

Facebook

# Marketing Report

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## Executive Summary

Facebook's mission statement is to empower people to share and make the world more open and connected. This is manifested in Facebook's current service portfolio, which consists of adding friends, scheduling events and advertising. Because Facebook is currently in a highly competitive social media environment, its marketing efforts must increase market share by attracting more users and keeping the world more connected.

We conclude from our environmental analysis that Facebook's greatest opportunities come from its investment in new technology and rising trends in connectivity. By matching Facebook's strengths, such as its global popularity and large user base, to opportunities in the ad revenue market, we can neutralize some of our weaknesses and external threats such as privacy lawsuits. With regards to competitive strategy, Facebook is one of the largest companies in the world and has many resources to provide to the research team. The company also has large numbers of active users which could provide stable and constant users of our new service.

Our marketing objective is to position LetsHang as the primary application for facilitating in-person meetups for personal and business use. We hope to further overall company objectives such as increasing ad revenue, promoting our new and growing products, and furthering our mission by building up the Facebook community. We have created a marketing strategy that focuses on partnering with Facebook content creators and local businesses to connect people with similar interests and foster more intimate relationships among our users.

We have developed a mobile and desktop location-based platform that allows Facebook users to plan meetups in real-time through the use of pins and markers to designate the time

and location of their event. The feature will be free for users; however, we will be charging fees to advertisers based on a pay-per-click and pay-per-view revenue mode. Our distribution channel will enable users to derive utility from accessibility and customization. Our promotion strategy aims to raise awareness and encourage trial of LetsHang. We will make our target market aware of the product's launch through a series of promotional videos and encourage it to open the app through well-marketed celebrity invitations. With regards to the actual implementation of LetsHang, we will form partnerships with advertisers and collect trial feedback prior to releasing the product. After the product becomes available, we will focus on promotional efforts and later evaluate the success of the product through ad revenue generated and other user base growth metrics.

## Introduction

Facebook has made long strides to enable a more open and connected world. In an effort to continue this objective, our team has designed a new Facebook feature called LetsHang that expedites and even encourages spontaneous, effortless meet-ups. This document describes the environmental forces Facebook contends with, the goals we plan to achieve, and the marketing mix that will make these goals possible. We anticipate that through the following marketing plan, LetsHang will prove its potential as a primary motivator of in-person meet-ups.

## Environmental Analysis

### Competitive Forces

Facebook's main competitor is Google in areas like scheduling applications, social media, and ad revenue. Google released social media (Google Plus) to compete with Facebook's social media to a rather large disappointment. Facebook is the third most visited website in the United States behind Google and YouTube.<sup>1</sup> Specifically, the major competitor in calendar and event planning is Google Calendar. No competitors combine an integrated visualized, location-based event planning platform with a user base that matches Facebook's. Google and Apple both have popular GPS based location services already (Google Maps and Apple Maps), but they lack a social component.

### Economic Forces

Fiscal and monetary policy affect investment in Facebook. Due to the post-recession recovery, investment has been increasing at a steady rate. On the other hand, interest rate hikes could cause slower investment and consumer spending.<sup>2</sup> Advertisement revenue is becoming a greater share of GDP spending in the United States<sup>3</sup>. Facebook derives most of its revenue from advertisements. Overall, Facebook has a global contribution of 227 billion and 4.5

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<sup>1</sup> "Facebook.com Traffic Statistics." Facebook.com Traffic, Demographics and Competitors - Alexa. Accessed April 30, 2017. <http://www.alexa.com/siteinfo/facebook.com>.

<sup>2</sup> Pento, Michael. "Op-Ed: Here's what the market could be about to do for the third time in 17 years." CNBC. March 08, 2017. Accessed April 30, 2017. <http://www.cnbc.com/2017/03/08/fed-rates-hikes-will-crush-the-markets.html>.

<sup>3</sup> Ktjrichards. "Study: Ad Industry Accounted for 19 Percent of U.S. GDP in 2014." Adweek. Accessed April 30, 2017. <http://www.adweek.com/brand-marketing/study-ad-industry-contributed-nearly-20-percent-toward-us-gdp-2014-168164/>.

million jobs as of 2014. It has beat earnings every quarter except one since its IPO. Revenue has been up 59% in 2016 compared to 2015. As of 2016, Facebook is worth over \$328 billion.<sup>4</sup>

### Political Forces

Government stability is important to Facebook's revenue since laws will regulate how effectively businesses will be able to advertise and deliver on services and products. Facebook's content-sharing capabilities are increasingly important to political processes in developed nations, especially for elections and important legislation. For example, both the 2016 American Presidential election and Brexit were heavily influenced by coverage and opinionated content shared on Facebook.<sup>5</sup> In addition, Facebook has its own Political Action committee dedicated to pushing its interests in D.C.

Government censorship in areas like China still present an issue for Facebook and its associated products. The inability to link people together in a network due to the political landscape of authoritarian governments represents an obstacle to Facebook's globalization. In particular, stricter laws on data privacy in other nations would hurt Facebook's ability to sell user data to advertisers.

### Legal and Regulatory Forces

Facebook has been sued multiple times for privacy issues involving its use of user data. One suit was for \$15 billion for tracking user internet activity. This was later dismissed because

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<sup>4</sup> Reuters. "Facebook's shares rose sharply on fast growing revenue." Facebook's shares rose sharply on fast growing revenue | Fortune.com. January 27, 2016. Accessed April 30, 2017. <http://fortune.com/2016/01/27/facebook-earnings-revenue-shares/>.

