



IIFT Kolkata

The Product Cell X PM School

MYP 2.0 : Mind Your Product

Team: *Brew Crew*

Kavyansh Jain

BBA, Christ University

What is happening in *Microblogging* Market?

Global Social Media
Market Size

\$295

Billion Dollars

*estimated

Global Microblogging
Market Size

\$81.2

Billion Dollars

*estimated

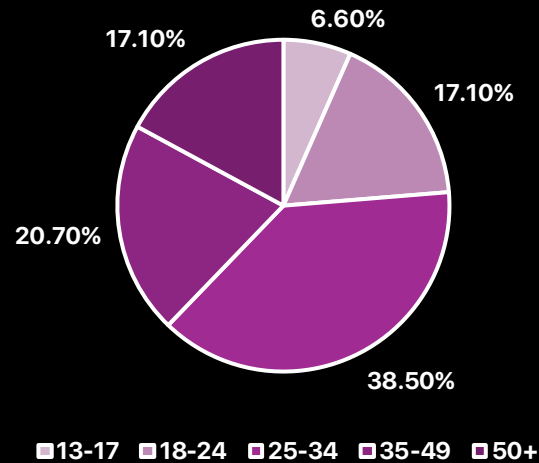
Social Media Market size is growing
rapidly at a CAGR of **14.8%**

Top Players in the Market:

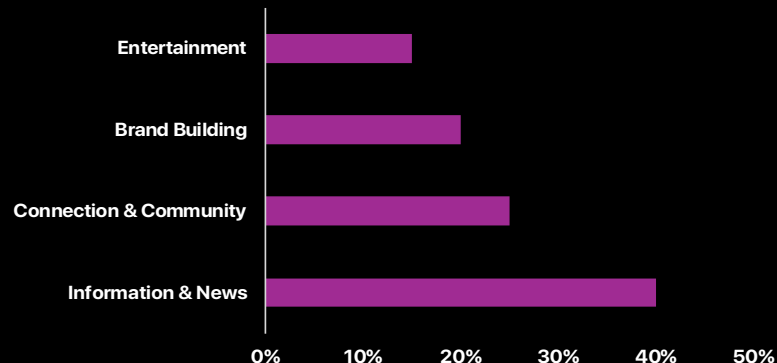
1. X (Twitter)
2. Koo
3. Tumblr
4. Pinterest
5. Scoop it
6. Threads

Most Microblogging users are between the ages of 25 and 34

Share of Users



Why People use Microblogging



X has the highest market share with **monthly active users of more than 550 million**

More than **40% people** use
microblogging to get latest news

What happened on July 5, 2023?

Mark Zuckerberg's Meta launches Twitter-like app called

@ Threads

and it exploded

- It became the *most downloaded app* on launch day.
- Fastest app ever to get to the *100 million users mark*.
- It reached *1 million active users* within 2 hours.
- It garnered *10 million registered users* in seven hours.

Threads was created by a team at Instagram for the purpose of replicating the positive sharing experiences on Instagram and translating that over to a new, text-based platform.

But then the shiny new object dulled, quickly **losing 80% of its active users** and users spending 2.4 minutes on the app daily



Let's do this. Welcome to Threads. 🔥



21,813 replies · 220,221 likes



Mark Zuckerberg
@finkd



5:49 AM · Jul 6, 2023

Threads *Go-To-Market* Strategy

Timing

Meta seems to have strategically timed their entry into the market when their rival is facing negative attention.

Target Users

Threads cleverly integrated with Instagram, allowing users to log in with existing credentials and potentially follow existing connections. This offered a familiar and convenient starting point for a large user base.

Focus on Features

Threads initially presented features absent on X, such as longer text posts (500 characters vs. 280), video sharing (up to 5 minutes), and a personalized feed.

Key Features of Threads

Longer Posts

Allows for more detailed and nuanced communication compared to X's 280-character limit.

Multimedia Sharing

Supports photos and videos, adding a richer dimension to communication.

Integration with Instagram

Seamless login and potential connection with existing Instagram contacts for a familiar experience.

