# Digital Marketing Strategy: The Situational Analysis

A Strategic Deep Dive into the State of Your Business
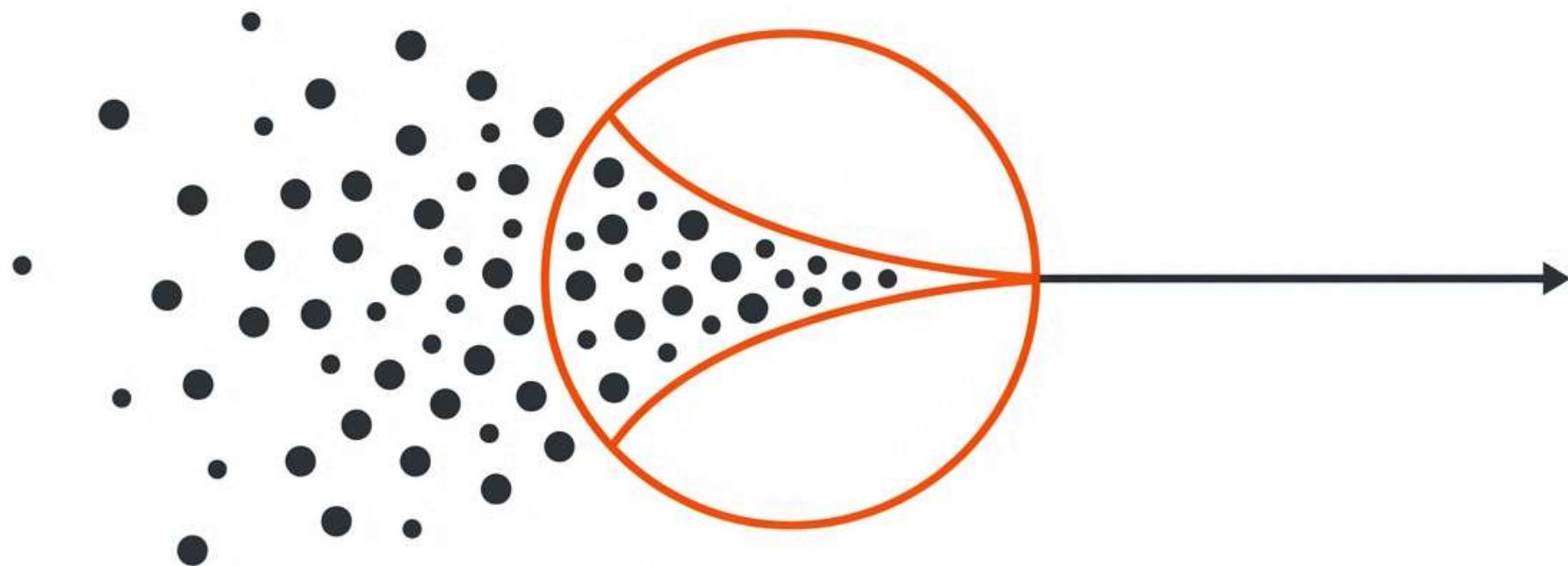
BASED ON THE FRAMEWORK BY PHILLIP TWYFORD