<sup>5</sup> Olson, Parmy. "How Facebook Helped Donald Trump Become President." Forbes. November 11, 2016. Accessed April 30, 2017. <https://www.forbes.com/sites/parmyolson/2016/11/09/how-facebook-helped-donald-trump-become-president/#5cbc4f1759c5>.

the plaintiffs failed to connect the infraction with “realistic economic harm”.<sup>6</sup> They also faced a multimillion dollar lawsuit over a controversial face detection algorithm that violated the privacy rights of its users.<sup>7</sup>

## Technological Forces

Connectivity and convergence are becoming increasingly important in the global economy across several industries as well as for consumers overall. As people around the world, especially in developing nations, become connected to the internet, Facebook gains more potential consumers and audience members for its advertisements.

Following the trend of other large tech companies like Google and Microsoft, Facebook is investing most of its cash into new technological developments. These are most prominent in the fields of AI (artificial intelligence) and VR/AR (virtual reality/augmented reality). At the recent F8, Facebook’s annual developer and new product conference, Facebook announced a 10-year roadmap for technological improvements, including 360 camera and VR, improving connectivity with poor Wi-Fi, open sourcing their deep-learning framework, and brain interfaces. In addition, Facebook is investing a lot into their recently acquired Oculus with a plan for \$3 billion over the next decade<sup>8</sup> and trying to integrate augmented reality into their products as announced at F8. This follows a national trend as the AR/VR market is expected to

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<sup>6</sup> "Facebook Wins Dismissal of \$15 Billion Users' Privacy Suit." Bloomberg.com. October 23, 2015. Accessed April 30, 2017. <https://www.bloomberg.com/news/articles/2015-10-24/facebook-wins-dismissal-of-15-billion-users-privacy-suit>.

<sup>7</sup> Bhattacharya, Ananya. "A court will decide whether Facebook used you to violate the privacy of all your friends." Quartz. October 26, 2016. Accessed April 30, 2017. <https://qz.com/819808/facebook-fb-is-facing-charges-that-it-violated-the-privacy-of-thousands-by-having-you-tag-photos-of-your-friends/>.

<sup>8</sup> Matney, Lucas. "Facebook plans to invest more than \$3 billion in VR over the next decade." TechCrunch. January 17, 2017. Accessed April 30, 2017.



hit \$120 billion in revenue by 2020.<sup>9</sup> In addition, in the field of artificial intelligence and machine learning, which is projected to grow 300% in 2017 alone<sup>10</sup>, Facebook has made large leaps to advance their standing by opening up their new machine learning framework, Caffe2, to the public and achieving 97.35% accuracy with their DeepFace face detection algorithm.<sup>11</sup>

This investment hasn't come without bumps in the road. For example, when Facebook went so far as to replace their human editors of trending news with an algorithm, the algorithm posted some fake news for the first couple weeks.

### Sociocultural Forces

There is a demographic shift in age structure in Facebook consumers from younger to older users overall and with it, different needs and preferences. Millennials are still currently the most technologically involved generation, thus new innovations should primarily target them.<sup>12</sup> Urbanization is another force that calls for more apps to connect people to one another and facilitate social events, thus features like Facebook events are ever increasing in popularity.<sup>13</sup> Facebook overall has very high user retention (66% return on users month to month). There is also continued growth in Facebook's subsidiaries, Instagram and WhatsApp.<sup>14</sup> Mobile app use is at an all time high and increasing still.

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<sup>9</sup> "Augmented/Virtual Reality revenue forecast revised to hit \$120 billion by 2020." NEWS DigiCapital. Accessed April 30, 2017.

<sup>10</sup> Press, Gil. "Forrester Predicts Investment In Artificial Intelligence Will Grow 300% in 2017." Forbes. November 01, 2016. Accessed April 30, 2017.

<sup>11</sup> Sebastian Anthony. "Facebook's facial recognition software is now as accurate as the human brain, but what now?" ExtremeTech. March 19, 2014. Accessed April 30, 2017.

<sup>12</sup> Burns, Evan. "7 Millennial Traits That Baby Boomers Need to Learn." Inc.com. February 17, 2015. Accessed April 30, 2017. <https://www.inc.com/evan-burns/7-millennial-traits-that-baby-boomer-employers-need-to-learn.html>.

<sup>13</sup> Singh, Sarwant. "The 10 Social And Tech Trends That Could Shape The Next Decade." Forbes. March 28, 2016. Accessed April 30, 2017. <https://www.forbes.com/sites/sarwantsingh/2014/05/12/the-top-10-mega-trends-of-the-decade/#2b10d25fa62c>.

<sup>14</sup> Thompson, Cadie. "The social apps with the the highest retention." CNBC. April 07, 2015. Accessed April 30, 2017. <http://www.cnbc.com/2015/04/07/these-social-apps-have-the-highest-retention-rates.html>.

## Firm Analysis

### Company History

In February 2004, Mark Zuckerberg, with the help of co-founders Andrew McCollum and Eduardo Saverin, launched what is currently known as Facebook on the Harvard University campus. Facebook was originally a community of 1,200 Harvard University students, but within weeks, the platform piqued the interest of students from Stanford and Yale. Facebook's reach grew, and by April 2004, all Ivy League students had access to the website.

### Available Features

Today, Facebook is an omnipresent social media platform that allows its users to upload photos and videos, send messages, share information and keep in touch with friends, family and colleagues. Facebook supports more than one hundred different languages that allows for universal access. The site currently supports features such as the newsfeed, timeline, pages, etc.

