

# Digital Optimisation

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## Digital Insights, Strategy & Planning

**Session:** Digital planning

**Topic:** Situational analysis

# Putting a plan together

## **You need:**

- An understanding of your market
- A clear view of what you're trying to do
- Some idea of the stages required to achieve this

## **You should ask:**

- What will success look like?
- How will you fine-tune your programme?
- What will you **test**?



# Situation Analysis

- Customer characteristics and buyer behaviour
- Main competitors
- Positioning and challenges
- Approx assessment of size of market
- SWOT analysis



# Situation Analysis: The Marketing Audit

- Takes stock of an organisation's marketing health
- Is a launch pad for the marketing plan – encourages management to reflect systematically on the environment and the organisation's ability to respond, given its capabilities
- 3 purposes:
- Identifying the organisation's current market position
- Understanding the environmental opportunities and threats it faces
- Clarifies the organisation's ability to cope with environmental demands



# The Marketing Audit

An organisation needs to consider:

1. Operational variables (**internal** audit)
- and
2. Environmental variables (**external** audit)



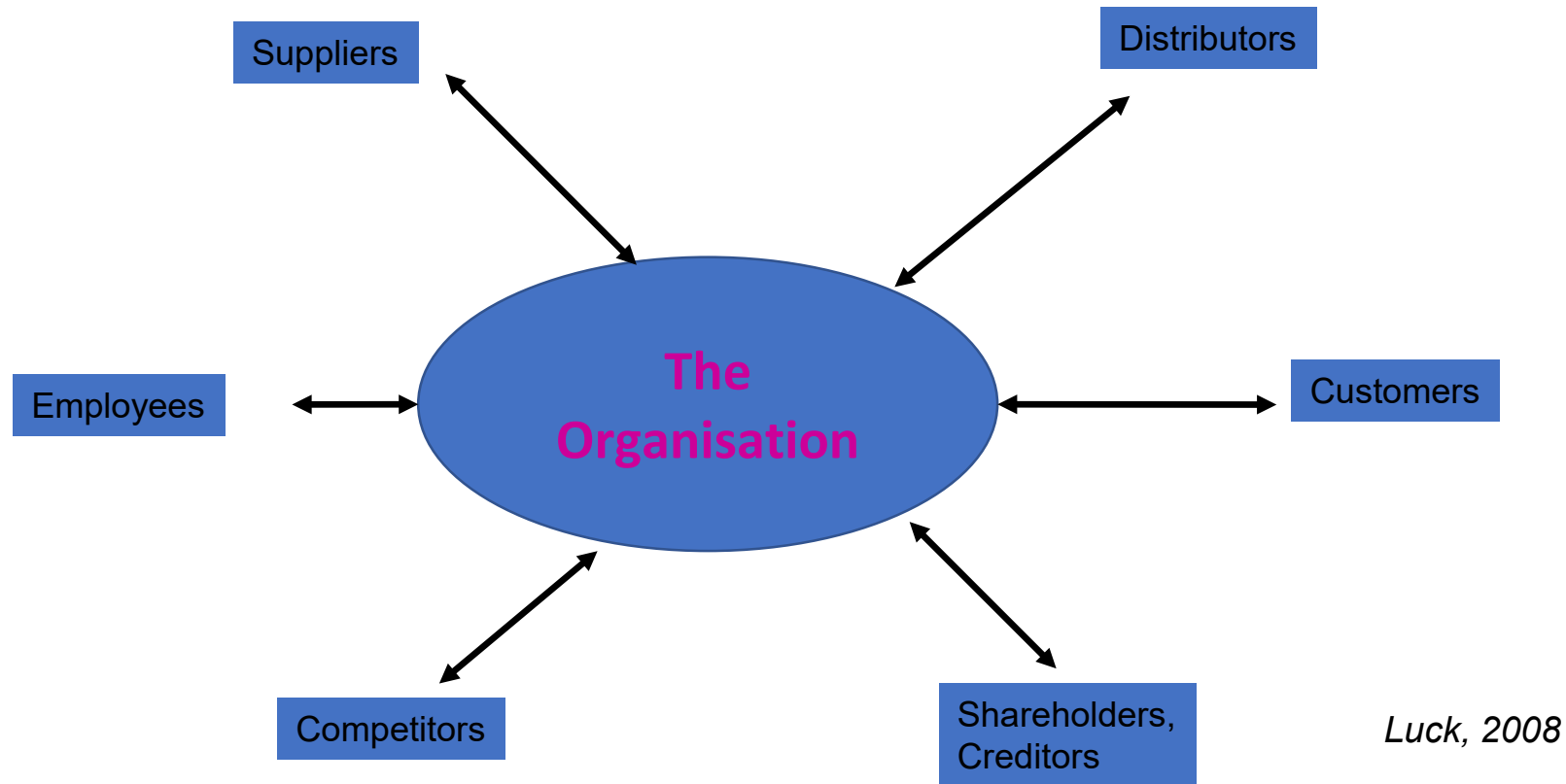
# The Macro Environment: **PESTEL**

To plan, the organisation must be aware of the external environment in which it operates:

- **P**olitical factors
- **E**conomic factors
- **S**ocial and cultural factors
- **T**echnological factors
- **E**nvironmental factors
- **L**egislative factors

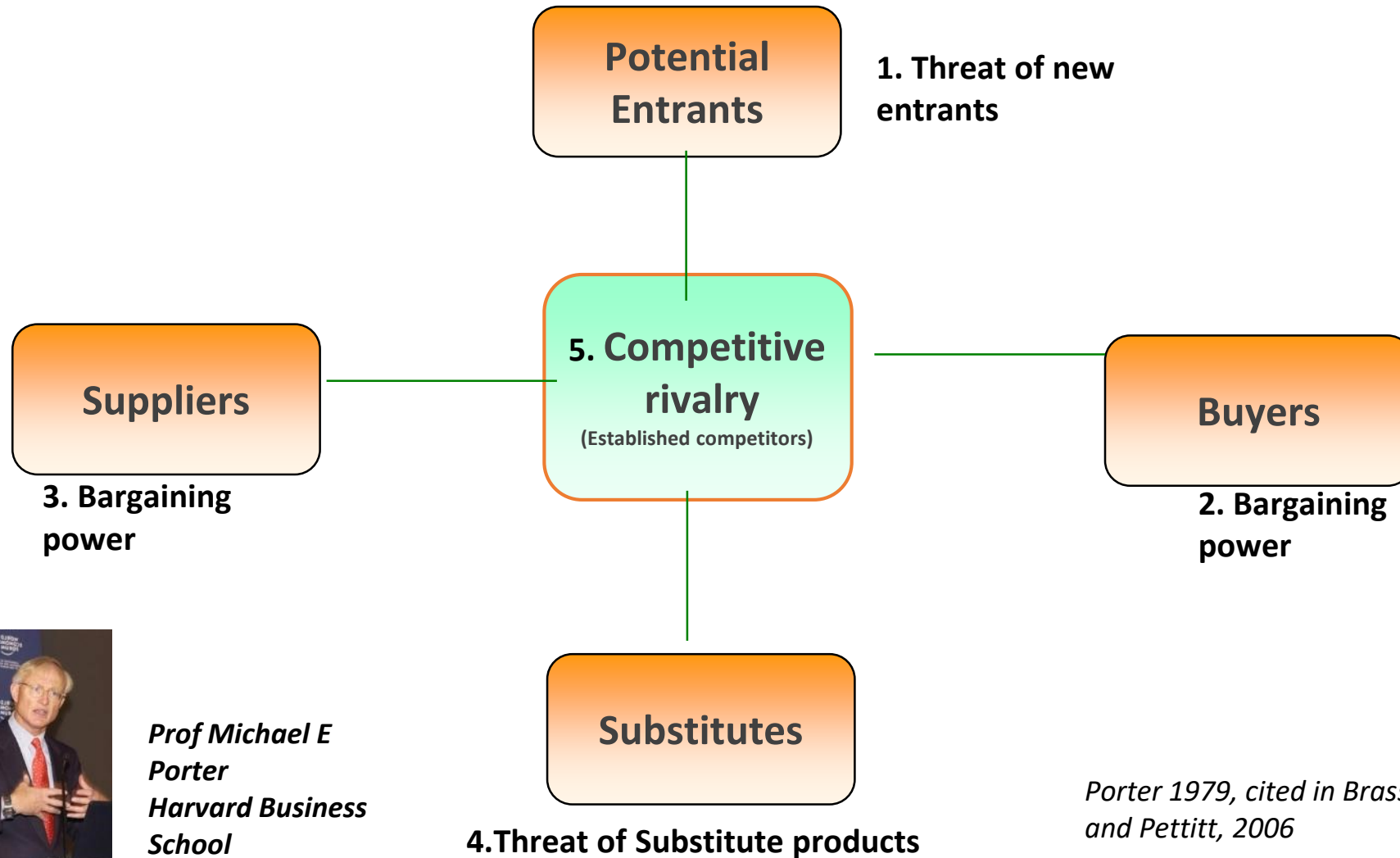


# The 'Micro' Environment



“Includes Key stakeholders the organisation has a two-way operational relationship with. The micro environment is **controllable** to some degree.” (!)