Part 1 of the Digital Marketing Strategy Series

The Six Steps to a Robust Digital Digital Strategy

| 1. Situational Analysis | 2. Persona Generation | 3. Objective Setting | 4. Content Planning | 5. Budgeting | 6. Measurement |
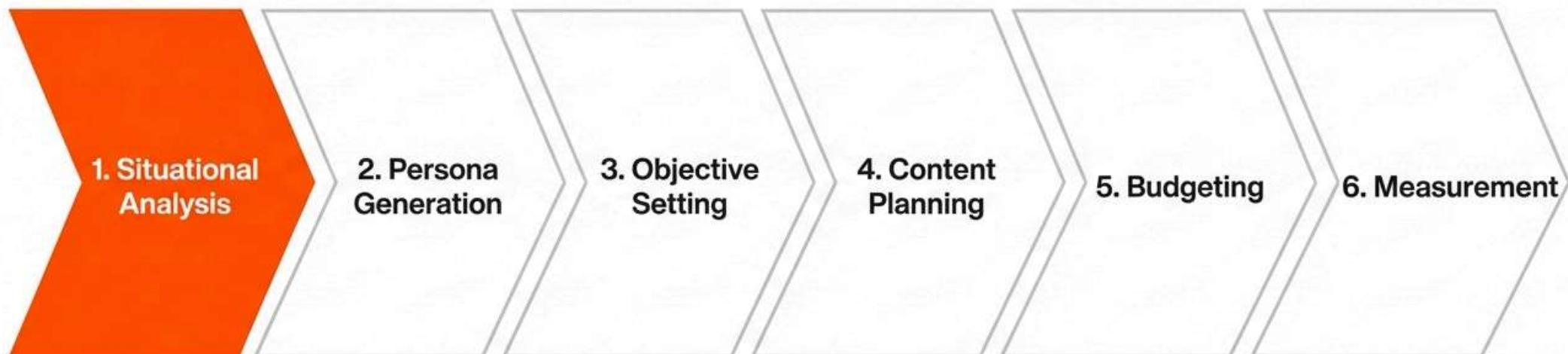
Before tactics can be deployed or budgets set, a business must establish its 'State of the Nation'. This deck focuses exclusively on **Step 1**: the deep investigative dive required to ground the subsequent strategy in reality.

Defining the Deep Dive

Situational Analysis is the process of auditing the business 'as of right now' to determine the baseline for future growth.

Internal Audit (Look Back)

✔ Performance: How have previous tactics and strategies performed?

✔ Legacy: What specific marketing channels have been utilised historically?

✔ Did we achieve our past objectives?

External Audit (Look Around)

✔ Competition: How are competitors performing?

✔ Capability: What is their current digital capability?

✔ Innovation: How are competitors integrating AI into their visible workflows?

This stage requires a combination of modern AI tools and traditional strategic frameworks to build a complete picture.

Accelerating Market Analysis with Generative AI

Generative AI tools like ChatGPT and Gemini offer a speed advantage in the initial phases of research. They should be utilised not just for content creation, but for 'initial market analysis' and prompting to synthesise broad industry data.

Tooling	Function
ChatGPT, Gemini	Rapid synthesis of market conditions and competitor positioning.

Prompting Strategy in Helvetica Now Display Bold

Move beyond basic queries; use these tools to simulate market scenarios and aggregate public data on competitor digital capabilities.

Advanced Tactics: The Competitor Reconnaissance Agent

Leveraging Google AI Studio to create bespoke AI agents for specific investigative tasks.

1. Build the Agent
Create custom agent in Google AI Studio

2. Input Targets
Feed competitor URLs and social links

3. The Scrape
Instruct agent to identify content types and frequency

4. The Output
Report on themes, topics, and content gaps
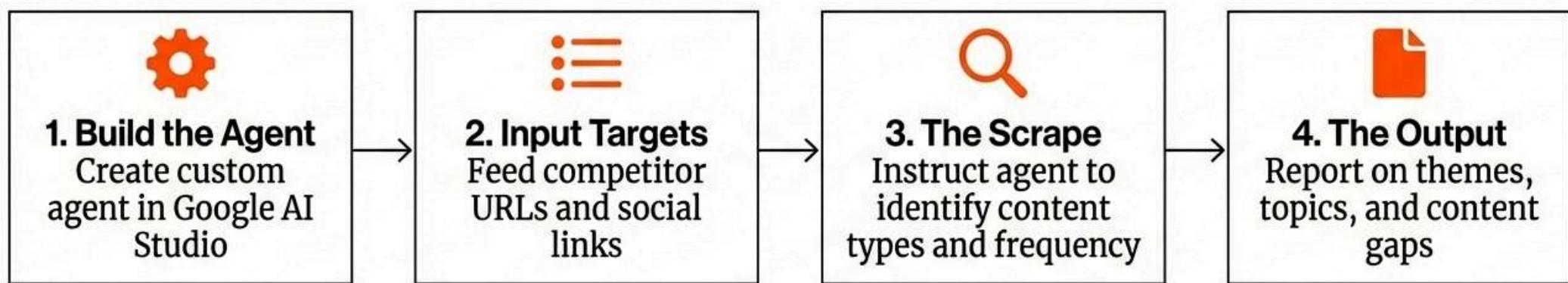
The Value: Provides daily or weekly intelligence on potential themes you are missing, highlighting topics your competitors are owning that you have neglected.

