



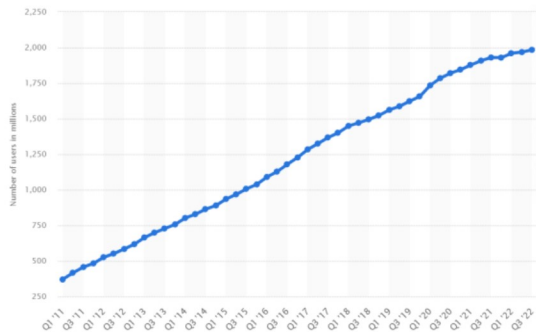
3C_4P model for finding the product market fit.

1)Customer:



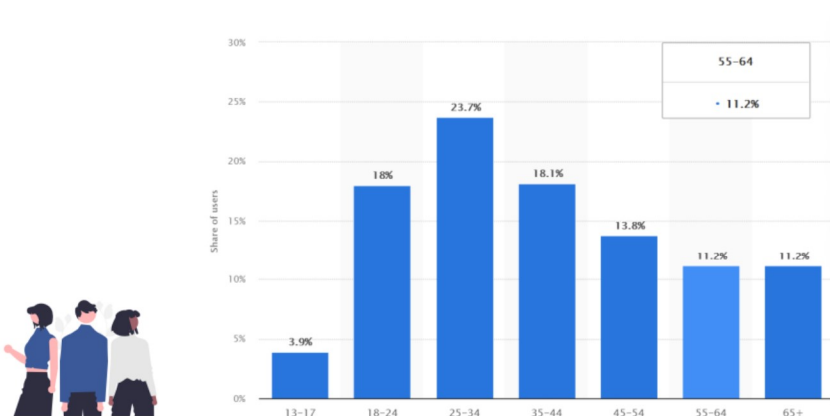
B2C:

Approximately **2 billion** Users as of Q4 2022.



(The growth rate seems to have come down.)

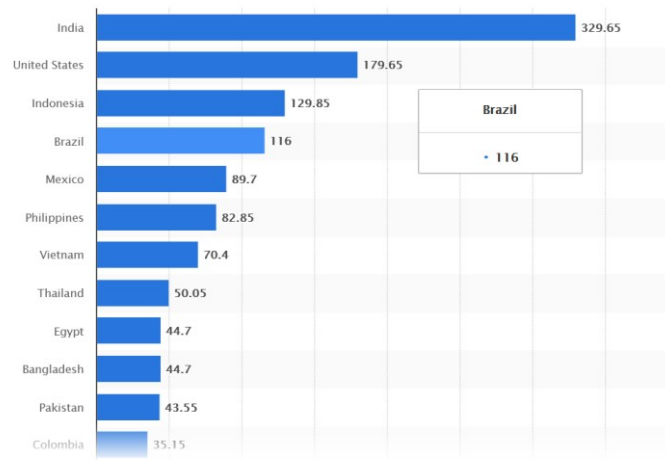
Majority of the users (~70%) fall between 18-50 years.



India has the highest number of users with over 330 million people using it.

Followed by the US, Indonesia, Brazil, and Mexico.

Users by country.



(Facebook is not available in China)

User personas:

There are a wide range of user personas for Facebook.

1. Social butterfly:
Regularly posts updates and interacts with friends on the platform.
2. Nostalgic:(frame this better)
Mainly uses Facebook to look at old memories and keep in touch with long-lost friends.
3. Passive user:
Has an account but rarely logs in or interacts with others.
4. News consumers:
Mainly uses Facebook to consume news and stay informed.
5. Gamers:
Uses Facebook to play games and connect with other players.
6. Groups enthusiast:
Active member in multiple Facebook groups on various interests.
7. Politically active:
Uses Facebook to engage in political discussions and activism.

Data Source: <https://www.statista.com/statistics/346167/facebook-global-dau/>

Data Source: <https://www.statista.com/statistics/268136/top-15-countries-based-on-number-of-facebook-users/>

B2B:

B2B (business-to-business) user personas for Facebook are businesses and organizations that use the platform for marketing, advertising, and networking purposes.

User personas:



1)Small business owners:

Small business owners may use Facebook to promote their products or services, reach potential customers, and connect with other businesses in their industry.

2)Marketing professionals:

Marketing professionals may use Facebook to research target audiences, create and run ad campaigns, and track and analyze performance data.

3)Entrepreneurs:

Entrepreneurs may use Facebook to network with other business owners, find new business opportunities, and promote their brand and products.

4)Non-profit organizations:

Non-profit organizations may use Facebook to engage with supporters, spread awareness of their cause, and seek donations.

5)Freelancers:

Freelancers may use Facebook to promote their services, network with potential clients, and connect with other freelancers in their field.

6)Marketers/Brands:

Uses Facebook for business and advertising purposes

7)Event organizers:

Uses Facebook to create and promote events.