### Performance

Facebook is currently growing at a rapid rate in terms of its user base. This statistic<sup>15</sup> shows a timeline with the worldwide number of monthly active Facebook users from 2008 to 2016. As of the fourth quarter of 2016, Facebook had 1.86 billion monthly active users. In the third quarter of 2012, the number of active Facebook users had surpassed 1 billion. Active users are those which have logged into Facebook during the last 30 days. Furthermore, as of that

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<sup>15</sup> Appendix A

quarter, the social network had 1.74 billion MAU(monthly active users). The platform is also the most popular social network worldwide.

Due to Facebook's rapidly growing number of users, its revenue grew from \$7.87 billion in 2013 to \$27.64 billion<sup>16</sup> in 2016, and out of that, advertising sales made up 85%. That year, Facebook also accumulated a net income of \$10.22 billion. Facebook users are not only their customers but also a part of Facebook's products. Facebook makes money from advertising by connecting users to advertisers.

### Product Portfolio

Over the years, Facebook has grown as a technology giant and currently owns several subsidiaries, including Instagram, WhatsApp, and Internet.org, that have international reach. Its main product is the Facebook website, but all products conform to its mission statement of creating a universal network. Facebook's newest innovations currently revolve around artificial intelligence and virtual reality (Oculus).

### Marketing Efforts

Facebook not only advertises for other companies but also promotes itself. According to Nielsen, Facebook has already paid out more than \$6.44 million for advertisements through traditional media in 2015, compared to a meager \$17,162 spent by the company in the country last year. Advertisers marketing on Facebook also brings name and brand recognition to Facebook itself as well, benefiting both parties equally. Besides advertising, Facebook promotes itself by doing charity work and has always dedicated itself to bringing the world closer

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<sup>16</sup> Appendix B

together. The internet is essential to growing the knowledge we have and sharing it with each other. For many of us, it's a huge part of our everyday lives, but the rest of the world does not always have access to the internet. To resolve this issue, Facebook led an initiative called Internet.org with the goal of bringing internet access and the benefits of connectivity to the portions of the world that do not have them. By providing this service, Facebook can promote itself in areas where internet accessibility was previously unavailable.

## SWOT Analysis

### Strengths<sup>17</sup>

Based on our environmental and firm analyses, Facebook is the most popular social media network worldwide with a substantial user base that can be marketed towards. In the US, Facebook stands as the third most visited website online and as of the fourth quarter of 2016, the social network had had 1.74 billion monthly active users (logged in within the past 30 days).<sup>18</sup> Facebook also gains approximately 85% of its revenue from advertising sales, meaning that any product which can integrate partnerships with major advertisers would help increase Facebook's overall revenue generation.

### Weaknesses

Some users are concerned with the compromising of their personal privacy for Facebook's features to work as they were intended. They do not want to be constantly tracked and have their search inquiries as well as other personal data sold to advertisers. Facebook also provides a wide variety of services such as News Feed, Timeline, Messenger, etc. that cater to a

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<sup>17</sup> Appendix C

<sup>18</sup> Ibid.

wide variety of its users' needs. However, having a diverse portfolio of products also means that, unfortunately, some services lag in popularity and usage while others become stars and cash cows. Some examples of "dogs" are the "Nearby Friends" application and the poking feature. Facebook usage is also heavily dependent on individuals' internet accessibilities, so data exhaustion may discourage some mobile users from extensive usage while on the go.

### Opportunities

On a macroeconomic scale, overall ad revenue contribution to GDP grows yearly, and this bodes well for companies who generate most of their annual income from ad revenue. Furthermore, research shows that advertisers highly value user data and are willing to purchase large volumes of said information from corporations that hold them. In addition, millennials tend to have higher user retention rates, while mobile application usage and consumption of social media are currently at all-time highs. Furthermore, the only other significant competitor in calendar and event planning is Google Calendar.

### Threats

Throughout the existence of social media applications, privacy intrusions and censorship have always proved to be difficult challenges to overcome. In fact, Facebook alone faced a \$15 billion lawsuit for tracking users' internet activities. Government censorship, in areas like China, still present an issue for Facebook and its associated products, as well as other social media companies like Snapchat and Twitter. The inability to link people together in a network due to the political landscape of authoritarian governments represents a threat to the social media industry's globalization. Nations with stricter laws on data privacy hurt these companies' abilities to sell user data to advertisers. Another threat comes from a demographic shift of

online consumers as older generations are more reluctant to adopt new products, especially if they involve complex levels of technology. Therefore, it will be difficult to market social media products towards that segment of the market. Some other competitors in the social media space include Twitter, Snapchat, and Tinder.

### SWOT Conclusion

Facebook's already massive user base represents a huge wealth of information that can be exchanged with advertisers to take advantage of the growing advertisement sector. While privacy intrusion is a major issue for Facebook and related companies in the social media realm, this issue can be addressed as demand for user data increases by putting stricter measures in place to protect user data. By establishing Facebook's dedication towards securing user data, more users would be attracted to the service and, as a result, help generate revenue for the company. These users will most likely consist of millennials. In the end, the benefits resulting from matching core strengths to opportunities present in the market will outweigh the costs resulting from our weaknesses. By turning threats into opportunities, Facebook can also gain an edge against competitors and acquire an even larger market share.

