

Business Strategy for BeReal

Enhancing Authentic Social Media

BeReal.

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Company Overview

Mission

“to create an authentic world that keeps you connected with the people you really care about.”

Key Features

Real Moments: Users share unaltered moments from their lives through photos, videos, and stories.

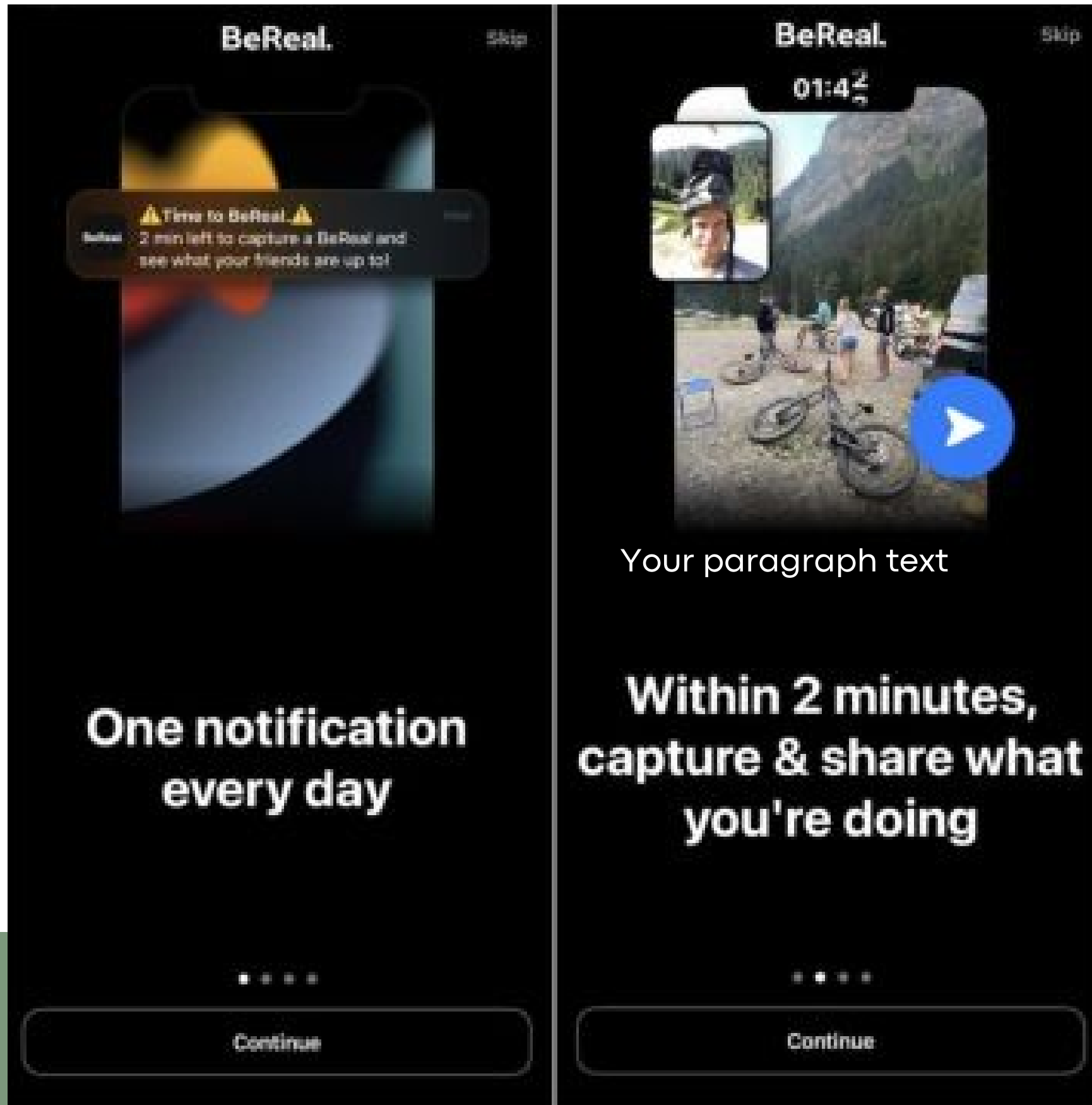
Real Conversations: The messaging feature enables meaningful one-on-one or group interactions.

