

Digital Performance by Channel

Digital Channel	Frequency of Content (per month)	Reach (per month)	Engagement Rates (per month)	Cost (per month)	Positives (outline 3 positives)	Areas of improvement (outline 3 areas of improvement)
Web site						
YouTube Channel						
Facebook						
Instagram						
Twitter						
Linkedin						
Website						
Email						
App						
etc						

Digital SWOT Analysis

Strengths

Weaknesses

Opportunities

Threats

Competitor Analysis Template

<u>Competitor</u>	<u>Current Digital Platforms which the competitor is on</u>	<u>What are they good at?</u> <u>(consider areas such as quality and quantity of content, reach, platforms where they have a strong presence etc)</u>	<u>What 3 actions can we implement based on the competitor audit?</u> (3 actions)

