



# Twitter

Marketing Research

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# Confirmation of the Problem



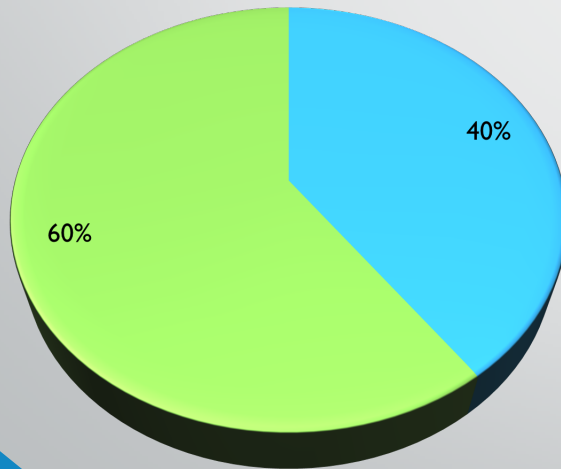
Number of users decreasing

- High competition
  - Users tend to migrate to other social media brands according to their preferences. For example: young people prefer to use Snapchat.
  - Multiple forms of social interaction compete with each other: writing / videos / photos /

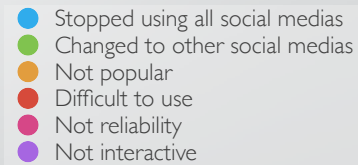
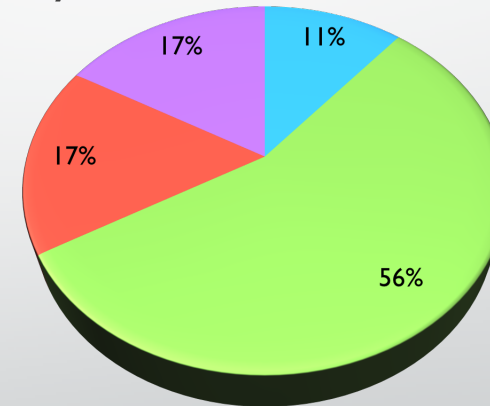
# Data Collection Analysis



Do you have a Twitter account?



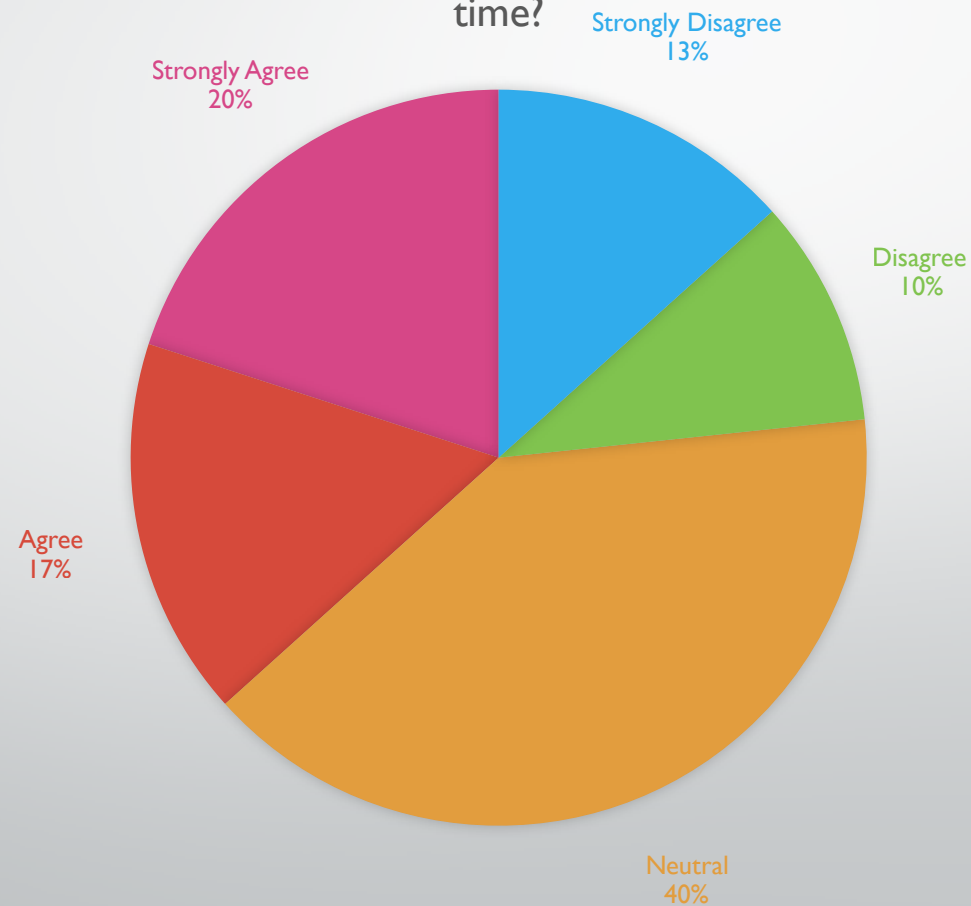
Why did you cancel your Twitter account?