# Competitor Analysis: Porter's 5 Forces



*Prof Michael E  
Porter  
Harvard Business  
School*

*Porter 1979, cited in Brassington  
and Pettitt, 2006*





# SWOT

The last section in our Situation Analysis/ Marketing Audit

What is good?

(brand, people, customers, new markets etc..)

What should we be concerned about?

(scarce resources, competitors, changing landscape etc.)

Internal factors **(SW)**

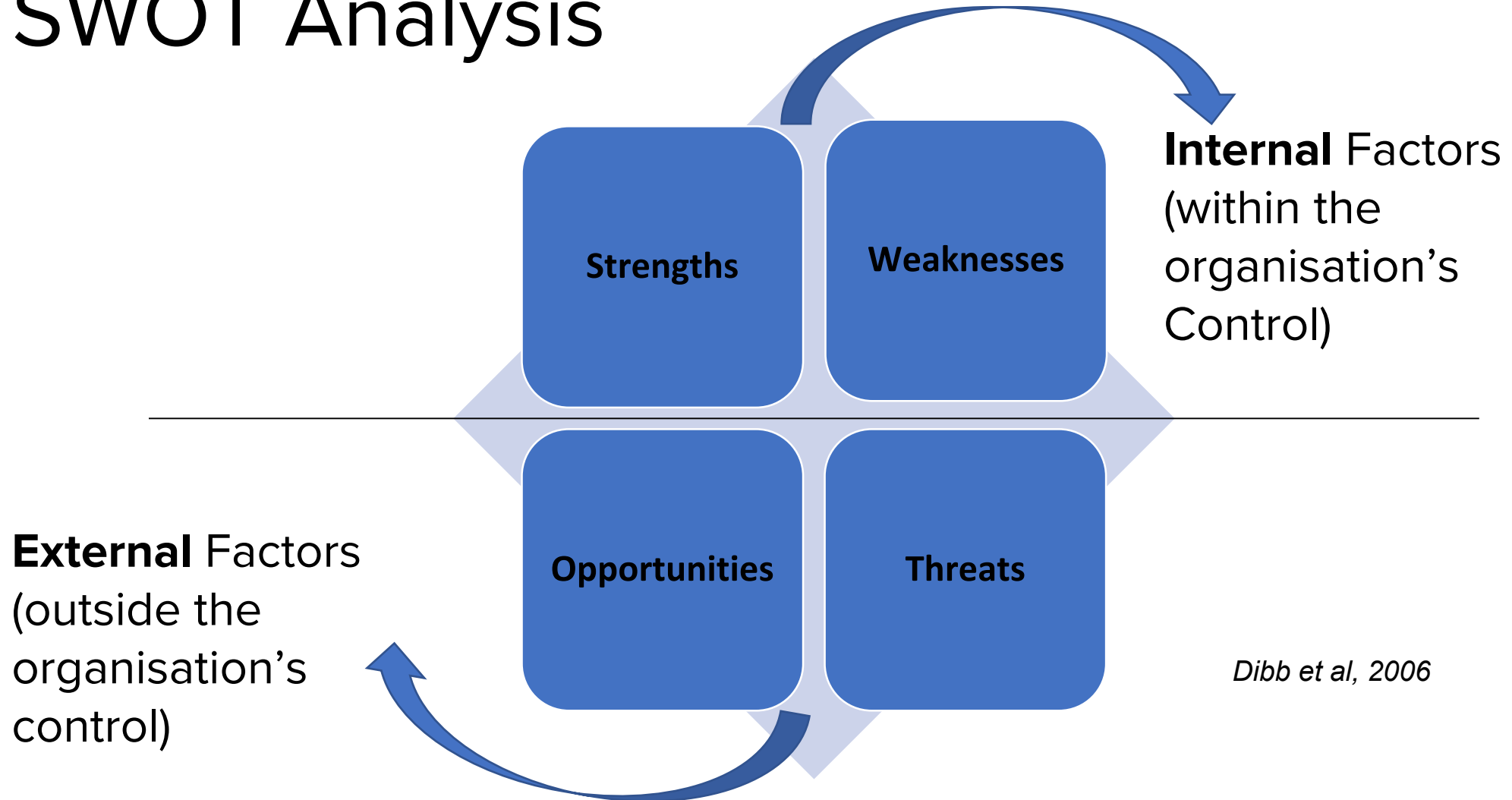
External factors **(OT)**

**BE SENSITIVE, PARANOID.**

**LEARN FROM THE PAST BUT LOOK TO THE FUTURE**



# SWOT Analysis



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End of topic