

# DIGITAL MARKETING AGENCY SWOT ANALYSIS

Strategic Planning Template

## STRENGTHS

- High client retention rate (85%+)
- Proprietary AI-driven analytics dashboard
- Certified experts in Google Ads & Meta Blueprint
- Strong niche reputation in E-commerce

## WEAKNESSES

- Over-reliance on two major anchor clients
- Limited presence in video production/TikTok creative
- High employee turnover in junior account roles
- Internal project management software is outdated

## OPPORTUNITIES

- Expansion into emerging markets (LATAM/SEA)
- Developing a subscription-based SEO tool
- Partnering with SaaS platforms for referral leads
- Increasing demand for privacy-first tracking solutions

## THREATS

- Rapidly changing browser cookie regulations
- Aggressive pricing from offshore competitors
- Potential economic downturn reducing marketing budgets
- Major platform algorithm shifts (Google/Meta)