Broad-Spectrum Intelligence with Paid Tools

While custom agents handle specific competitor reconnaissance, paid platforms offer high–level audits across a numerous array of topics and industries.

Featured Tool: AMPLYFI

- **Usage:** Provides real, high–level AI research and competitor analysis.

- **Benefit:** Aggregates data that might be too broad for a single manual search, ensuring no macro–trend is missed during the situational analysis.
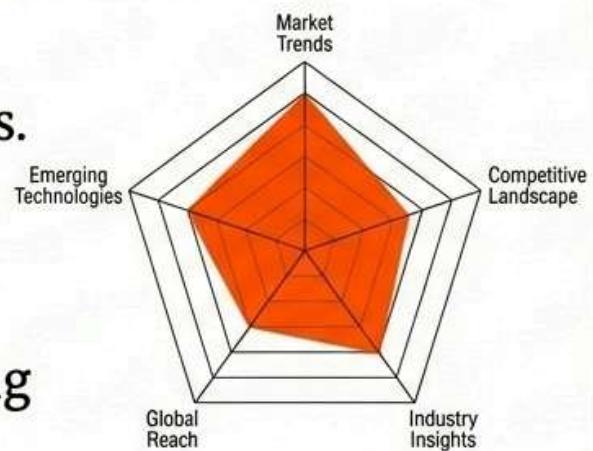
The Value of the SWOT Analysis

Even established businesses must revisit this. There is "huge value" in re-evaluating these four quadrants because the market changes faster than internal perception. The goal is to identify areas currently being missed or not driven hard enough.

Strengths What are we doing well? ↗	**Weaknesses** What internal areas are lacking? ✕
Opportunities What dormant rewards exist in the market? 🔍	**Threats** What external factors put us at risk? ❗

The Evolution of Neglect: From Weakness to Threat

Internal Weakness

⚠️

Unfixed internal
capability gaps.

External Threat

🛑

Erosion of market
opportunity.
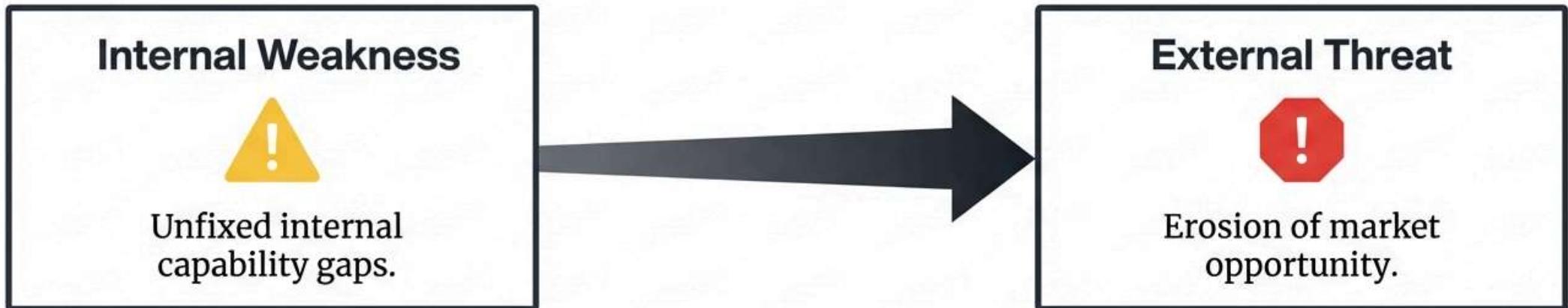
"If you don't actually fix and correct those weaknesses, they
could actually become threats to your business."

