**TWITTER SEARCHES FOR A BUSINESS MODEL**

Based on your reading in this chapter, how would you characterize Twitter’s business model?

Twitter started using social media for web application without making money. In 2010, Twitter entered the advertising market with Promoted Tweets, and in the same year twitter added promoted trend. A business may pay Twitter to have their product or business appear as a Popular Trend. A business may pay Twitter in order to have its product or business listed as a Popular Trend. Users could follow Twitter's "earlybird" accounts to get exclusive discounts from the firm in the future.

Portals are one type of revenue-generating business strategy that Twitter might use. Twitter is used to find and read news, find entertainment, connect with others, and see adverts.

If Twitter is to have a revenue model, which of the revenue models described in this chapter would work?

Twitter is free for all users, how they make money? They earn money through:

* ads
* selling users data
* Subscription is currently available for users
* Providing Twitter business for a business class for a fee
* Promote tweets & trends

What is the most important asset that Twitter has and how could it monetize this asset?

1. Audience size that offers real time news
2. Huge database maintained by the business that includes tweets expressing audience thoughts on a particular topic
3. User attention
4. Website design attracts users
5. Users data
6. Application code

What impact will a high customer churn rate have on Twitter’s potential advertising revenue?

Because there are fewer (eyeballs), there will be fewer observations and opinions gathered from the public that businesses would like to research, which will result in a decline in revenue.