

COLLECTING EXTERNAL INSIGHTS (PEST)

Customer and market trends can have a huge impact on your marketing strategy. So too can external influences - Political, Environmental, Social and Technological.

In marketing it's so important to be aware of these so you can capitalise on any opportunities. For example, technology and the advancement of the internet as a learning resource, prompted me to create this membership. In marketing, it's therefore important to perform a PEST Analysis

POLITICAL IMPACTS

Using the internet, list any **political** trends and stories that could have a positive or negative impact on your business.

ECONOMICAL / ENVIRONMENTAL IMPACTS

What are the local /national / global **economical** and **environmental** impacts that might affect your marketing. Positive or negative e.g. plastic pollution, gas emissions, carbon footprints

SOCIAL IMPACTS

What are the local /national / global **social** impacts that might affect your marketing. Positive or negative e.g. affordability.

TECHNOLOGIC IMPACTS

What are the local /national / global **technological** impacts that might affect your marketing. Positive or negative e.g. broadband access, online learning, internet shopping.

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