

## Case Study 1: The Feed Feed

Website: [www.thefeedfeed.com](http://www.thefeedfeed.com)

### Description:

The feedfeed is a website that takes the idea of a community centered around food and modernizes it by making it social. They are a place on the internet that shares ideas of all things food, from recipes and meal plans, along with various media such as images and video. Combining these elements with sharing through social websites.

### Positioning:

This site promotes the idea of healthy cooking visually to its followers. Its use of high resolution imagery to show the end results of cooking these recipes both entice and inspire its users. They do a very good job of posting promotional materials on social media sites with their featured recipes and contests. Their brand appeals to advertisers and publications that have a similar message and share similar resources.

### Primary Audience:

This site caters to a more affluent consumer demographic that could both appreciate the end result as well as afford the means of creating the end results. The images very much sell both perceived taste and lifestyle. Linking themselves with business sponsors with similar interests that aligns their company with lucrative partnerships.

### Differentiators:

The feed feed has a good way of aggregating content to their website from other social media websites. They use a single hashtag that sends all data to their site for their users to view. They also use a simple way to bookmark recipes, posts, and other media, but users cannot categorize or sort data on the site. It streamlines the content collected by some users, but some others may like to add their own way of sorting.

### SWOT Analysis: The Feed Feed

INTERNAL FACTORS	
Strengths	Weaknesses
<ul style="list-style-type: none"><li>Integrated very well into social media. Content on other websites can be aggregated to this website by hashtag.</li></ul>	<ul style="list-style-type: none"><li>Users cannot add their own recipes to the website.</li><li>No way to tag specific recipes that would</li></ul>

<ul style="list-style-type: none"><li>Keeps engagement with their users by offering contests and posting their created results on social forums.</li></ul>	allow you to sort data in other ways.
EXTERNAL FACTORS	
Opportunities	Threats
<ul style="list-style-type: none"><li>Adding a more robust tag sorting system.</li><li>Adding the ability to upload content (recipes and images directly to site.)</li><li>Streamlining aggregated content.</li></ul>	<ul style="list-style-type: none"><li>No native app.</li><li>Other sites with similar ideas.</li></ul>

## Case Study 2: Pinterest

Website: [www.pinterest.com](http://www.pinterest.com) | Mobile: iOS, Android

### Description:

Pinterest is a web and mobile application that aggregates user content on the world wide web. It takes content found throughout the web and reduces it to pins that can be placed on user created or generated boards to allow sorting.

### Positioning:

They provide a useful service for people use in many different ways. Users find info as they surf the internet and save to pins on their boards. The can also find other people to follow that may have similar interests and they have the choice to combine your pins with theirs and vice-versa. They don't sell a product to the public, but make profitable ad revenue by promoting specific pins on their site.

### Primary Audience:

This is mainly targeted to consumers however businesses can utilize this service to sell their own products and experiences on the site. Pinterest's main demographic that utilize the platform are affluent women that have varied interests, but there is a wide range of content that appeals to everyone.

### Differentiators:

Even though Pinterest has both a website and mobile apps that allow for broad adoption by its users, there is a better experience on their website .vs their mobile app. Relating to the topic of food, recipes and articles can be pinned on user boards, but clicking on the content opens their respective websites where the original content is found. Information cannot be edited other than their board grouping, and no notes can be added either.

### SWOT Analysis: Pinterest

INTERNAL FACTORS	
Strengths	Weaknesses
<ul style="list-style-type: none"><li>• Wide adoption by casual users.</li><li>• Simple way to save and organize content.</li><li>• Provides a way to show user engagement with their pins by having a 'tries' section.</li><li>• Making strong gains in user growth each year.</li></ul>	<ul style="list-style-type: none"><li>• Collaboration isn't part of its features.</li><li>• Website and mobile apps offer different experiences for users.</li></ul>
EXTERNAL FACTORS	
Opportunities	Threats
<ul style="list-style-type: none"><li>• Other than commenting on individual PINs, some users could collaborate on projects.</li><li>• Other social media integration.</li><li>• More streamlined way to enjoy content without overloading user.</li></ul>	<ul style="list-style-type: none"><li>• Copy-cat websites</li><li>• Content that isn't age appropriate.</li><li>• Growth of competing websites.</li></ul>

### Case Study 3: Instagram

Website: [www.instagram.com](http://www.instagram.com) | Mobile: iOS, Android

### Description:

Instagram is a photo and video sharing social networking service that gives its users a simple way to promote themselves and upload for others to share and comment on.

### Positioning:

Being primarily accessed on mobile devices but also through the web, Instagram is a household name to the world's youth. They don't sell a specific product but show a glimpse of their users' lifestyle. By focusing on a more youthful, technologically affluent audience, Instagram has become big business for retailers that want to reach younger demographics.

### Primary Audience:

Photos are uploaded and shared with others to raise awareness of issues, sell products or a lifestyle, or just to keep track of what was done at that specified time. Big companies purchase different types of ads that allow interaction by IG users and allows to follow to learn more. Their audience target demographics appeal to younger generations, but encompass everyone that has access to a mobile device.

### Differentiators:

Instagram has a more robust way of saving posts and sorting them compared to similar applications. It allows users to reference that content and come back to it in an easier way compared to getting lost on boards.

### SWOT Analysis: Instagram

INTERNAL FACTORS	
Strengths	Weaknesses
<ul style="list-style-type: none"><li>• Was one of the originators of this type of service, and as such users have an inherent loyalty to the app.</li><li>• Being associated with Facebook provides greater potential of users among that base.</li><li>• Innovation of the app will continue as FB provides strong financial backing for IG.</li></ul>	<ul style="list-style-type: none"><li>• Recent years have been plagued with privacy and data leaks. This is compounded by Facebook owning Instagram.</li><li>• Many competing types of social networks provide very limited models for growth aside from current trends.</li></ul>
EXTERNAL FACTORS	
Opportunities	Threats
<ul style="list-style-type: none"><li>• With more smartphones in use, the more chances for adoption and user</li></ul>	<ul style="list-style-type: none"><li>• New social networks are emerging more frequently than before. Users are more</li></ul>

<p>engagement.</p> <ul style="list-style-type: none"><li>• Associating itself as a sponsor of big name events increases app visibility.</li></ul>	<p>fickle to try something new, or hope on another site because its allure has faded.</p> <ul style="list-style-type: none"><li>• Adding features might deter from the simplicity of the platform and user may leave for rival options.</li></ul>
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