Real Discoveries: Personalized recommendations help users discover content and connections aligned with their interests.

Real Connections: An algorithm suggests potential connections based on shared interests, values, and location.

BeReal is built on the premise of users being encouraged to share authentic content.

At a specified time everyday, users are asked to take a BeReal, which clicks a picture using both the front and back facing camera as pictured to the right. Users can retake the BeReal how many ever times they want and can then post the BeReal to their feed for their friends on the platform to see and react to. There’s a limit of 1 BeReal per day, and unless you post yours you can’t see anyone else’s.

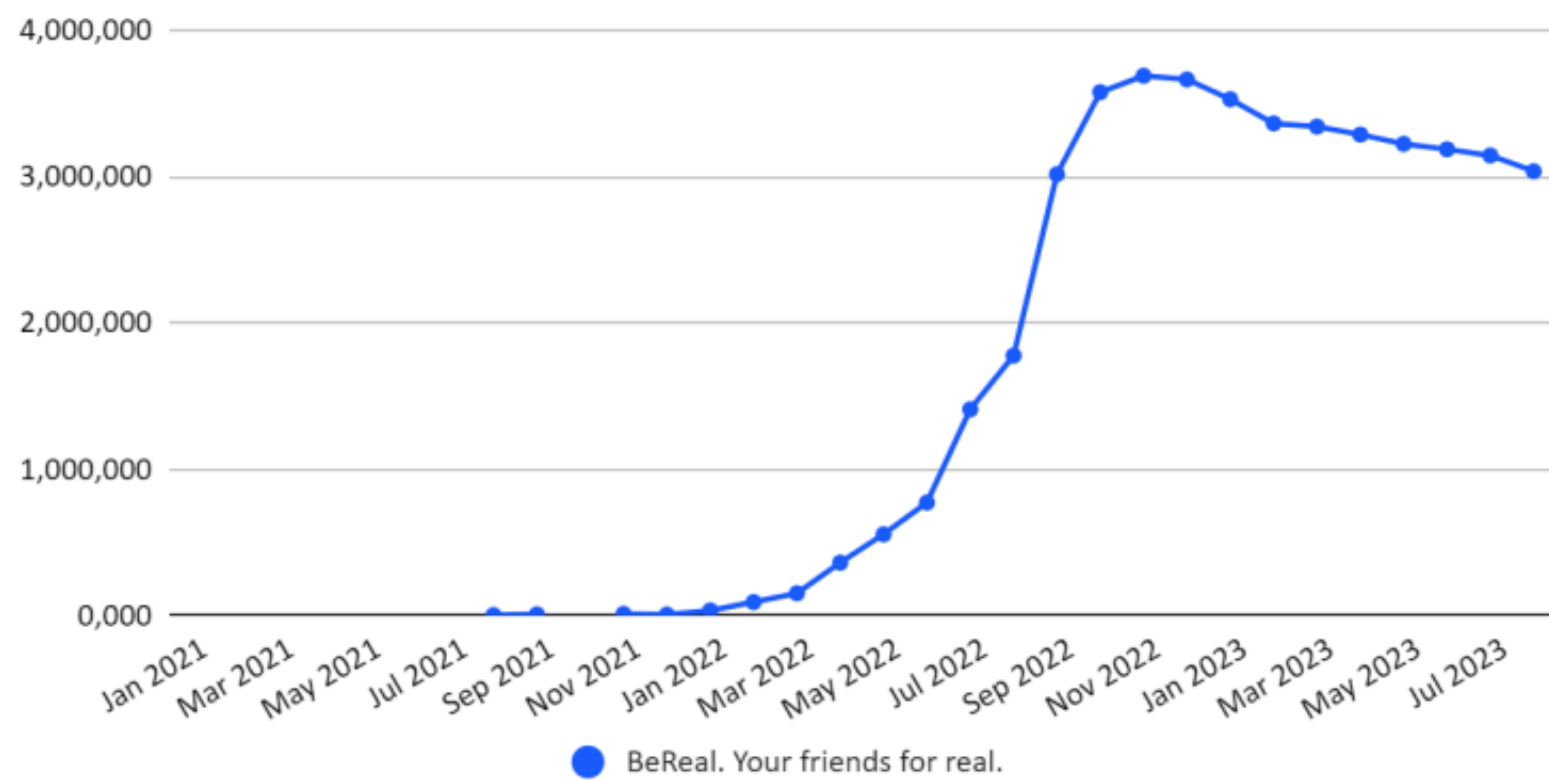


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Challenges and Objectives

BeReal

Monthly Active Users, iOS and Android Combined, US



Current retention rates show a decline after the first three months, indicating the need for enhanced engagement strategies.

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Challenges

User Retention:

Maintaining user engagement and preventing churn, especially as the novelty of the platform wears off.

Market Competition:

Competing against well-established social media giants like Facebook, Instagram, TikTok, and Snapchat, which have massive user bases and extensive resources.

Monetization:

Developing a sustainable revenue model without compromising the platform's authenticity and user experience.

Scalability:

Ensuring the platform can scale effectively to handle a growing user base without sacrificing performance or user experience.

Objectives

Enhance User Engagement and Retention:

Improve user retention rate by 20% over the next year.

Increase User Base:

Grow the user base to 50 million active users within the next two years.

Develop and Implement Monetization Strategies:

Achieve profitability within the next three years.

S (Strengths)	W (Weaknesses)	O (Opportunities)	T (Threats)
<ul style="list-style-type: none">• User Friendly Interface• Niche Market focus• Solid user base• Privacy and Security	<ul style="list-style-type: none">• LAck of brand recognition• Limited monetized options• Relatively small scale compared to competitors• Moderation challenges	<ul style="list-style-type: none">• Market differentiation• Strategic partnerships• Geographic expansion	<ul style="list-style-type: none">• Intense competition• Rapid technological advancements• Data privacy regulations• Negative public perception

Competitor Analysis

Major Competitor-

- Instagram
- TikTok
- Snapchat
- Facebook
- others

Instagram:

Strengths: Large user base, strong visual content focus, extensive features (Stories, Reels, Shopping)

Weaknesses: Perceived lack of authenticity, pressure to present a perfect image, mental health concerns..

Facebook:

Strengths: Massive user base, extensive feature set, strong community aspect.

Weaknesses: Declining popularity among younger demographics, privacy concerns, perceived lack of innovation.

Snapchat:

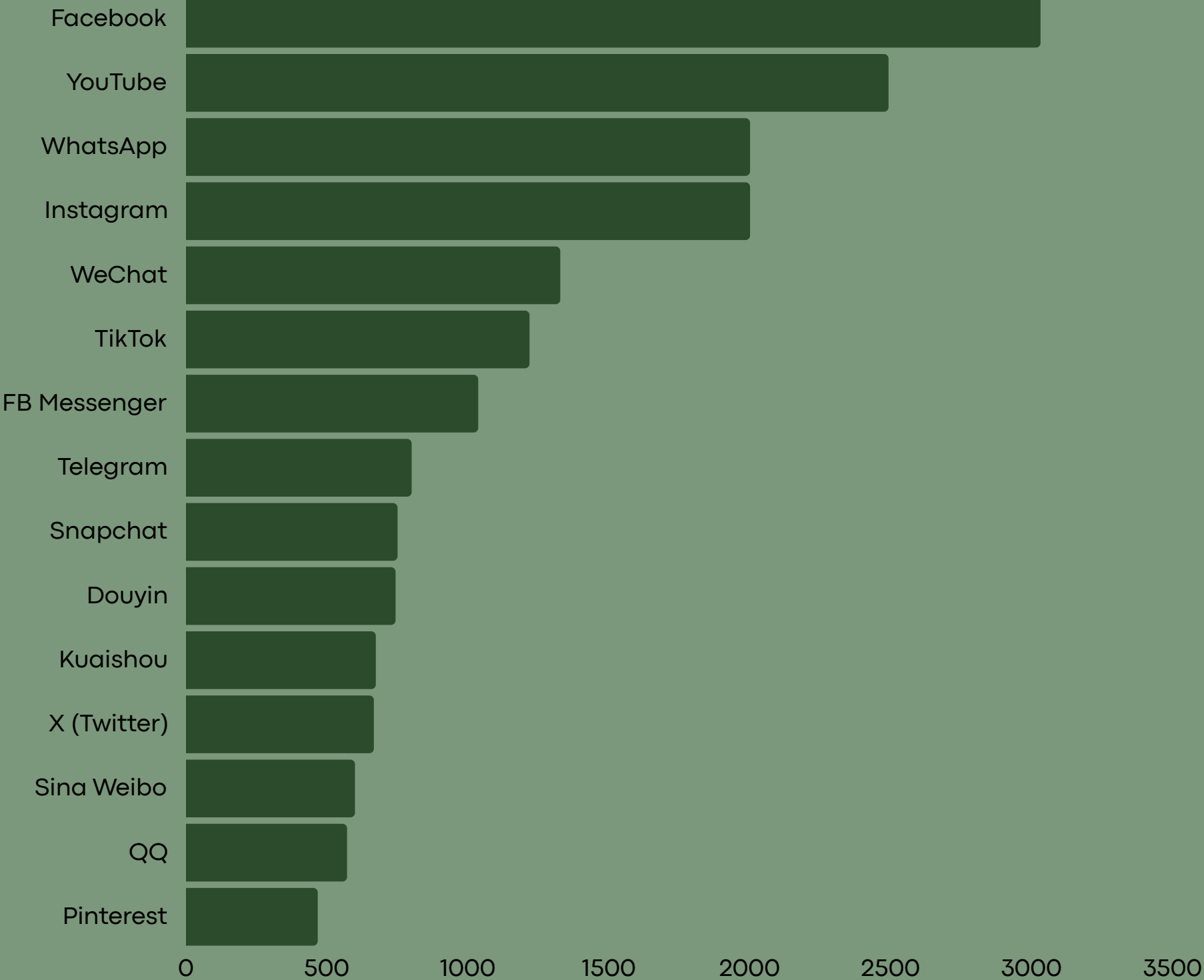
Strengths: Ephemeral content, AR features, strong engagement among younger users.

Weaknesses: Smaller user base compared to Instagram and TikTok, limited reach.

BeReal:

Strengths: Emphasis on authenticity, unique real-time sharing feature, potential for genuine user engagement.