### New Product Selection

LetsHang has a simpler interface than Google Calendar with the social media capability of Facebook. The application itself is consistent with Facebook's goal of connectivity among family and friends. It also fits into Facebook's history of having a strong mobile presence (Facebook app, Messenger, Instagram). LetsHang's features combine the communicability and spontaneity of social media with the organization of a scheduling app. The design is centered

around identifying potential social interactions by geographic location. The streamlined visual representation makes the application intuitive and appealing.

To have effective trialability, certain requirements must be met. There must be a large population that tends to stay in the same area with members that connect to each other on a day to day basis. An effective initial strategy is to limit initial trials to a single college campus. We could also target work locations like Facebook campus. Seeing peers using LetsHang would increase usage (similar to how Messenger was adopted when Facebook separated the apps). The imitation effect would be very strong because of the necessity for LetsHang users to invite their friends to log onto the platform. Ideally, initial adopters would push the application onto friends out of convenience.

## Marketing Objectives and Goals

Facebook's mission is "to give people the power to share and make the world more open and connected" by letting people "stay connected with friends and family, discover what's going on in the world, and share and express what matters to them." In line with this mission, our core objective is to position LetsHang as the key to seamless scheduling for spontaneous meet-ups with friends.

By doing so, we can drive our attraction to advertisers through the granular data we will gather, increase popularity of Facebook's physical products like Oculus by promoting them in-person using meet-ups, and be the first mover in this new space of connecting people as part of our mission.

With the additional data gathered through LetsHang, we will enable our advertisers to implement more specific ad targeting which will increase our yearly revenue gains and promote

confidence in our performance among stockholders. In addition, this new data can be used across our Facebook products to better understand our users since in most cases, all of our distinct products have their accounts linked.

Promoting our new products that are question marks at the moment is important for accelerating their growth and adoption into the mainstream. LetsHang will facilitate our ability to promote these physical products by giving in-person demonstrations.

Lastly, LetsHang presents a unique opportunity to fulfill Facebook's mission to be the first company to connect all people. By being the first company to fix this pain point, we are staying true to our goal of giving everyone the power to share on a personal level in an unprecedented way.

## Competitive Strategy Updates

The survey results revealed that many people face the problem of not having friends to hang out with when they want to socialize. Because there is a profitable market that other companies are not taking advantage of, a service is needed to assist in scheduling hang outs. LetsHang solves these problems by displaying the schedules of individuals and highlighting their available time slots. In this way, people would no longer need to ask when his/her friends have free time. Instead, they can directly see other people's schedules and choose whether they want to hang out with certain friends, providing convenience and reducing the awkwardness from asking.

Facebook targets almost everyone but lacks attractions for young people, so by providing those services, Facebook is able to attract more teenagers to use the app to socialize



with their friends. This service also includes a restaurant recombination service which will widen the targeting market and generate more revenue from promoting and advertising.

Since this service will not have any connections to politically sensitive issues, Facebook may be able to explore the Chinese market to spread and promote the service there. The service features will essentially remain the same in the version abroad in that people are able to see their friends' schedules and the place that they want to hang out at.

Facebook, because of its size, innovation, and market position, has a number of competitive advantages. While Facebook has many competitive advantages, it's possible to narrow down Facebook's competitive advantages into three main categories: infrastructure, innovative services, market share.

Facebook is one of the largest companies in the world which has many resources to provide the research team. The company also has a lot of money to hire the best researchers and programmers. To develop unique products and services, companies often invest heavily in research and development -- something that many small businesses simply can't afford and only Facebook could do. Through this advantage, the company is able to offer unique products or services. This new function that we are launching will be supported by thousands of talented people and extensive funds.

## Marketing Strategy

To accomplish these goals, we've created a marketing strategy that focuses on reaching out to our young target market. By partnering with popular content creators, celebrities, and local businesses to promote popular activities, we can initiate meet-ups between groups with similar interests.

By partnering with popular content creators and celebrities who use Facebook to reach their fan base, we hope to push Facebook as the primary medium to reach their fans and drive users to LetsHang. We want these content creators would have a vested interest in seeing Facebook succeed. In doing so, we can acquire more users and strengthen our relationship with existing users through the development of higher quality content and increased collaboration.

Collaborating with local businesses opens up a new revenue stream by marketing readily accessible goods to Facebook's user base. These Facebook-initiated meet-ups could even attract local customers who see the ongoing event. We plan to allow local businesses to host sponsored meet-ups to promote products and activities. Sponsoring products would include businesses like clothes retailers, entertainment centers, and restaurants. Also, this feature will give very specific data based on who attended, which we can use for targeted and personalized advertising for the businesses involved. We can not only open up another source of revenue, but also reach a market that, for the most part, has not been as exposed to our products.

With the above two strategies, we will be able to connect people with similar interests in a completely new way compared to our Groups and Pages features. Our new method will revolutionize this type of interaction by facilitating more intimate and personal connections through local meet-ups, furthering our mission of connecting people.

## Marketing Mix

### Product

We have developed a mobile and desktop location-based platform that allows Facebook users to easily meet with Facebook Friends. Using Facebook's underutilized Nearby Friends

feature as the base technology for this application, LetsHang will allow Facebook users to plan meet-ups in real-time through the use of pins and markers to designate the time and location of their event<sup>19</sup>. This visualized mapping of hangouts allows other users to easily view and choose between different meet-ups to join.

The objective of this product is to further integrate and expose all demographics to Facebook through a convenience that is commonplace to all. This application will remove the obstacles people face in scheduling casual meet-ups, such as timidity, awkwardness, and time constraints.

