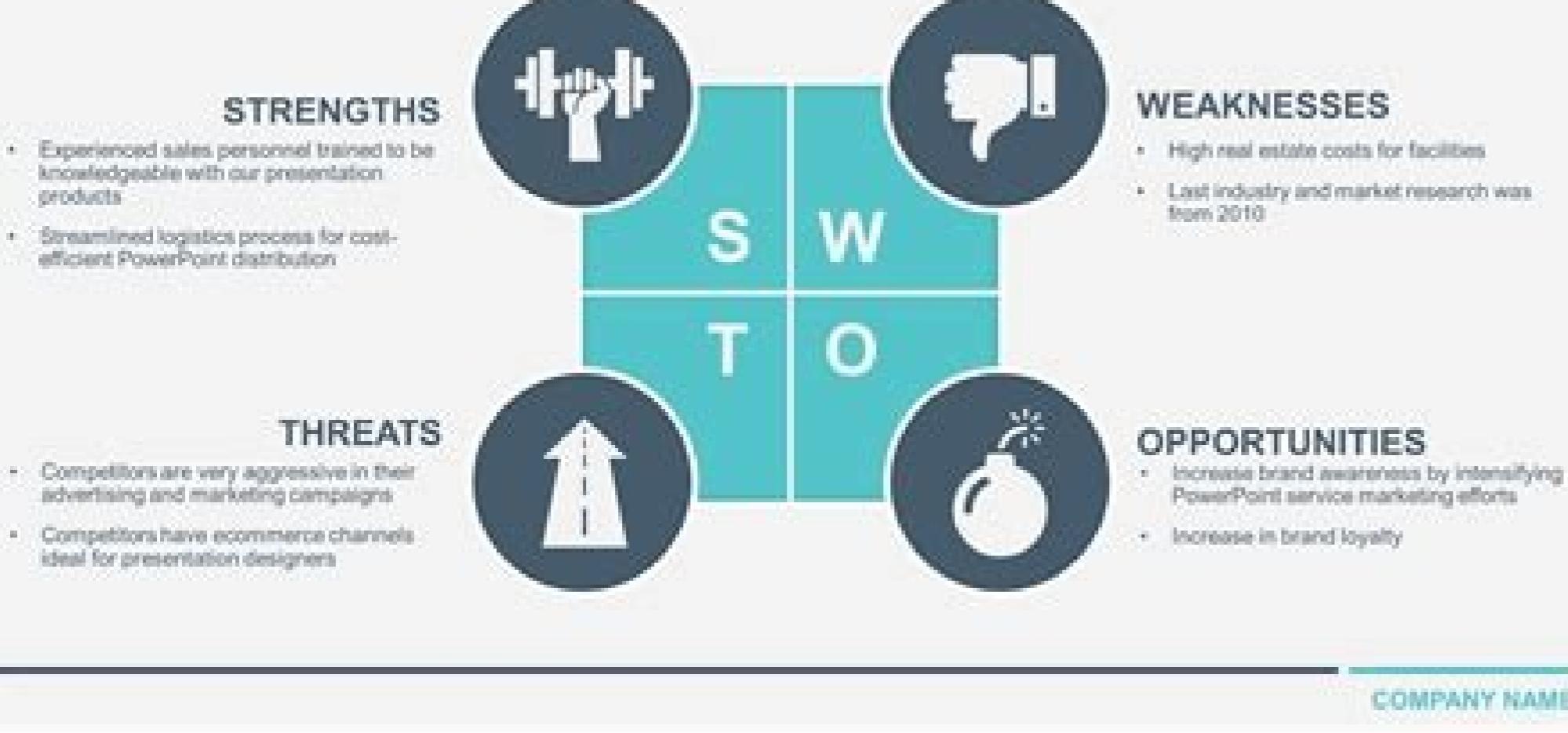
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Market swot analysis template