Clutter-Free Interface

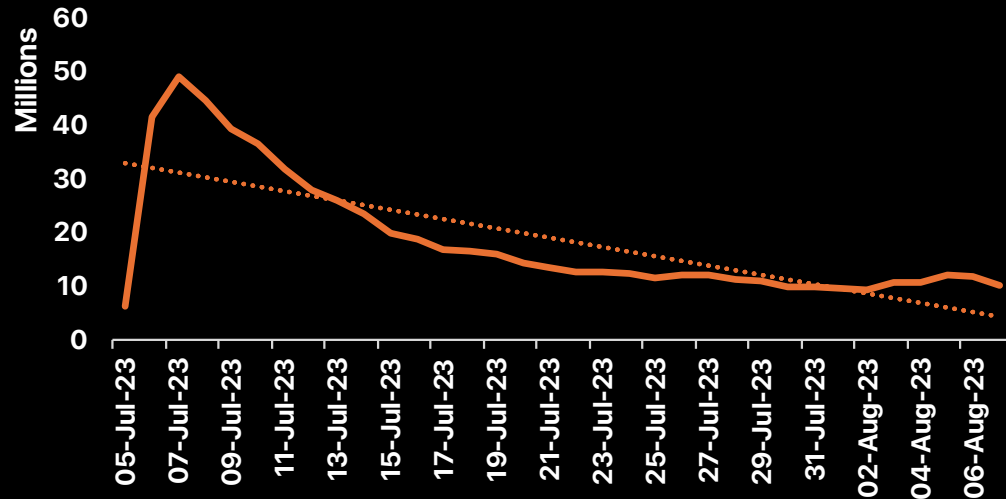
Offers a minimalist and focused experience with less visual distraction.

Auto-Status

Provides a unique way to share updates about your current state automatically

What led to the **failure** of Threads?

Threads grew rapidly, but usage has declined and leveled off since



Important Points to consider:

- Lack of cultural relevance or core communities to keep people engaged.
- Many celebrities and regular users are no longer posting on the app.
- Failure to Expand: Threads never launched in the EU, denying the app access to hundreds of millions of potential users.
- Many influencers have no idea what to post.
- The content on Threads was often generic and lacked the direct conversation and live responses that made Twitter exciting.
- There were many features which were missing in the launch like polls, group chats, use of hashtags and search functionality which disappointed early users.



Marketing Tactics:

Overshadowed by Instagram: While leveraging Instagram offered familiarity, it might have limited Threads' reach beyond existing Instagram users. The marketing campaign did not effectively differentiate Threads and established its own identity beyond being an "Instagram add-on."



User Acquisition Strategies:

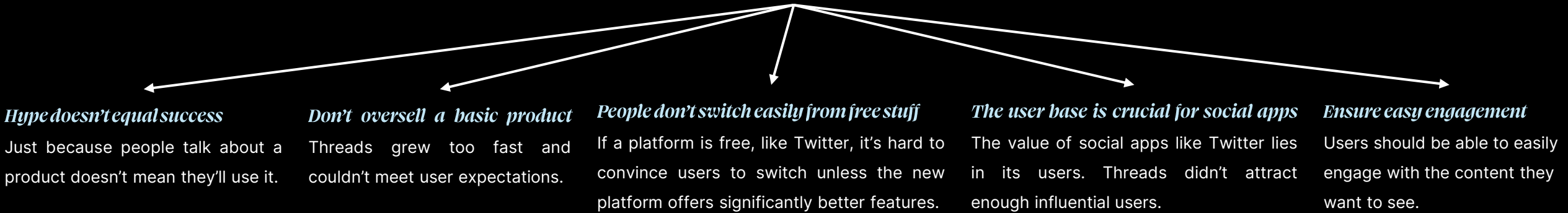
Short-Term "Dissatisfaction Play": Capitalizing on temporary user discontent with X might have provided a short-term boost, but it's a fragile foundation. Threads needed a strong value proposition that resonated with users beyond just being an alternative to another platform.



Competitive Positioning:

Feature Fatigue: While initially offering differentiating features, the fast-paced nature of the social media landscape demands continuous innovation. Threads might not have kept pace with user expectations and evolving competitor features.

