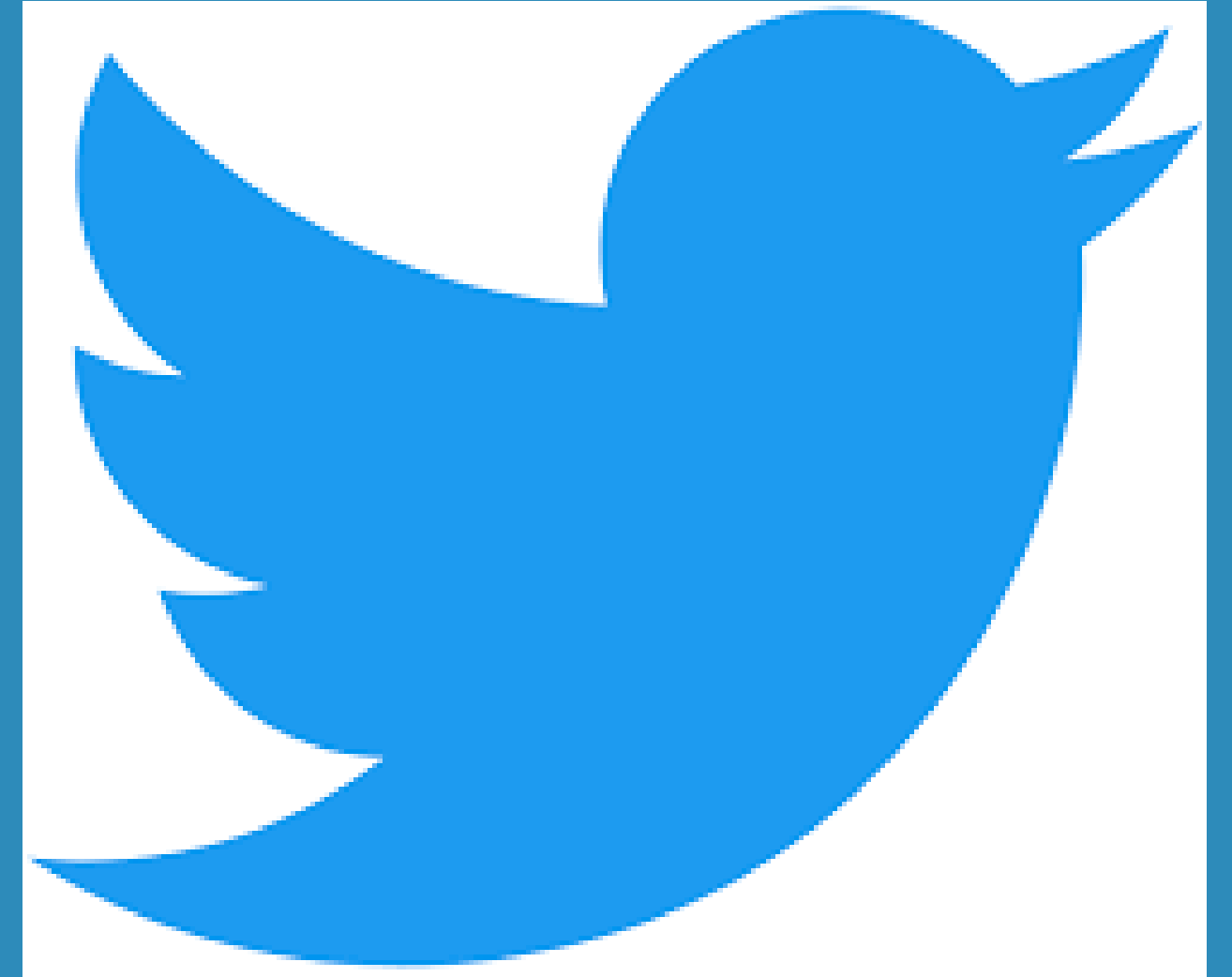


Winter Consulting Case Study Twitter



PRESENTED BY:

Dhruv Parikh

Twitter Overview

Twitter is a web-based microblogging service that lets users submit brief updates with accompanying photographs and videos. Since its introduction in 2006, the social network has accumulated more than 300 million active users each month.

Twitter users post jokes, news, real-time updates, and opinions in 280 characters or fewer.

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SWOT

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(Strengths)

- Many Corporations updates via Twitter handles, making it nearly like a mainstream news channel. Organizations as well as individuals have Twitter handles that they use to share informational updates. Twitter makes it simple to communicate directly with a large group of people. Therefore, about 67% of businesses use Twitter as a B2B advertising channel.
- It is known as the second most popular platform for social media users. In April 2022, the market share of Twitter was 7.13%. The market share of Twitter in Europe is 5.74%. It has the highest share in the USA.

