

Speck media SWOT

You need a  
**SWOT**

2023

AND YOU PROBABLY NEED BREAKFAST.



SEE EVEN MORE ON

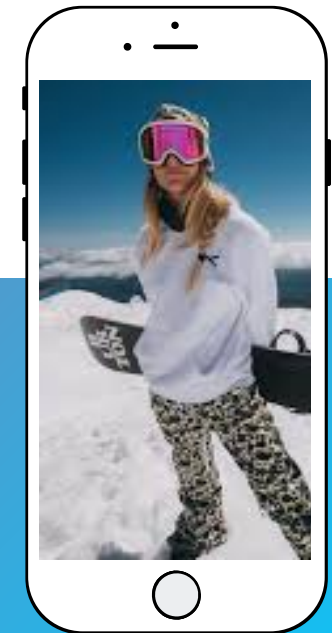
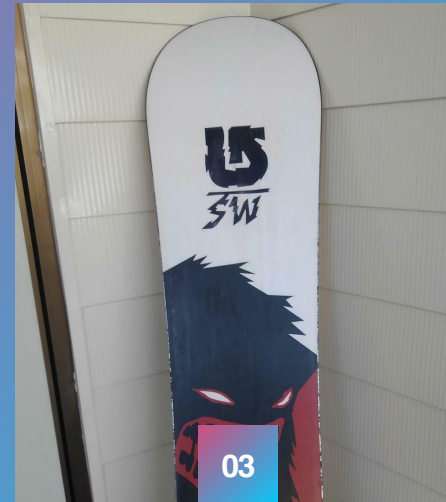
@THISISSPECK

# What's a SWOT and why do I need it?

A SWOT ANALYSIS HELPS YOU MAKE SMART, INFORMED BUSINESS DECISIONS.

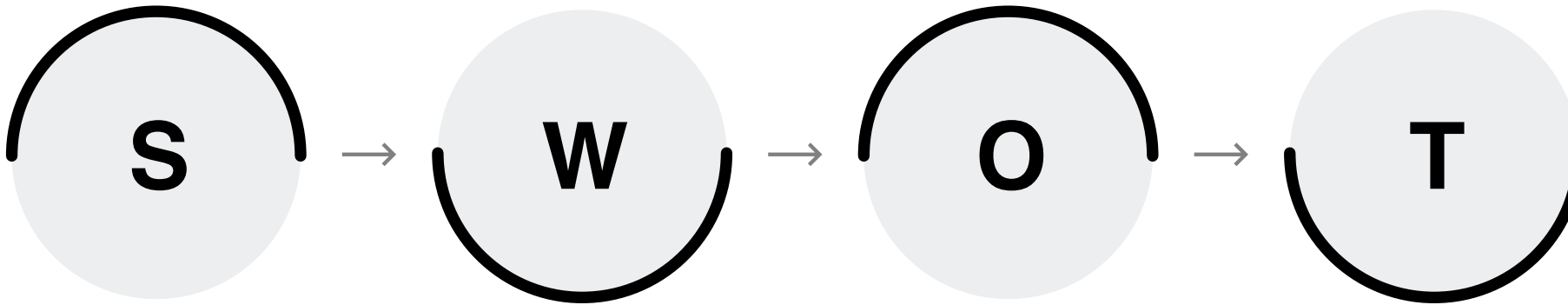
## We use social media to do the SWOT.

What the heck does that mean? There's no better way to understand a company's strengths, weaknesses, opportunities and threats by looking through the lens of social media. Using both your company's accounts and listening to conversations and feedback on social media we provide a comprehensive breakdown of what is going on.



## Our formula

USING SOCIAL MEDIA WE ADDRESS THE FOLLOWING.



### Strengths

What's the strength of your organization?  
Social media bolsters and boosts your reach and engagement.

### Weakness

Where are the weaknesses in your business? Social media can provide a report on what is broken and needs to be fixed.