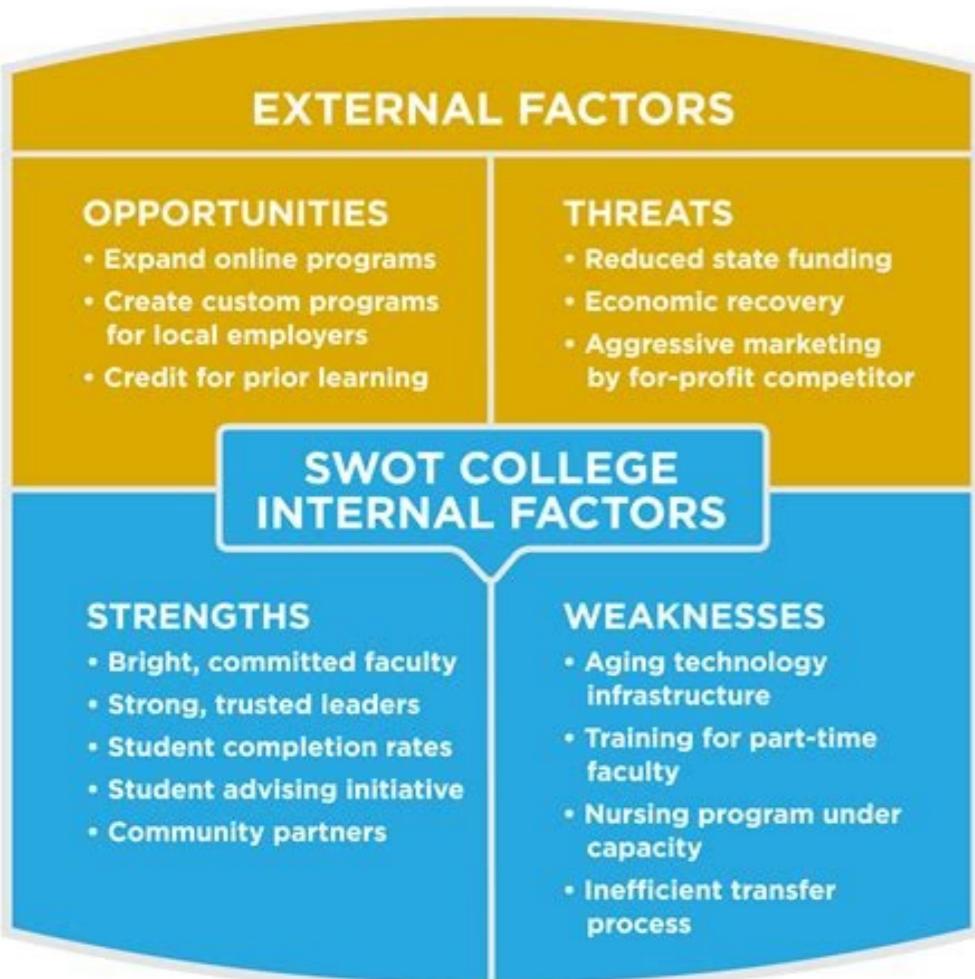
SWOT ANALYSIS STRATEGY POWERPOINT SLIDE TEMPLATE



Marketing Programs SWOT Analysis

Strengths	Weaknesses
Consistent flow of inquiries/leads	Reporting, analysis and commun.
Strong trade show presence	Lack of support from field
Flexible and responsive to Sales	Lack of search engine optimization
Sales Dev becoming optimized	Marketplace awareness is light
Reduced conflict from Direct and	Poor strategic alliances
Channel on lead model	Lack of agreement/focus on key
Customer and analyst leverage	initiatives
Opportunities	Threats
Awareness via Big Splash campaigns	Unfocused message=mkt confusion
Integrated Web, sales and mkt systems	Sales wanting to change lead model
Outbound personalization and inbound	Mkt and sales systems not synergized
lead scoring and follow-up	Vulnerable customer base if we don't
Closed-loop system for channel mgmt	get the ECM consolidation msg right
Email marketing programs	Competitive giants w larger budgets
Focus our spending on priority	Growth in inquiry #s without a
programs that drive revenue	similar growth in qualified lead #s

SWOT ANALYSIS 2



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