#### Price

After researching similar products and past applications released by Facebook, the new product development team has agreed to follow the company's established norm of providing the product at no cost. This free pricing point will allow for maximum growth in both popularity and visibility and lead to LetsHangs' success.

However, while LetsHang will be a free product for general users, revenue will be generated mainly through advertising. Facebook's business model has been built upon leveraging its gargantuan user base netting them \$27 billion in just advertising revenue alone in the year 2016. We aim to increase advertising revenue by a projected \$975 million during the year of release and \$1.5 billion the year thereafter. After 5 years of initial release, we predict LetsHang advertisement revenues to make up at least 18% of Facebook's. We do not foresee any growth beyond making 25% of Facebook's advertising revenue since the product will limit

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<sup>19</sup> Appendix D

advertisements to such hangout hubs as local coffee shops, restaurants, concerts, and potentially spontaneous day trip locations like Las Vegas.

## Distribution

LetsHang will be made accessible to all Facebook users on the mobile app as a new tab on its bottom navigation bar -- alongside Notifications, Marketplace, Videos and Timeline -- and on the website on its leftmost navigation bar under News Feed and Messenger. As a new Facebook feature, LetsHang will build its distribution model off of Facebook's current iteration as an app available in a smartphone's app store or as a website.

As with all Facebook features, LetsHang will enable four different utilities for its users. Users will derive time utility from LetsHang as they will be able to enable and disable location services at any time. As for place utility, LetsHang will be one of the most easily accessible Facebook features, given its placement on user's navigation bars; instead of having to click through to the feature, LetsHang will be one of the first features users see when they open Facebook. Furthermore, LetsHang will create possession utility as each user feels ownership over the roadmap, given the customization of their Favorites tab and the central placement of their location pin. This customization plays into form utility; Facebook will use machine learning techniques to pick up on which Friends each user habitually desires to "hang" with and compile that list into each user's Favorites tab. As such, users will be able to access LetsHang whenever they need to, find it quickly, and feel their preferences are being catered to.

## Promotion

Our promotional strategy will be focused around two objectives: creating awareness and encouraging trial. In addressing these objectives, promotion will target computer and

smartphone users most likely to schedule spontaneous, casual, and effortless hangouts -- namely those between the ages of 15-35 in urban and suburban areas.

To this end, Facebook will initiate an ad campaign with a series of promotional videos featuring actors that represent LetsHang's intended users. Each video will appear at the top of users' News Feeds and feature a social group in a different country using LetsHang (translated to the country's native language) to coordinate a meeting or outing. The audience will empathize with the Friends as it is taken through their story, namely how LetsHang facilitated the meet-up along with a brief glimpse of the hangout itself. In a style reminiscent of AirBnB and Google Home's Super Bowl Commercials, these promotional videos will celebrate diversity to render the need for a service like LetsHang universal.

To encourage trial, Facebook will partner with such celebrities as Nick Jonas and Zendaya, among others, who would fall into the target demographic and launch well-marketed trial campaigns. For each trial, the celebrity would hide out in a designated area unknown to fans and send out a LetsHang invite to the 20 nearest fans. Fans interested in being invited to "hang" with a particular celebrity would adjust their LetsHang location services for that day and hope to get lucky. Running these celebrity trials would incentivize Facebook users to open LetsHang in the first place and become familiar with its smooth user interface and unique utility, even if they do not end up being chosen to hang with Zendaya.

## Implementation and Evaluation

During the pre-release stage of LetsHang, we will focus on forming partnerships with major advertisers as well as local businesses. We will provide trials for users to test out the service and spread awareness through word-of-mouth which will help generate excitement for

the product prior to release. The marketing team will collect trial participants' feedback, send results to the development team to tweak the program as needed, and analyze the appropriate distribution channels as outlined in our marketing mix section. They will then choose the most effective and efficient methods to promote LetsHang before it goes live.

When the service becomes available across the Facebook platform, we will enter the release stage in which the marketing team will mainly focus on promotional activities. These activities include having popular content creators and celebrity hangouts, providing discounts at certain businesses, and other ad promotions that will help reach our target market.

After release of the app, the consumer research branch of the marketing team will conduct surveys to collect user feedback for LetsHang and evaluate whether the app launch was successful by analyzing ad revenue generation, user base growth, and other related metrics over an initial 3 months, 6 months, and 1-year period as part of the final stage-evaluation.

In the event that the product isn't broadly successful, the service will still remain in operation for people to use if they wish to do so, but wouldn't be a focal point of Facebook and will eventually be retired out of its product line.

## Survey Results Analysis

Overall, participants found it difficult and time-consuming to schedule events with friends<sup>20</sup>. Event-planning tended to be spontaneous as well as coordinated over mobile applications. Simplicity, Google integration, and Facebook integration were favorable factors