Action Item: Prioritise the Weakness quadrant for immediate corrective action.

Macro-Environmental Scanning via PESTLE

This framework analyses the external structures and changes happening in the business environment that are beyond your direct control but necessitate strategic adaptation.

P	**E**	**S**	**T**	**L**	**E**
Political	Economic	Social	Technological	Legal	Environmental
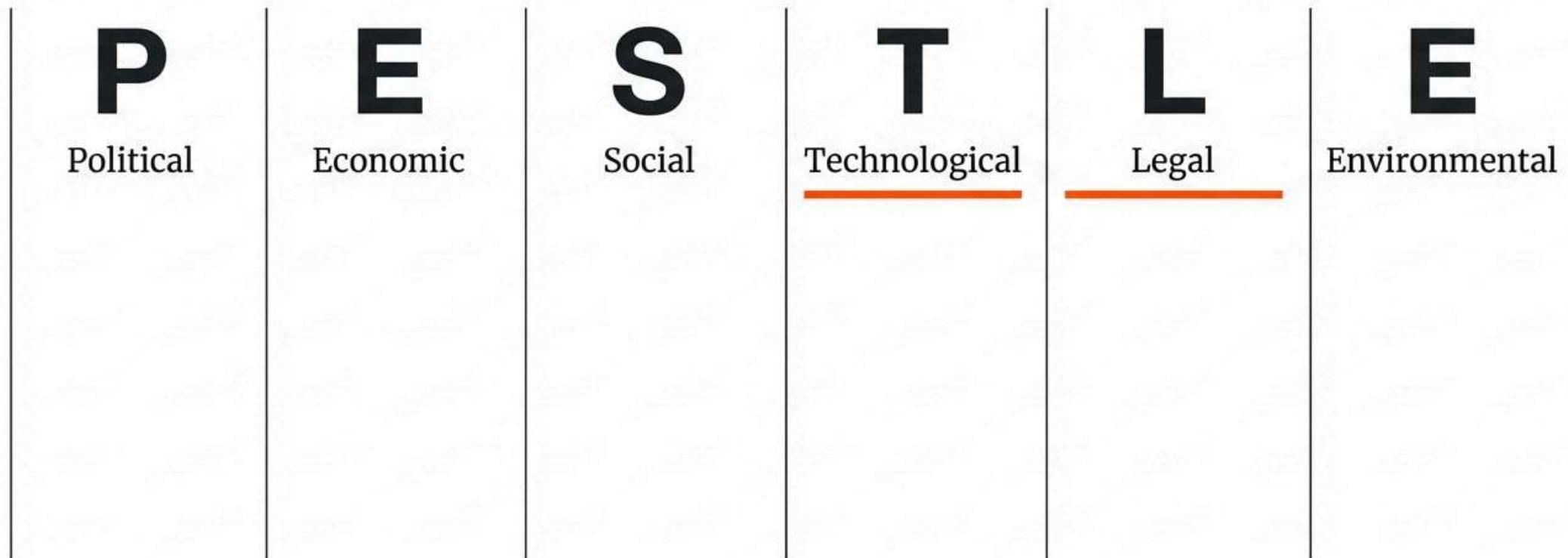
Navigating the Regulatory Landscape

Focusing on Technological and Legal Headwinds

Technological Shifts

New regulations coming down the line regarding Artificial Intelligence usage.

Legal Compliance
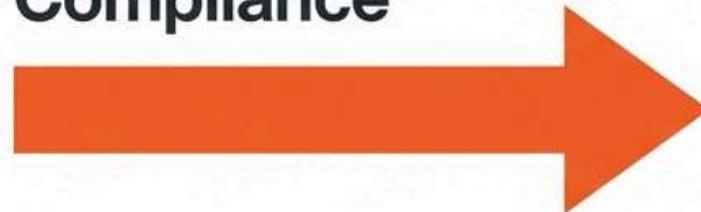
Continued evolution of data privacy laws and GDPR.