W (Weaknesses)

- **Misuse of Information and Fake News:**—Users that sign up on the network contribute information, and it is Twitter's responsibility to guard against hackers and sponsor misuse of customer data. However, data leaks have been noted, and the microblogging site acknowledged this in 2019 and apologised.
- More than 10 million tweets from 700,000 Twitter accounts that linked to more than 600 fake and conspiracy news sites. This suggests us that many twitter account were used for creating fake news.
- **Fake ID and Old Business Model:**—Shortly after buying Twitter, Musk made a big show of allowing any user to pay \$8 a month for a verification check mark without any functioning way to actually verify their identity.
- Twitter's economic strategy is highly dependent on advertising, from which the service gets the majority of its income. The fact that Twitter's operational costs are rising as a result of funding invested in the construction of data centres makes this shoddy method of financing all the more worrisome.
- **Twitter Blue**

O (Opportunities)

- **Video Streaming Services and Chatting :-** They have a huge market size, So they could introduce some video content based streaming on their platform which could be easily integrated. Also they have a huge audience consisting of 25-34 people so they can also offer a chat based services which also includes calling features so by giving them an extra things can boost them to increase people
- **Marketplace:-** With a Huge Audience twitter can offer more services like it can provide a direct channel to talk with customer and the company selling with the huge market base it can create a huge amount of profit and take a small percentage from buyer and seller for streamlining the process.

T (Threats)

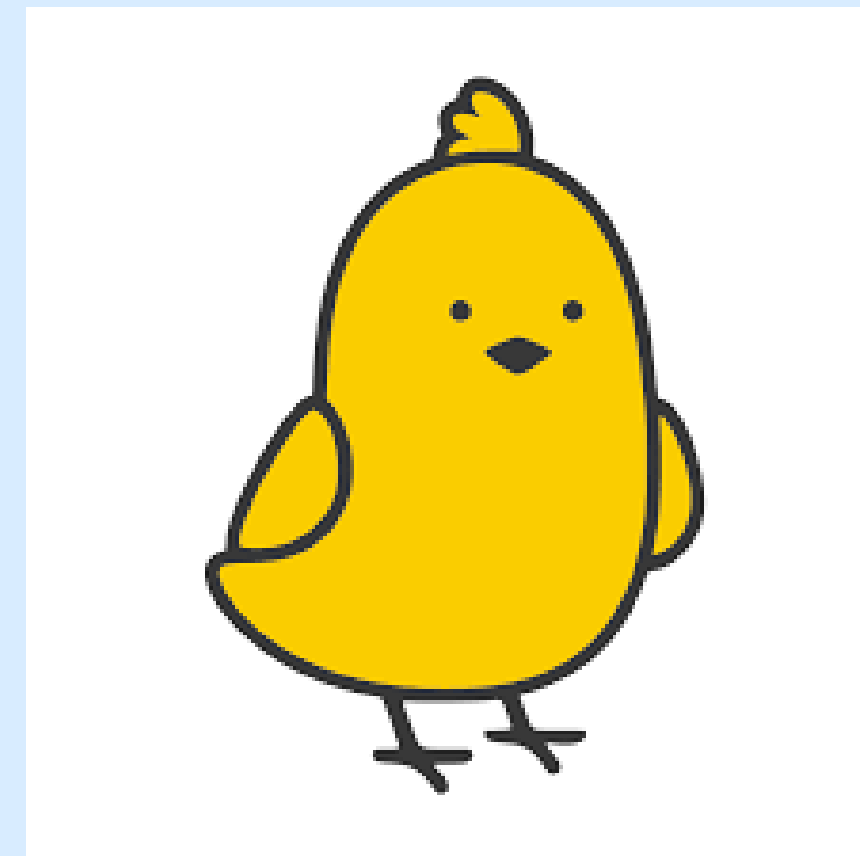
- **Pressures of Regulation:**–Nowadays twitter has been urged by many investors to regulate the platform and some governments are also banning them from their country
- **Competition:**–Social media platforms like Facebook compete with Twitter in the market in astonishingly large amounts. TikTok, Snapchat, etc. These websites have the ability to take people away from Twitter, which hasn't made any adjustments to cater to a younger audience and is still predominantly popular with older generations.