2) Competition:

Facebook has a broad spectrum of competitors:

Different types of competitors:

1) Twitter: Competes with Facebook in terms of sharing world events.

(Personal opinion: Twitter is faster and has more people who are there for news updates.)

2) Instagram (Not anymore): Was a good decision to buy Instagram.

3) Snapchat: Media sharing.

4) TikTok (One of the biggest competitors): At the current rate of growth It'll cross number of users that Facebook has by 2026 (within the next 1000 days)

5) LinkedIn: Networking

6) YouTube: (Already beats Facebook in terms of amount of time spent on the platform)

7) Pinterest:

8) Google: (primarily for advertising)

(End user's currency is the amount of time and attention that we're spending.

Facebook is behind Youtube in terms of time spent on using the app.)

3) Company:

Values:

Giving people the power to build community and bring the world closer together.

At Meta, we're building innovative new ways to help people feel closer to each other, and the makeup of our company reflects the diverse perspectives of the people who use our technologies.

Give people a voice:

People deserve to be heard and to have a voice — even when that means defending the right of people we disagree with.

Build connection and community:

Our services help people connect, and when they're at their best, they bring people closer together.

Serve everyone:

We work to make technology accessible to everyone, and our business model is ads so our services can be free.

Privacy:

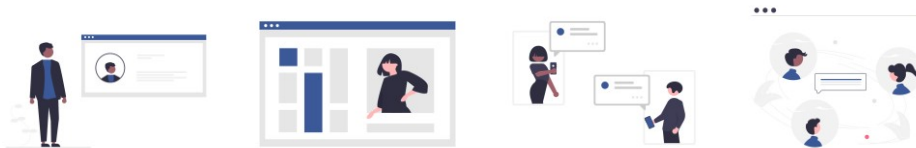
We have a responsibility to promote the best of what people can do together by keeping people safe and preventing harm.

Promote economic opportunity:

Our tools level the playing field so businesses grow, create jobs and strengthen the economy.

1)Product:

Facebook is a social media platform that allows users to connect with friends and family, join or create interest groups, and share content such as text posts, photos, and videos. The following are some of the features, design, and benefits of Facebook:



Features:

- Profile creation: Users can create a personal profile that displays their information, interests, and connections.
- News Feed: A personalized stream of updates from friends and pages that users follow.
- Messenger: A direct messaging service for users to communicate with each other.
- Groups: A feature that allows users to join or create groups based on shared interests.
- Marketplace: A platform for buying and selling items within a local community.
- Pages: Businesses, organizations, and public figures can create a page to promote their brand and connect with followers.



Design:

- User-friendly interface: Facebook has a simple and intuitive design that makes it easy for users to navigate and interact with the platform.

- Visual appeal: The platform uses a visually-appealing design, with a focus on images and videos, to enhance the user experience.

Benefits:

- Connect with friends and family: Facebook allows users to connect with friends and family, regardless of geographical distance.
- Stay updated: Users stay updated with the world events that get shared on the platform.
- Discover new interests: Users can join groups and follow pages to discover new interests and connect with like-minded individuals.
- Share and consume content: Facebook enables users to share their own content and consume content from others, promoting self-expression and community building.
- Business promotion: Pages allow businesses and organizations to promote their brand and reach a large audience.

Overall, Facebook's features, design, and benefits have made it one of the most popular and widely used social media platforms in the world.

(So far)

Pricing:

Facebook is a free platform for users, with no cost to create a profile or use most of its features. The company generates revenue primarily through **advertising**. **Advertisers pay** to display their advertisements to users on the platform, targeting specific demographics and interests. Facebook also offers **paid subscriptions** to business pages, allowing them to access advanced tools and analytics to help promote their brand and reach a wider audience. Additionally, Facebook offers **paid services for developers**, such as its Graph API and developer tools, which allow them to build and integrate applications with the platform.

More about graph API: (<https://developers.facebook.com/docs/graph-api/>)

Promotion:

Facebook's promotion strategy combines paid advertising on its platform and organic reach through user engagement.

Advertisers can target specific demographics and interests using Facebook's user data. The platform also collaborates with companies and influencers to increase visibility.

Facebook promotes new features through its website, blog, and social media channels and encourages users to share, like, comment on posts, and join groups to increase organic reach.

Place:

"Place" refers to the distribution channels and accessibility of a product. In the case of Facebook, it has a strong online presence, with its website (www.facebook.com) accessible from any internet-connected device, anywhere(mostly) in the world. Facebook's mobile app is also available on both iOS and Android, allowing users to access the platform on their mobile devices. The platform's widespread availability and accessibility, combined with its user-friendly design, has helped make it one of the most popular and widely used social media platforms in the world.

Facebook also has a global network of data centers, which allows the platform to scale and handle the high volume of user activity and data. This helps ensure that users have a fast and reliable experience, regardless of their location or device.

In summary, Facebook's "place" strategy is focused on providing widespread and easy access to the platform through its website and mobile app, as well as ensuring reliable performance through its global network of data centers.