— Strategic Implication: These new elements require awareness now. A strategy built without considering these 'new kind of elements' risks becoming obsolete or non-compliant immediately.

The Quantitative Audit: Hard Data
Do a deep dive on all of your analytics.
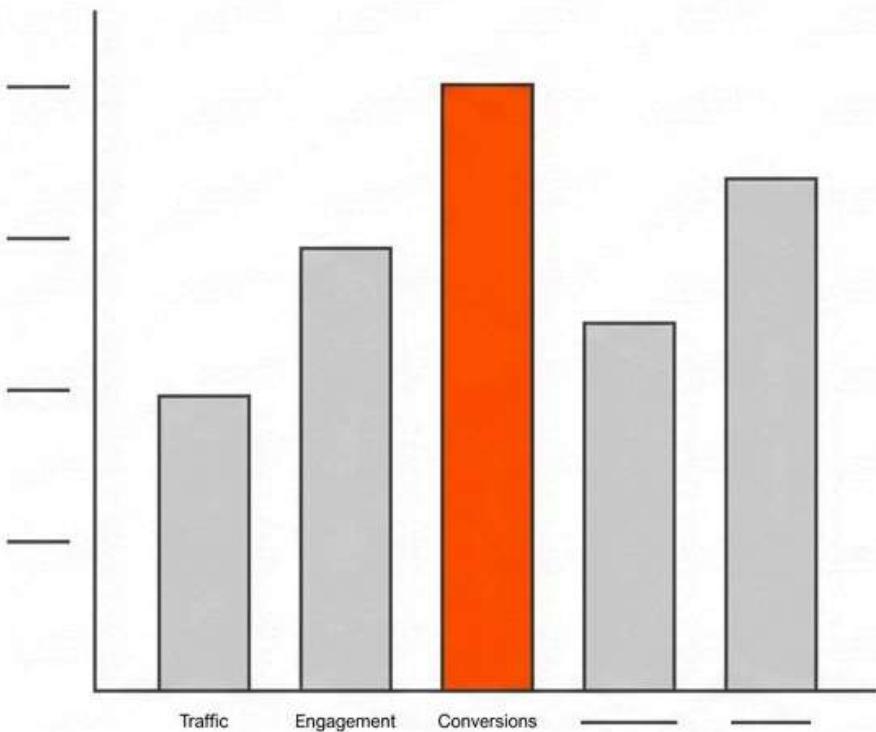
Data Sources:

1. **Google Analytics:** Assess website traffic, user behaviour, and conversion paths.

2. **Social Metrics:** Review individual analytics across all active social media channels.

The Objective: Move beyond vanity metrics to understand what is actually happening on the platforms. The data provides the 'what' and 'where' of the current business situation.

Internal Intelligence and Sales Sentiment

Hard data dashboards often miss the nuance of the customer conversation.

Talk to the sales team.

— What is happening 'on the ground'?
— What is the current buyer sentiment?
— What feedback is being received directly during the sales process?

This **qualitative** feedback adds context to the quantitative hard data gathered in the previous step.

The Client Voice: Retention and Churn

Communicate directly with clients to understand their motivations.

Retention

Why do they do business with you?
Why did they do repeat orders?

Churn

Why did they leave your business?

Understanding these drivers provides incredible information that can shape the strategy for the coming year, grounding it in real customer needs rather than assumptions.

Synthesising the State of Play

AI Intelligence
Competitor gaps and content themes

Strategic Frameworks
SWOT/PESTLE risks and opportunities

Data & Sentiment
Analytics + Sales/Client feedback

Situational Analysis Complete

This synthesis reveals the true position of the business, highlighting gaps in content, threats from untreated weaknesses, and opportunities for digital growth.