Competitor Analysis

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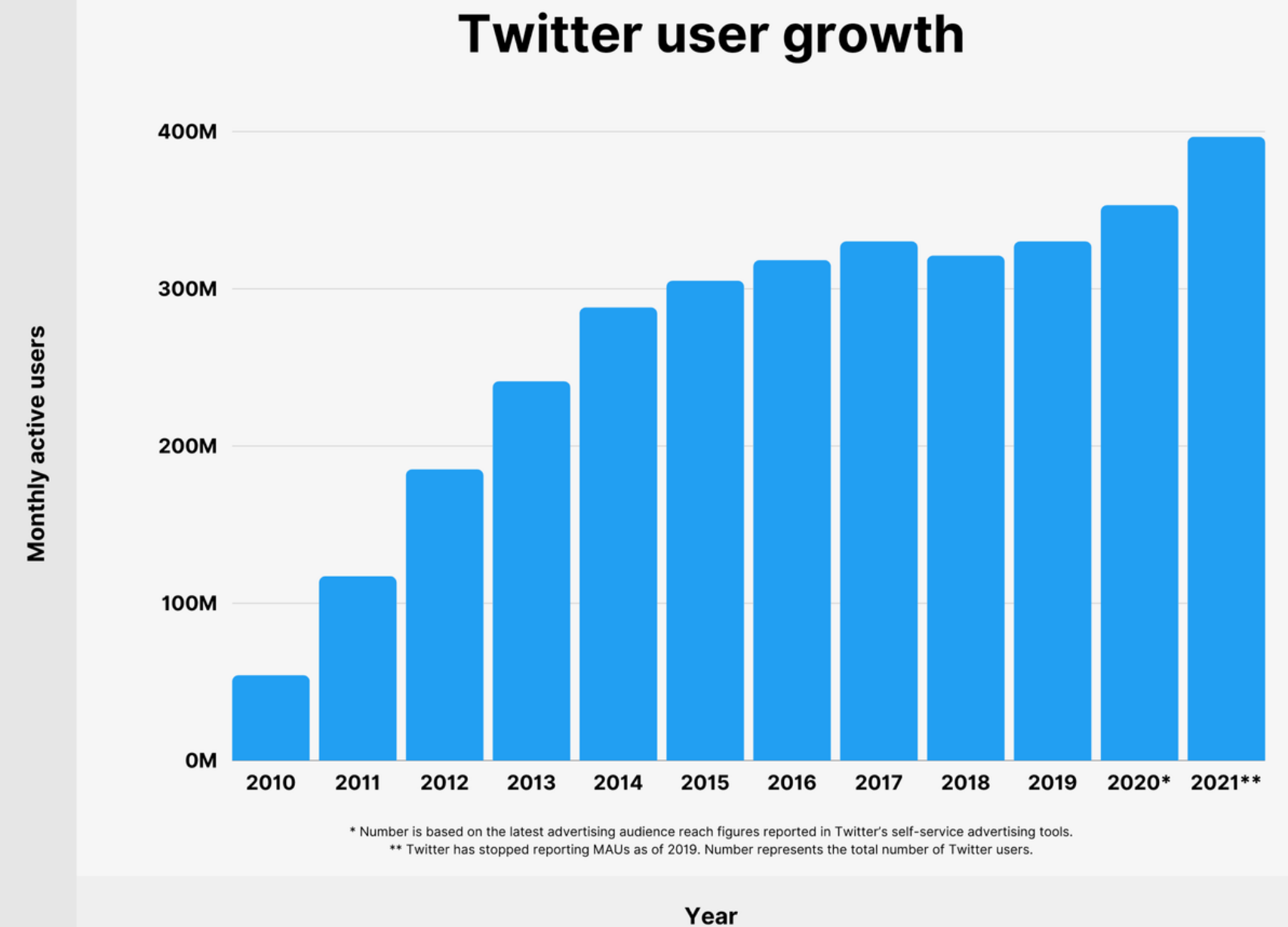
- **Direct Competition to Twitter:-** KOO app has been significantly low but it is a newest entry to the market and capturing market of India and it has also launched in Brazil and has become the highest downloaded app in the last 48 hours
- **MASTODON:-** Launched in 2016, Mastodon is an open source software for a decentralized social network, with several features that are similar to Twitter.

Source: Add your references here.