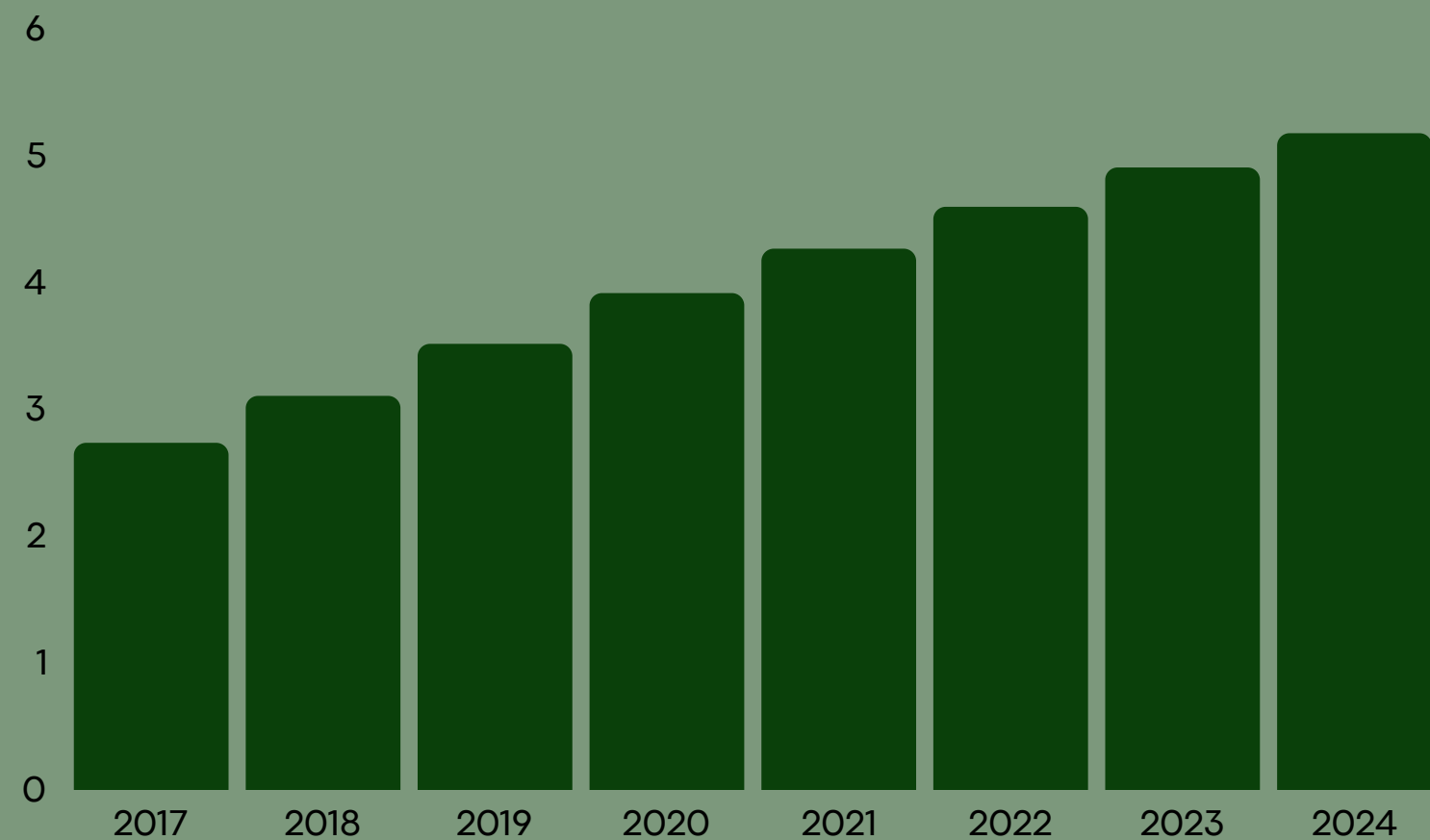
Weaknesses: Smaller user base, fewer features, limited brand recognition