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<sup>20</sup> Appendix E

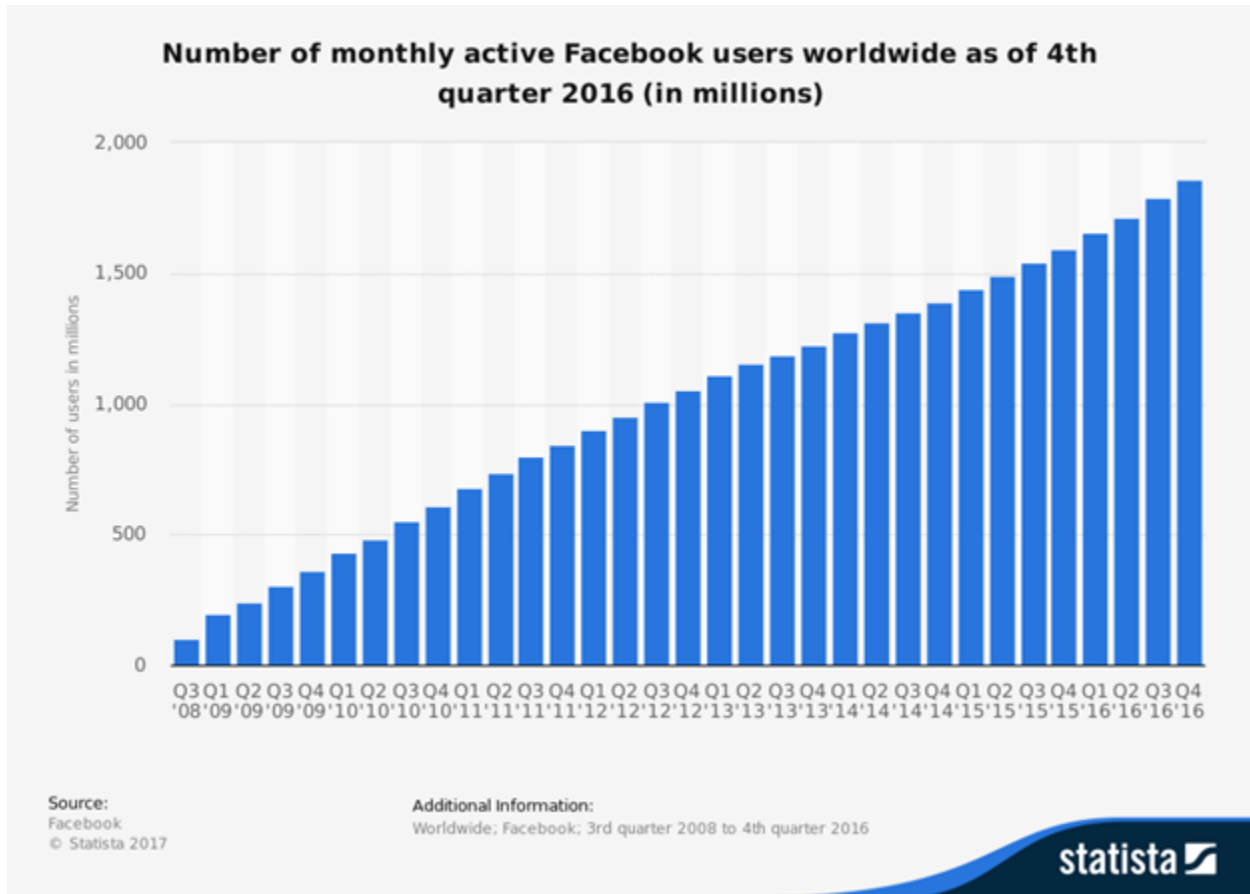
for this application. We concluded that there was an overall favorable impression for an app like LetsHang.

## Conclusion

Facebook will continue its mission of giving people the power to share and make the world more open and connected through the implementation of this marketing plan. By launching LetsHang, Facebook is bringing a new way of sharing and connecting into the social media sector. Our plans to integrate sponsored meetups and partner with content creators and celebrities will both strengthen and grow our community. In addition, through gathering additional user data and implementing measures to protect user privacy, we will create a more user-friendly targeted ad experience and increase our revenue by catering to advertisers' needs. After successfully executing this marketing plan, we hope to count LetsHang among our flagship products and further enable global connectivity by drastically increasing face-to-face connections between our users.