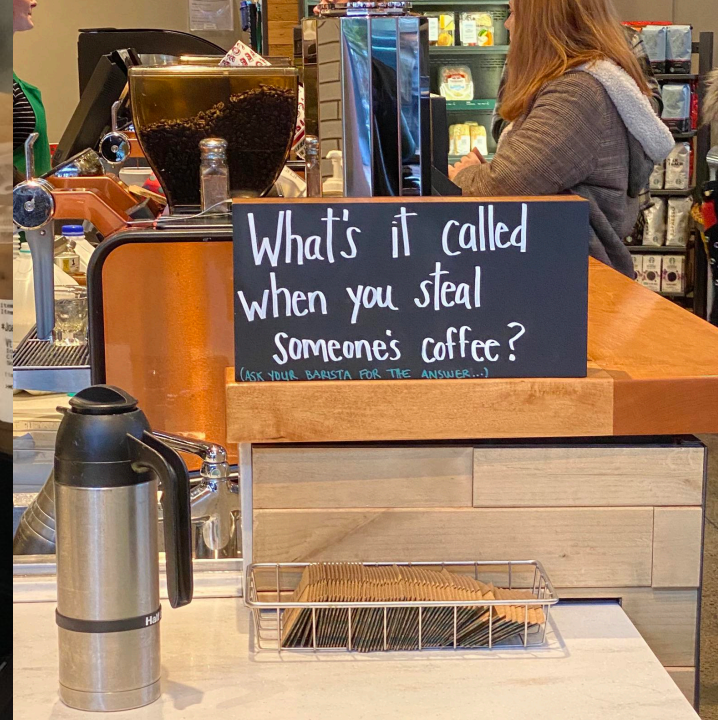
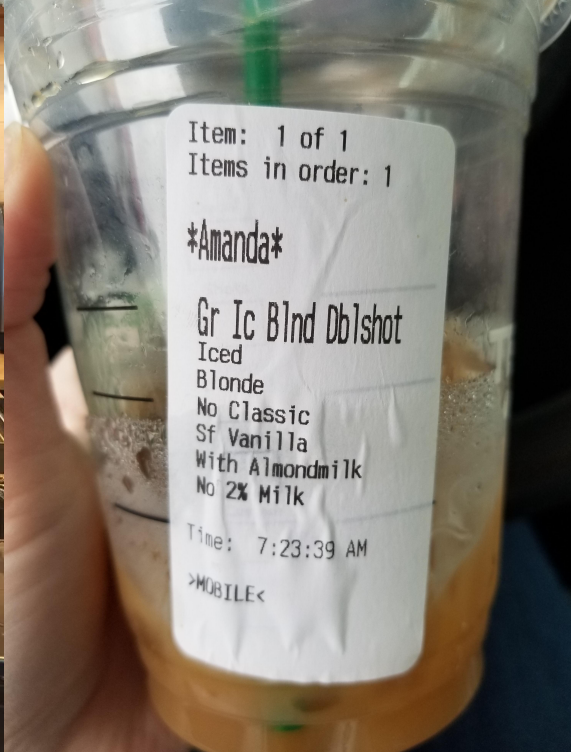
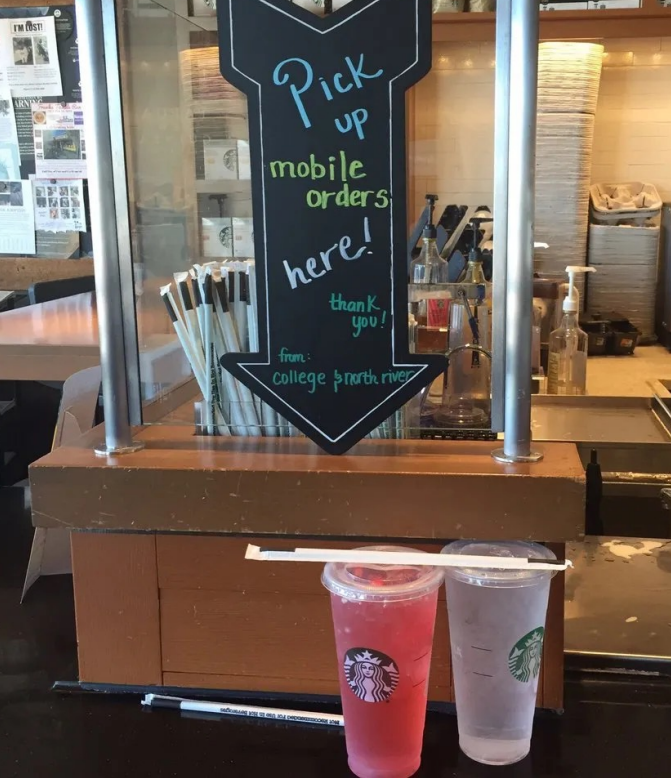
### Opportunities