Monthly Active users worldwide

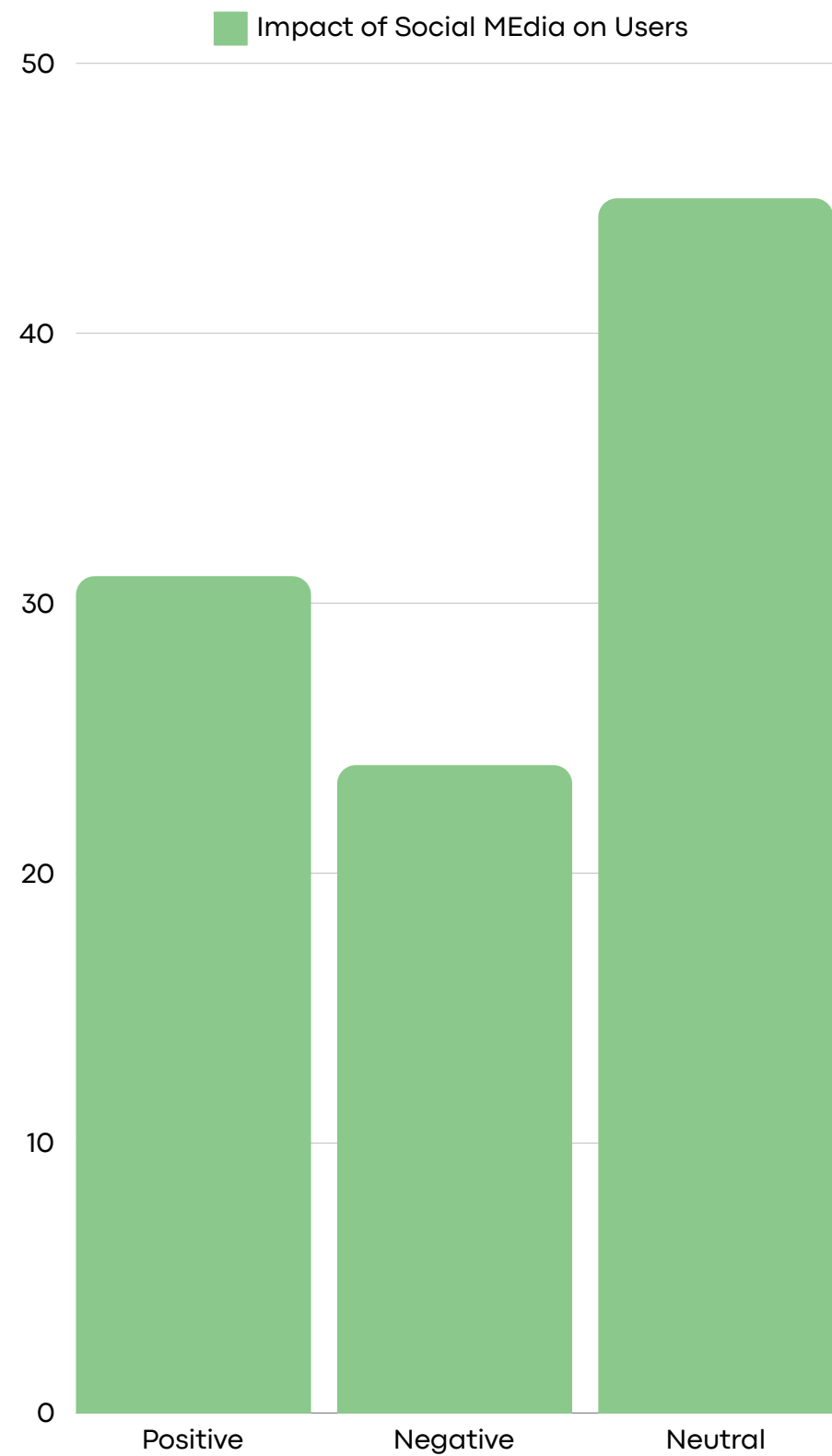
In 2022, BeReal had a super quick rise in the number of people using it every month. It started with 920,000 users in January of that year and went way up to 73.5 million by August. But after that peak, the number of people using it each month went down to 23 million in 2024.

Industry Analysis



Number of social media users worldwide from 2017 to 2028(in billions)

The social media industry has experienced exponential growth over the past decade, with a current market size of over \$100 billion and an annual growth rate of approximately 15%. Major players like Facebook, Instagram, TikTok, and Snapchat dominate the market, collectively capturing over 90% of the market share.



Impact of Social Media on Users

Source: Add your references here.

Among Individuals who reported positive effect of social media-

- 40% gave the main reason as **connecting with friends/family**
- 15% gave the main reason as **meeting others with same interest**
- 7% gave the reason as **self expression**
- 5% gave the reason as **getting support from others**

BeReal with its authenticity aims to increase these percentages

Among Individuals who reported negative effects of social media-

- 15% gave the reason as **unrealistic views of other's lives**
- 14% gave the reason as **distraction/addiction**
- 4% gave the reason as **causes mental health issues**

BeReal with its authenticity aims to decrease these percentages

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Objective:

To provide actionable strategies for BeReal to address its key challenges, promote user growth, and sustain its business while maintaining authenticity.