Lessons learned from Thread's **failure**



Recommendations For Future Social Media Product Launches:

- **Provide Key Features:** Threads lacked some essential features that users were accustomed to on Twitter. Providing key features that users expect can help attract and retain users.
- **Monetization Strategy:** Have a clear monetization plan from the start. Threads lacked a revenue model, which impacted its long-term viability.
- **Avoid Rushed Launches:** Threads was launched in a hurry, which led to numerous errors at the time of its launch. It's crucial to ensure that the platform is fully developed and tested before launch.
- **User Retention:** Threads struggled with user retention, with daily active users dropping significantly. It's important to focus on strategies that keep users engaged over the long term.
- **Focus on Content:** Threads advertised itself as an alternative to the aggressive conversations, trolls, and bots on other platforms. However, it failed to provide engaging content.
- **Avoid User Burnout:** Users of Threads lamented over platform burnout just a month after launch². Future platforms should consider this and aim to provide a fresh and engaging user experience that encourages long-term use.

What should be the revised *GTM Strategy*?

Here are the critical parts of a go-to-market strategy:



Product-Market Fit

Microblogging platforms offer the ability to share quick updates and short posts on any theme. The product should be designed to cater to this need while also addressing the challenges identified, such as limited branding options, difficulty in getting organic traffic from search engines, and lack of flexibility in terms of content types. **Threads failed because it didn't offer anything significantly different or better than existing platforms. For your microblogging platform, ensure that it solves a unique problem or offers a unique benefit that current platforms do not provide.**



Target Audience

The target audience for microblogging platforms is vast, given the popularity of platforms like Twitter, Tumblr, Instagram, and Facebook. The platform should be designed to cater to the needs of this diverse audience. **Threads didn't manage to attract enough big players. Identify your target audience and understand their needs and preferences. Tailor your platform's features to meet these needs**



Competition and Demand

The microblogging market is highly competitive with major players like Twitter (now X), Tumblr, Instagram, and emerging platforms like Mastodon, Bluesky, and Threads. The demand is high, but so is the competition. The platform should offer unique features that set it apart from the competition.



Distribution

The platform should be easily accessible and user-friendly. It should be available on all major app stores and should have a user-friendly interface. Partnerships with influencers and brands can help in promoting the platform. **Threads grew too fast and let everyone down. Plan your distribution strategy carefully. Consider a phased rollout to manage growth and ensure a smooth user experience**

What should be the revised *GTM Strategy*?

A Step-by-Step strategy:



Pre-Launch:

- **Niche Down:** Identify a specific, underserved user group with unique microblogging needs. Thread's broad focus lacked a clearly defined target audience.
- **Community Building:** Unlike Thread's reliance on existing networks, build your pre-launch community organically. Engage potential users through targeted online communities, forums, and events relevant to your niche.
- **Content Seeding Partnerships:** Partner with micro-influencers and niche content creators within your target group. Generate pre-launch buzz and create content that resonates with your audience, addressing their specific needs.
- **Beta Testing:** Conduct closed beta testing with a diverse group from your target audience. Gather feedback to refine the platform's features and user experience before launch.

Launch:

- **Seamless Onboarding:** Streamline the signup process, highlighting features relevant to your niche that address the needs identified during beta testing.
- **Topic & Community Discovery:** Implement robust search and discovery tools. Unlike Thread's limited functionality, allow users to easily find relevant topics, hashtags, and communities.
- **Revenue Model:** Create a model where platform pays content creators for creating new and good content and earns money by showing relevant ads and creating an e-commerce platform where brand can list their products and users can buy through the app easily.

What should be the revised *GTM Strategy*?

A Step-by-Step strategy:

Post-Launch:

- **Organic Growth:** Encourage user-generated content through contests, challenges, and collaboration features specifically designed for your niche. Go beyond Thread's limited engagement options.
- **Data-Driven Optimization:** Unlike Thread's stagnation, analyze user data to understand content preferences and engagement patterns. Adapt features to encourage interaction, like co-creation tools or collaborative threads.
- **Real-time Engagement:** Integrate features that encourage real-time interaction beyond Thread's static format. Consider live features like polls, discussions, and Q&A sessions around trending topics and events.
- **Niche Partnerships:** Collaborate with brands, organizations, and creators relevant to your niche. Partner for unique content experiences, contests, and events, offering value beyond what Thread provided.

Focus on Differentiation and Growth:

- **User Experience:** Always prioritize a user-friendly interface, intuitive content creation tools, and discoverability features tailored to your niche.
- **Unique Features:** Integrate features specifically addressing the needs of your target audience, unlike Thread's generic approach. This could include specific content types (e.g., audio micro-blogs for a musician community) or niche-specific functionalities.
- **Content Moderation Transparency:** Be transparent about content moderation policies and empower users to report inappropriate content, fostering trust and accountability.

Thank You!