

# BlushingForward

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## SWOT Analysis

	Helpful	Harmful
Internal	<b>STRENGTHS</b> <ul style="list-style-type: none"><li>- Vision for the future</li><li>- Video skills</li><li>- Industry knowledge</li><li>- Established technical platform</li><li>- Established brand</li><li>- Emotional support of family and friends</li></ul>	<b>WEAKNESSES</b> <ul style="list-style-type: none"><li>- Name/Image Recognition</li><li>- Minimal following</li><li>- Lack of social media response</li><li>- Grammar issues in written copy</li><li>- Choosing the wrong area to focus on with limited resources</li></ul>
External	<b>OPPORTUNITIES</b> <ul style="list-style-type: none"><li>- Well received market</li><li>- Unlimited topics</li><li>- Growth potential</li><li>- Networking potential</li><li>- Financial rewards</li></ul>	<b>THREATS</b> <ul style="list-style-type: none"><li>- Competition</li><li>- No external funding for marketing</li><li>- Illness or event that will halt momentum</li><li>- Not prepared for exponential growth</li></ul>

Figure 1: SWOT analysis chart.

Ms. Mielke's vision for BlushingForward is vital to the success of the campaign and to the success of her company. Her vision will provide the incentive and the stamina to maintain focus when achieving goals. Video, technical, and industry knowledge allow her the freedom to move forward with the necessary steps to ensure success. With an established technical platform and brand, she is prepared to move BlushingForward to the next step of monetization. The support of family and friends is essential when building from inspiration to realization.

The lack of name/image recognition, minimal following, and sporadic social media response are at the very core of BlushingForward's campaign. After examining the current plan, adjustments can be made and the plan tailored to reach objectives. Grammar issues may convey a personality but need to be corrected. Limited resources demand a commitment to the chosen campaign path.

BlushingForward appeals to a well-received market with unlimited content topics. The growth potential is determined only by the ability to be discovered, make a personal connection, and form a relationship. Leveraging these opportunities consists of presenting content desired by the target market, at the right time, and in the right method. Determining time and method is the influence needed for BlushingForward to reach goals.

Business competition is a factor to include in a long-term plan, but for now, BlushingForward has a strong appeal and will meet the determined goal. Lack of external and minimal internal funding for marketing will not affect the current campaign based on in-place talent and the consistent monitoring of activity. In regards to an illness or unforeseen event halting momentum, BlushingForward must plan ahead and produce at least two months of back-up videos and blog posts. Lastly, exponential growth will need to be considered. The current campaign goal will be manageable, beyond those numbers need to be considered for future growth.