1. Enhance User Retention Engagement Features

Journaling Section:

Personal Photo Diary: Introduce a journaling feature where users can document their daily moments privately. This section allows users to capture and reflect on their daily activities, creating a personal diary that is not visible to others. Users can tag their entries with emotions or activities, making it easier to look back and find specific memories.

Themed Rooms:

Activity-Specific Rooms: Create themed rooms dedicated to specific activities like studying, working out, cooking, or reading. Users can join these rooms based on their interests and share daily progress photos or updates.

Tracking Progress and Streaks: Introduce features that allow users to track their progress in these activities. Users can maintain streaks by participating regularly, which helps build habits and motivation.

Badges and Rewards: Implement a system of badges and rewards for continuous participation. For example, users might earn a “30-Day Workout Streak” badge or a “Daily Reader” badge, providing motivation and recognition for their efforts.

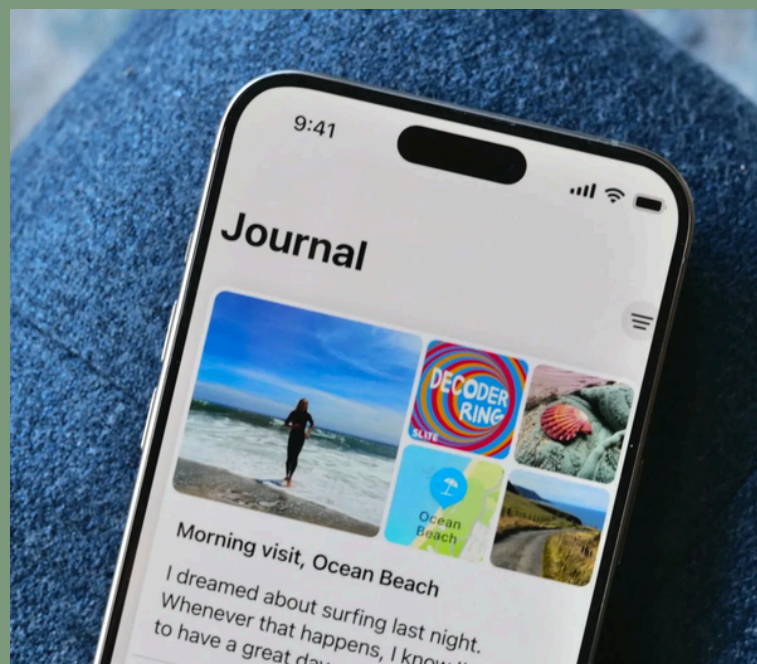
Community Interaction: Enable users to interact within these rooms by liking, commenting, or encouraging each other's progress, fostering a supportive community environment.

Wellness Notifications:

Daily Wellness Prompts: Implement a feature that sends periodic wellness notifications to users.

Each day, users receive a different prompt encouraging a healthy habit. For example, one day the notification might remind users to drink water, and the next day it could encourage them to take a short walk, practice mindfulness, or get some fresh air.

Personal Reflections: Include prompts where users can share something interesting that happened today or something they are grateful for. Users have the option to keep these reflections personal, share them with close friends, or share them publicly with everyone.



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2. Increase User Base

Influencer Collaborations: Partner with influencers who value authenticity to promote BeReal to their followers.

University Ambassador Programs: Expand the college ambassador program to universities globally, leveraging the influence of student leaders to drive adoption.

Digital Marketing: Invest in social media ads that highlight BeReal's unique selling points, such as authenticity and real-time sharing.

3. Sustainable Monetization

Authentic Brand Accounts: Allow businesses to create authentic content that aligns with BeReal's values. These accounts can post real-time updates similar to regular users.

Sponsored Challenges: Introduce brand-sponsored challenges that encourage user participation without compromising authenticity.

4. Innovative Feature Development

Feature Evaluation Framework: Develop a framework to evaluate new features based on their alignment with BeReal's core values of authenticity and simplicity.

User-Centric Design: Ensure all new features are designed with user needs and preferences in mind, maintaining the platform's integrity.

References



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- <https://uxplanet.org/the-case-for-bereal-3ec81224a37>
- List down your reference here

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