Unique Selling Proposition

Twitter is a site where you can interact and give out your views on any topic and to any person, also the availability of many big politicians, celebrities and ability to give out your views on their opinion was something missing also twitter verifies each and every celebrity so we would know that it is legitimate or not



Problem Statement

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01

What challenges are Twitter likely to face while stabilizing its workforce? How can Twitter address these concerns? Specifically, suggest strategies to improve diversity and inclusion among its workforce

02

Provide a clear idea of the company's primary target audience, its features and its mode of functionality

03

Discuss the possible revenue streams and suggest a primary revenue model for Twitter. If possible, discuss the relevance of each stream and achievable year-to-year growth through each stream

Challenges

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Challenges Twitter face while stabilizing its workforce

When Elon Musk ,got control over twitter he decide to fire the top executives including Parag Agarwal the CEO of company and many other people

The reason which was provided was that many employees of twitter were not giving free speech to the people but the challenge is that he laid off nearly half of it's workforce who had the knowhows of how twitter would work and had experience but now he has to revamp and build twitter from a new point of view.

Also with less people in charge it could lead to regulation being weaker which can cause of lot to harm as many fake news,propaganda,obscure things can be seen on Twitter

Addressing the concerns

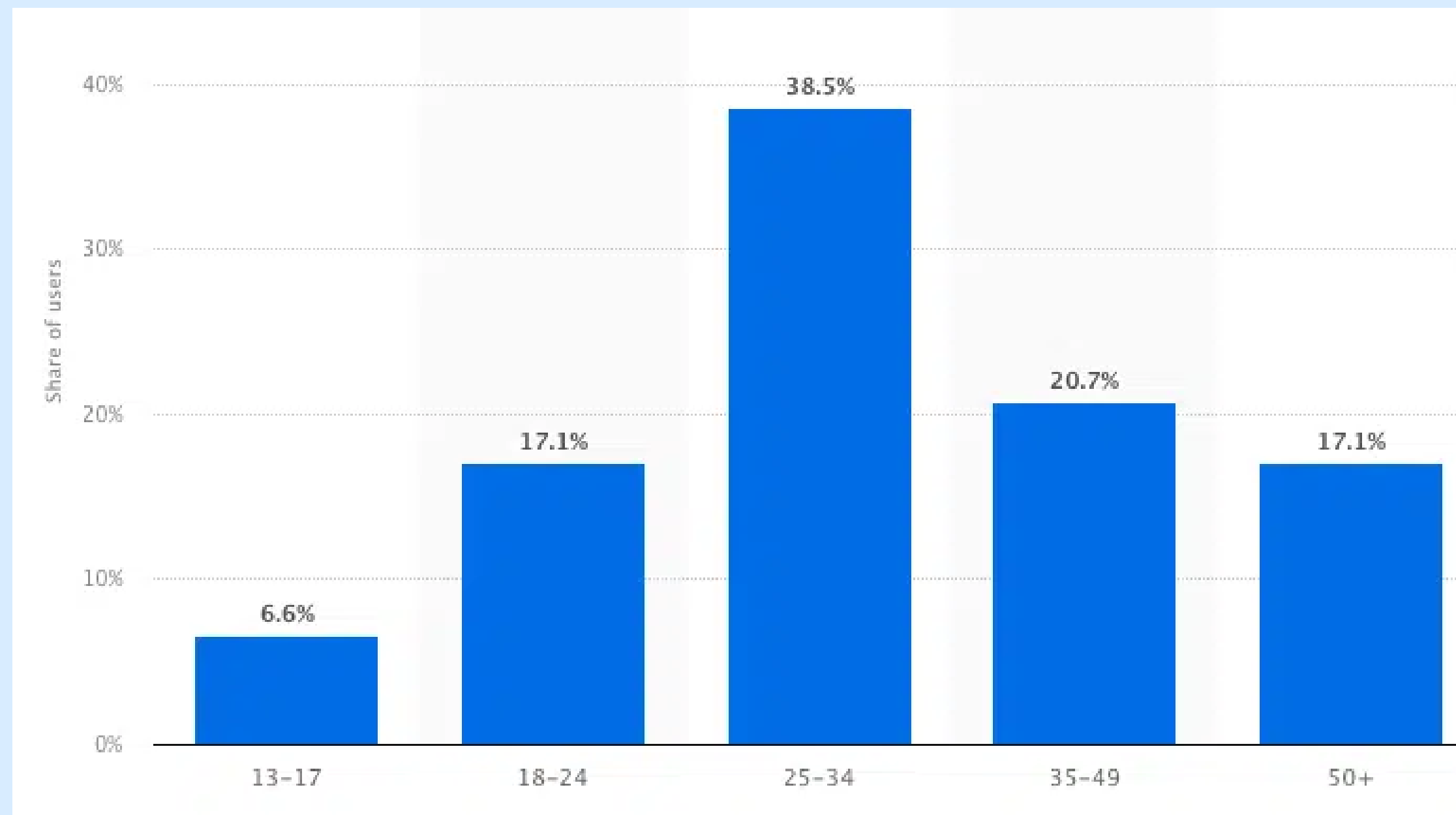
Now, As time would pass twitter to have diversity could include people from each and every background like they can have a percentage of people from each and every background which the HR's can ensure so that they can get a mixed views and opinions also to increase inclusion they can also have some team bonding exercises so that each and every person opinion gets accounted for.