What are you missing?  
Social media can uncover opportunities that you may not have thought of or considered.

### Threats

Threats always exist.  
Social media can find out where they are and who is threatening aspects of your business.







SWOT ANALYSIS

# Weakness



1

The current process of **organizing and identifying** mobile orders leads to confusion and the wrong orders ending up in the wrong hands.

2

**Baristas are too busy** to stand and watch making sure the orders are going to the rightful owners.

3

There's no **branding behind the process** and no incentive for return orders.



**Cara Shillings**  
@ShillingsCara98

NEVER ordering mobile pickup at Starbucks again! Someone took my drink so then I ended up having to wait anyways while they made me a new one.



**Terry Plosser**  
@ttterryploss

Delivery > mobile order pickup  
Can't stand the inconvenience of figuring out which order is mine on the messy counter.  
#Starbucks

# Timeline and cost

IT TAKES US JUST TWO WEEKS AND TWO MEETINGS

For us, it's about understanding your business and going into rapid fire mode to apply our social media SWOT analysis. We require an initial 30 minute meeting to meet and determine any specific areas of social that we should focus on. Next, we take two weeks to perform the analysis. After that period we schedule another 30 minute meeting to review our results.



\$400 NO MORE AND NO LESS

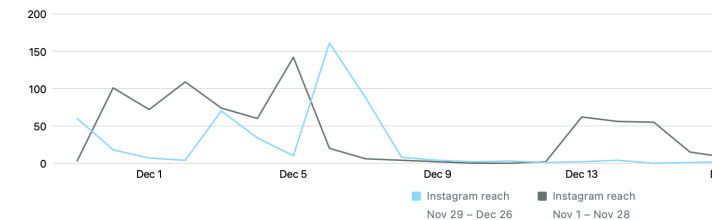
For just a small investment, you will have a valuable PDF deck that can deliver new insights on where your business currently is, and help you to develop exactly the right strategy for any situation.



## Reach

Compare your reach from this period to the previous one.

Facebook Page reach ① 1,668 ↑ 777.9% Instagram reach ① 343 ↓ 42.1% Paid reach ① 3,794 ↑ 3.9K%



## Ways to help grow your reach

### Post frequently and consistently

① Posts ①  
7 ↑ 40%  
① Stories ①  
10 ↓ 23.1%

### Improve engagement for your content

These insights are based on your most recent posts and stories.  
① Median post likes, comments and shares ①  
5 ↓ 54.5%  
① Median story replies and shares ①



## The facts

LOOK US UP, SEE FOR YOURSELF

Start

20  
09

Speck media originally started in Las Vegas in 2009. (Now the dice in the logo make sense!) Michael J Lis, the owner of Speck media, first started working on clients' MySpace & Friendster accounts! He had an inkling that social media was going to be huge one day.

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15

Speck delivers social to multiple industries. Pioneering the idea session where a client's voice and tone is delivered over all social channels. Speck is recognized as one of the Top 25 social media firms.

20  
22



+200  
Clients

MiLB



MGM RESORTS  
INTERNATIONAL™



THE COSMOPOLITAN  
of LAS VEGAS