## Appendices

### Appendix A: Number of Monthly Active Facebook Users Worldwide

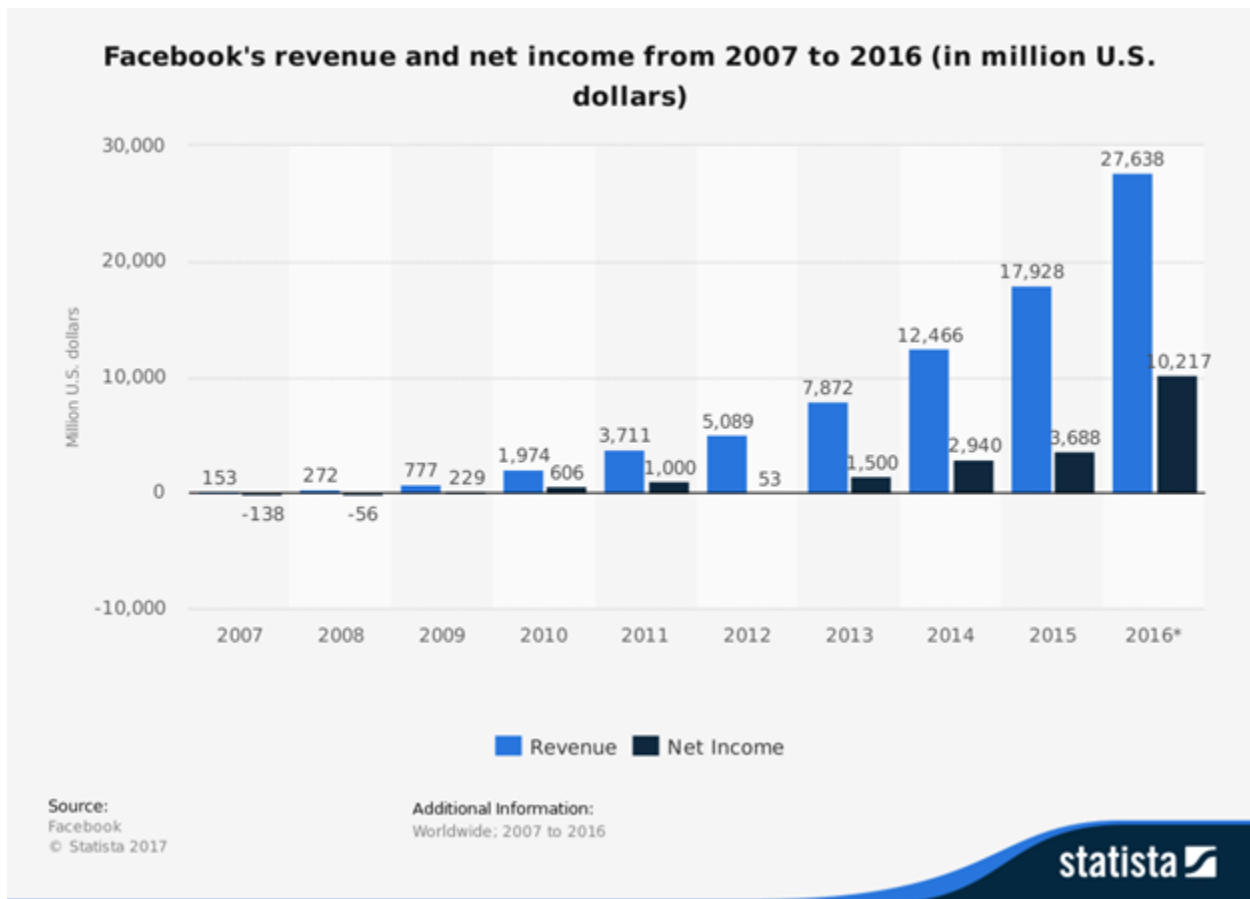


"Number of Facebook users worldwide 2008-2016 | Statistic." Statista. Accessed April 30, 2017.

<https://www.statista.com/statistics/264810/number-of-monthly-active-facebook-users-worldwide/>.



## Appendix B: Facebook's Revenue and Net Income



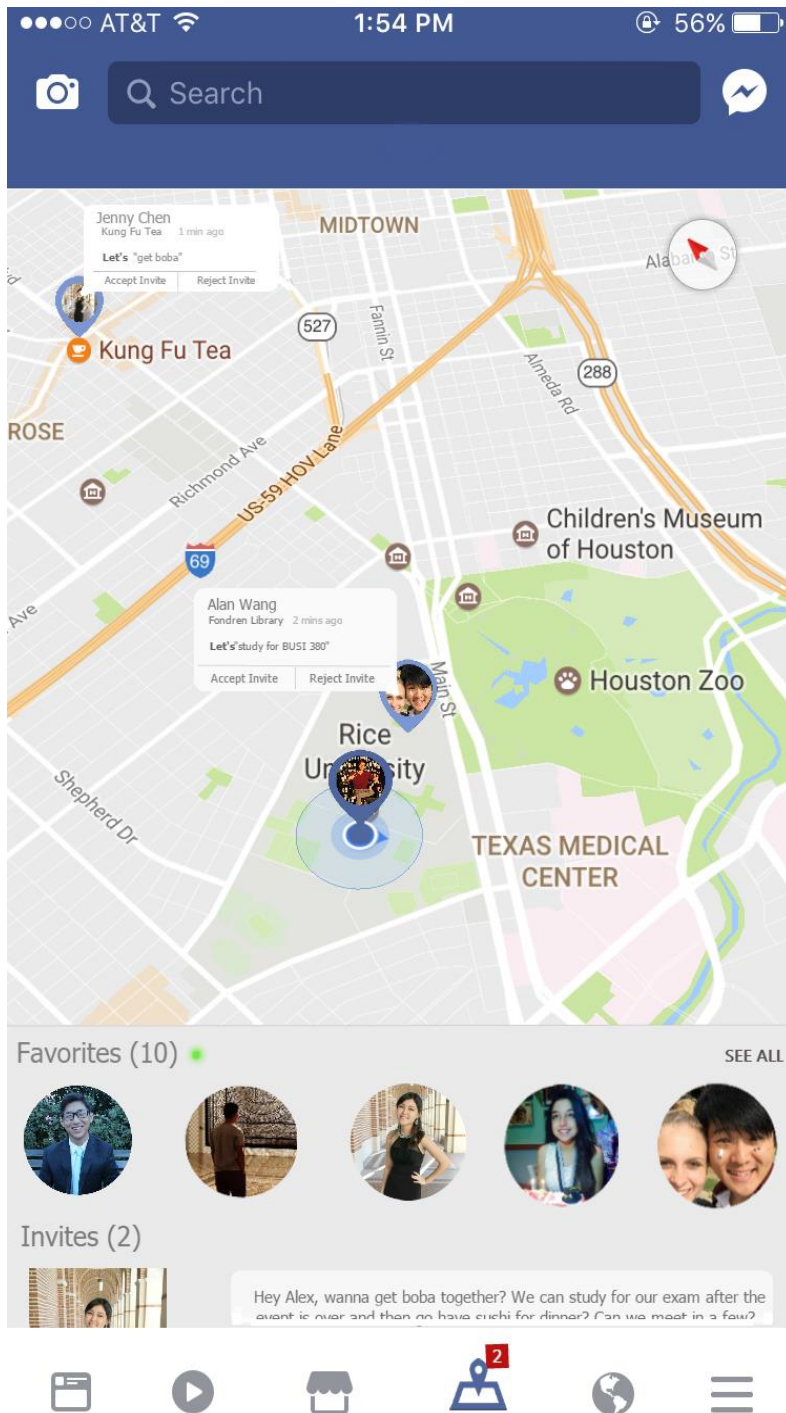
"Facebook - revenue and net income 2016." Statista. Accessed May 01, 2017.