# Data Collection Analysis



Do you consider "Twitter" a waste of time?



# Trends in Social Media Market



- Brands Competitors will increase (according to our secondary data, the number of social media will double soon)
- Competitiveness between interaction tools will increase
- Segmentation is no longer a priority for several groups of individuals.
- Virtual reality
  - Mix with social interaction between same gamers. Pokémon Go was just one start



# Trends in Social Media Market



The tendency of social media to evolve from one type of social interaction to multiple interactivity functions.

View some examples:

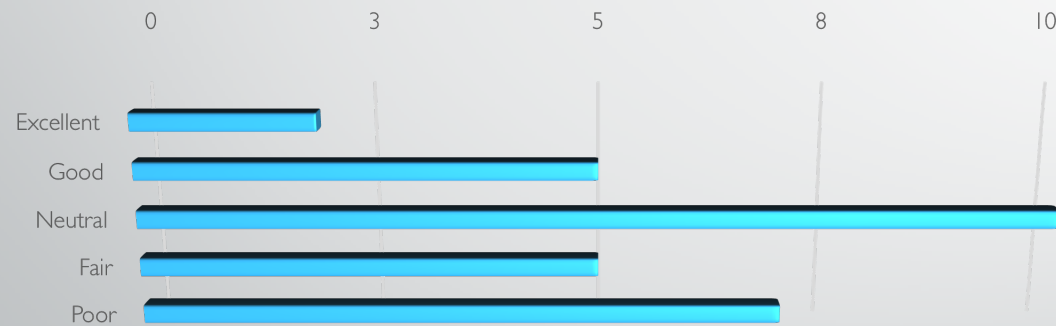
- Facebook
- WhatsApp
- Instagram
- Snapchat

	BEFORE	NOWADAY
Facebook	Orkut competitor, entertainment, friendships/family interaction. Short videos and photos.	Entertainment, news, magazine, sell and buy, group of work, jobs, check in, long publications, on line videos, event historic album.
WhatsApp	Messaging phone application, entertainment share photos and localization	Messaging phone application, entertainment share photos and localization, groups of work, recording voices, share files, documents, contacts, gps
Instagram	Entertainment, share photos	Entertainment, share photos, videos, on line videos, instantly message, professional application, sell and buy
Snapchat	Share videos and photos during 24 hours	Share videos and photos during 24 hours, emojis concepts, historical of videos and photos, instantly message

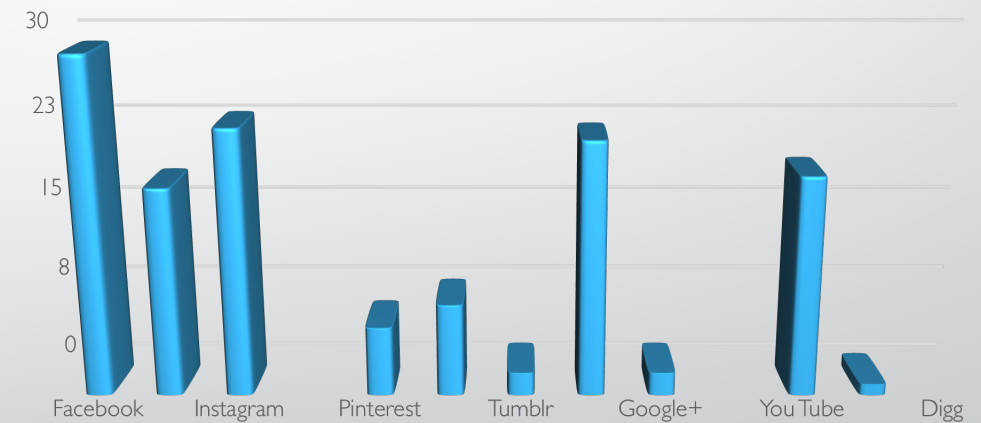
# Data Collection Analysis



What is your level of satisfaction with Twitter's interactivity?



Excluding Twitter, which social media do you use daily?



# Considerations and Suggestions



- Keep brand
- Diversify the form of posts with videos online, photos, emoji, links, gif
- Strengthen the brand among business world
- Strengthen the brand among young people (schools / colleges / university)
- Partnerships with other brands and start-up (Lkd / Twitter)

\*People no longer want just to interact and follow profiles. Over time they realize what can change their lives for the better.

We have to answers the question ?

How do I make money with Twitter?

What's the relationship between number of followers and popularity?

Why should I keep my Twitter account if I have more attractive options?





Any Question ?