Mode of Functionality

Twitter functions as a chatting based website which is available on both android and iOS it is mostly a website on laptops but it can be also availed on apps on pc s and as well as mobile

Target Audience of Twitter

Most Twitter users are between the ages of 25 and 34. Worldwide, 38.5% of Twitter users are 25-34, making it the largest age group using the app. The smallest age group is 13-17 (6.6%). So that makes the target audience the people who are mostly working class people and they would be also working on the people from age 16-25



Features

First Feature is of Tweet

At Twitter, every tweet is a post. Tweeting or twittering is the act of writing a tweet.

Twitter's main goal is to connect its users and provide them the ability to express themselves by using hashtags to communicate with followers and other users. It can serve as a news and entertainment source as well as a tool for corporate marketing.

In 2017, Twitter doubled their historical 140-character-limitation to 280

Trending Topics

If a thing which is getting twitted and being retwitted by many people getting replies and it gets shared then after a certain point it becomes a trending topic

Many of the world events happening nowadays which are being discussed on twitter causes it to become a trending topic.

Possible Revenue Streams

- 1)Ad Revenue Model:-First is the existing revenue model in which a company would pay twitter to run their ad on their platforms so that the company can get a better reach due to twitter's huge network and twitter can generate some ad-revenue from that company.
- 2)Virtual Marketplace:-According to me, Twitter can list out companies which can show out price of the product and then the users of twitter can also buy product from the company itself without visiting any other site so that twitter can get a commission from both the buyer and seller from the experience they provided them.
- 3)Twitter Blue:-It is the newest addition to the latest twitter, A person can pay 8 dollars and then he would be able to verify himself as a celebrity but rather then focusing on just this Twitter can work on providing any services like video chatting and video streaming services which would be likely to attract people also they can use twitter without the ads.

Primary Revenue Stream

According to me Marketplace Model will be a better one

Lets understand Why

1) Many Companies will approach twitter due to there huge marketshare and then they also have huge lot of audience so they can provide to them a huge customer base now by being a market place it can earn revenue from both the company selling and the buyer buying also it has a huge market share so people with this new feature will add a lot to it's revenue stream now as compared to both of them the Blue feature is nice but it will only cater to a small part of audience as compared to a marketplace and the ad revenue model was exisiting but still the company was facing losses and had to make a huge cut in their people that's why Marketplace should be there

