

SWOT ANALYSIS

PART II: AN EXTERNAL BASELINE FOR SOLOPRENEURS & PARTNERS

OPPORTUNITIES (EXTERNAL)

- Online sales of artwork
- Use of social media to attract new customers
- Use of social media & email marketing to keep existing customers
- Increasing trend of supporting locally made / handmade goods
- Increasing trend of supporting green, environmentally friendly and recycled products
- The buyer behavior of seeing original art purchases as something altruistic
- The perceived value of rare goods (like one of a kind pieces)
- The ability to reach audiences beyond your backdoor with the Internet
- Increased demand for eLearning and DIY education
- Increased worldwide access to the Internet
- The ability to network and get known for your artwork, online

THREATS (EXTERNAL)

- Online sales of artwork (original, knock off and more)
- Increasing cost of materials
- The shifting rules for using Facebook advertising
- Facebook's Edgerank system for business pages which only allows a portion of your fans to view your messages
- The increasing volume of e-experts doing similar things
- The time and money costs of competing for customer attention
- The threat of not being able to supply demand
- Spreading messaging too thin due to an overwhelming number of communication options