<https://www.statista.com/statistics/277229/facebooks-annual-revenue-and-net-income/>.

## Appendix C: SWOT Analysis Diagrams

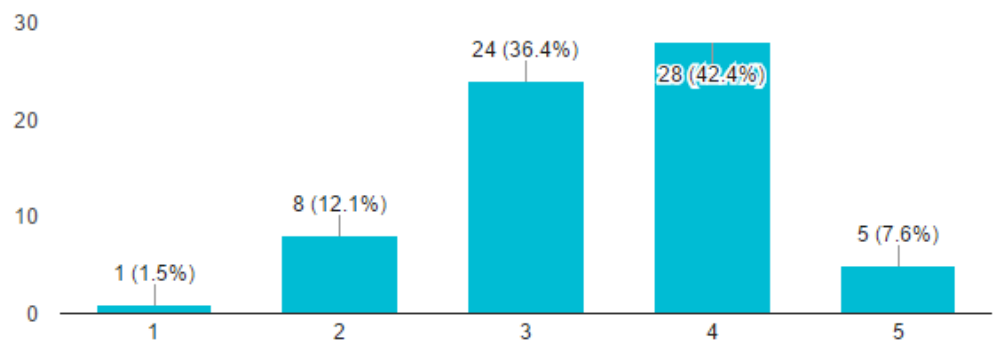


## Appendix D: Product Mock-Up

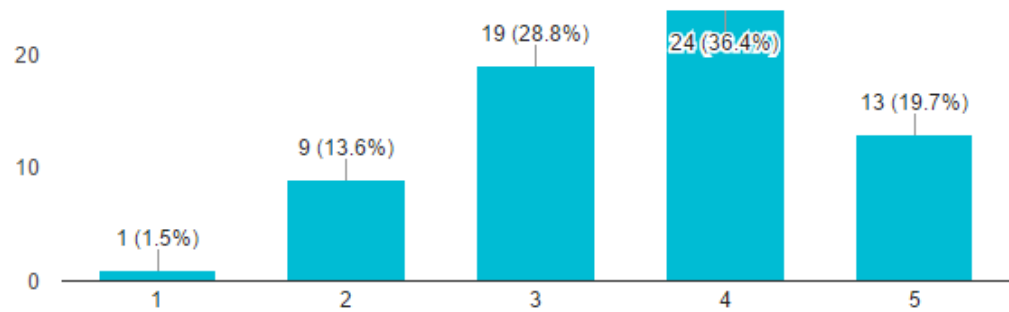


Appendix E: Survey Results

It is time-consuming to coordinate events with my friends (66 responses)

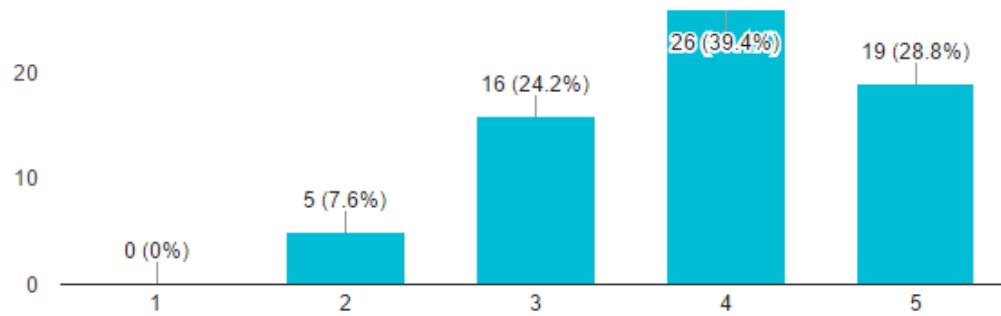


Hanging out with my friends tends to be spontaneous (66 responses)



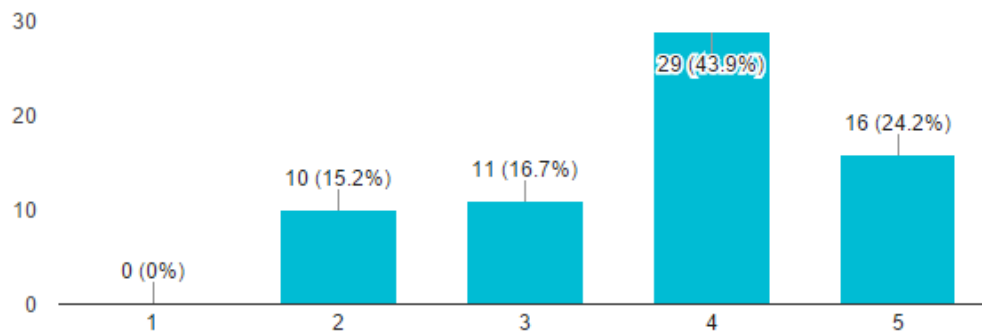
## Simplicity is more important to me than additional features for scheduling applications

(66 responses)



## Facebook integration would make me more likely to use this application

(66 responses)



\*Note: total results came from a pool of 66 college-aged respondents.