



Learning Objectives.

- To understand a situational analysis.
- To understand how to create audience profiles.
- To understand why we need audience profiles.
- To understand how to use market research in content creation.

What is a Situational Analysis?

A situational analysis is the first stage of the SOSTAC marketing plan. It can include:

- Audience Profiles
- Competitor Analysis
- Review of current marketing activity
- SWOT Analysis
- PESTLE Analysis

Competitor Analysis.

Why do we need to analyse competitors?

It leads to an understanding of strengths and weaknesses in competitors which can then be used to inform your own marketing decisions.

Competitor Analysis.

You should consider:

- Who are your competitors?
- How do they compete against yourselves? eg. price, product, customer service, reputation.
- What are their key differentiators?
- How effectively do they use digital channels?

Competitor Analysis.

How to write the analysis:

It's generally up to you, however I wouldn't expect to see a novel on each of their strengths and weaknesses.

A table with a RAG rating would likely provide you a deep enough analysis and also a quick consumption rate for others.

Review Your Own Marketing Activity.

Just as you would review a competitor's activity, you need to review your own marketing activity.

You should be listing your current platforms and techniques, think about what brings the most success.

Categorise as:

- New
- Reliable
- Attention-Drivers

Review Your Own Marketing Activity.

	New	Reliable	Attention- Drivers
Platform	• LinkedIn	Email MarketingFacebookTwitter	• Instagram
Content Type	• White Papers	InfographicsImages	VideoCompetitions

SWOT Analysis.

SWOT Analysis:

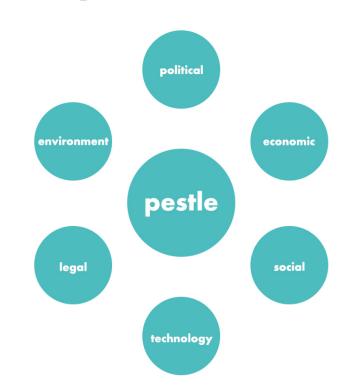
- Strengths
- Weaknesses
- Opportunities
- Threats

	helpful	harmful
internal	strengths	weaknesses
external	opportunities	threats

PESTLE Analysis.

PESTLE Analysis:

- Political
- Economical
- Sociological
- Technological
- Legal
- Environmental



How could you label your digital audience?

- Customers
- Competitors
- Influencers
- Suppliers
- Staff

For the purpose of today, we're focusing on customer profiles:

Understanding customer information:

 If you could ask your customers three questions about their behaviour, what would they be?

How to find customer information?

• Where could you find relevant information about your customers and their behaviours?

Useful Questions to Ask.

- Where do they live?
- What's their age range?
- What's their level of education?
- How many of them are there?
- What are some common behaviourpatterns?
- What do they spend their free time
 on?

- Where do they work?
- What technology do they use?
- What ethnicity are they?
- How much do they earn?
- Where are they commonly employed?
- What are their values, beliefs, or opinions?

How to create a successful profile - Demographics.

	Audience 1	Audience 2	Audience 3
Age			
Gender			
Employment Status			
Income Level			
Geographical Location			
Lifestyle			
Interests			

How to create a successful profile - Psychographics.

	Audience 1	Audience 2	Audience 3
Who influences purchases			
Personal Goals			
How they respond emotionally			
Past behaviours			
Why they interact with you			
Where they look for product info			
Content consumption habits			

Why we need to create successful profiles.

It makes every single step of marketing much easier.

If you focus on marketing campaigns which are for "everyone" or "anyone" you have a much greater chance of appealing to no one.

Using Research Findings in Content.

Now for the important part...

Too many companies don't effectively perform market research, but of those that do too few then use this information in marketing activity.

You need to understand how your customers operate, how your competitors operate and what your own strengths or weaknesses are in order to create effective content.

Using Research Findings in Content.

Now for the important part...

You might have to consider things such as:

- Preferred platform
- Preferred content type
- Products to promote
- Do you promote the price?
- Do you answer customer queries?

Next Steps and Activity.

Create two – three customer profiles for your organisation and share these with your tutor at the next workplace meeting.