Relevance of other stream

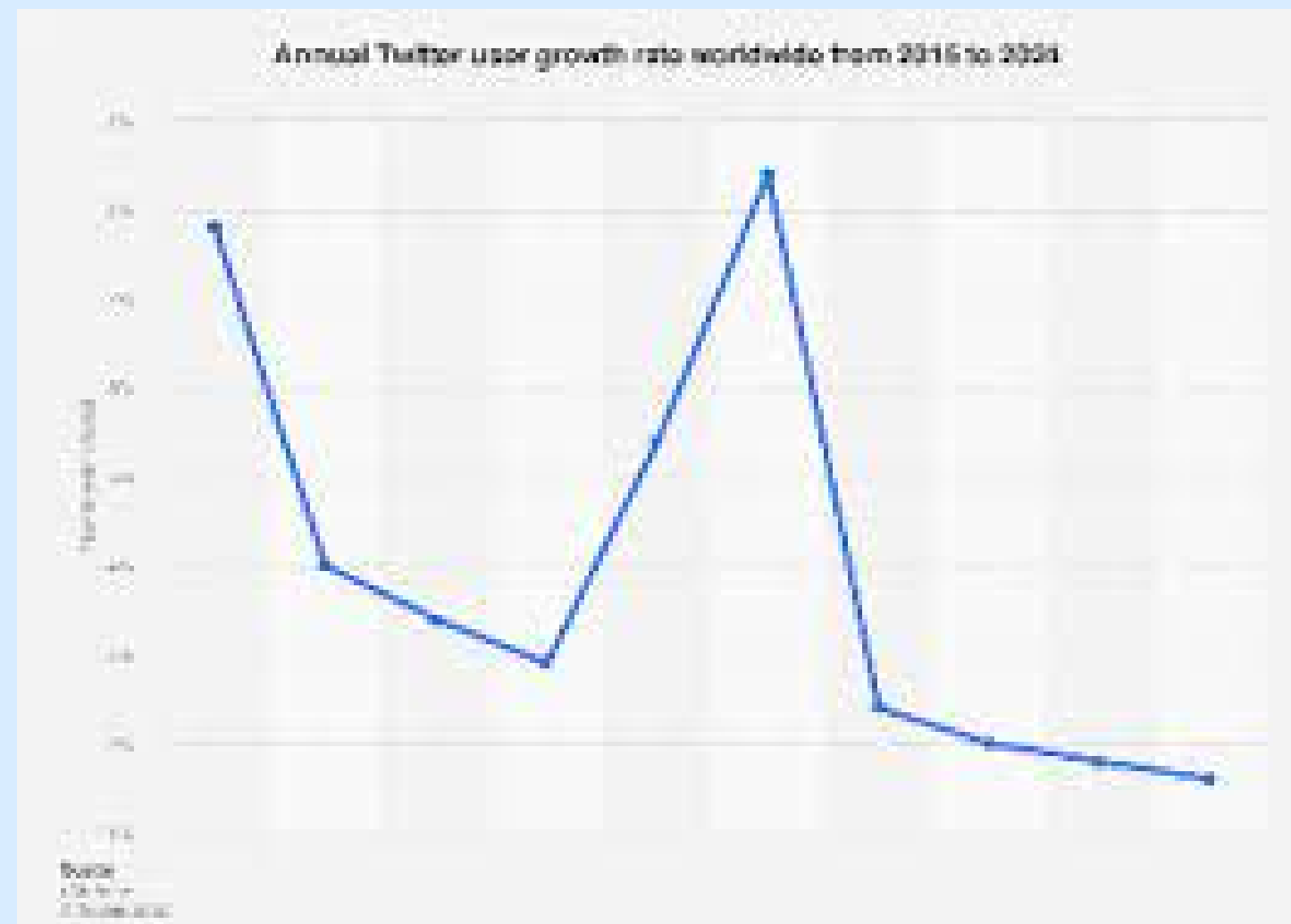
Twitter Blue can exist but it will mostly consist of small part of people as features which were there are mostly provided by different apps so in twitter only a smart part of audience would like to get but if twitter blue tries to make a move into a whole ecosystem of chatting, web meetings and stuff then they can have a sufficient revenue but still the primary revenue will be given by marketplace.

Year on Year Growth

Market Place:-10-12%(based on newness and existing userbase

Ad Revenue:-3-4%(Based on historical returns)

Twitter Blue:-1-2%(Due to recent controversies and challenging model)



References:-

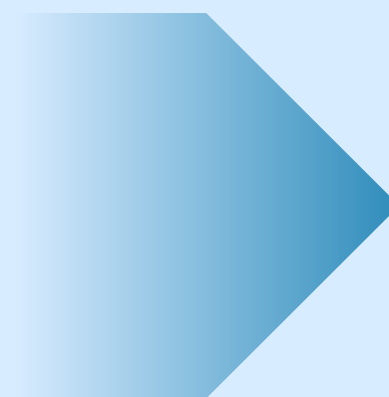
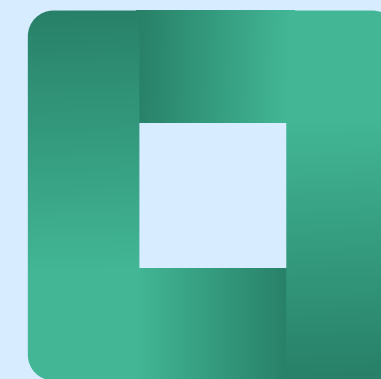
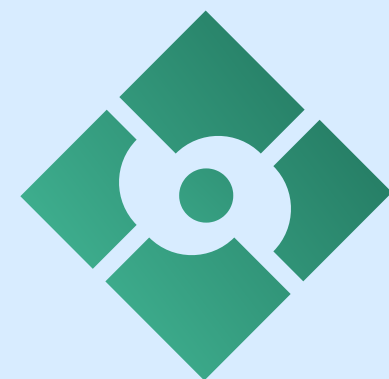
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Thanking You



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