**External Environment: Strategic Group (Major Competitors)**

**Twitter:** Twitter is a social media where people canpost short messages, pictures and shot video. The social media has been founded in March 21 2006 by [Jack Dorsey](https://en.wikipedia.org/wiki/Jack_Dorsey), [Noah Glass](https://en.wikipedia.org/wiki/Noah_Glass_%28Twitter%29), [Biz Stone](https://en.wikipedia.org/wiki/Biz_Stone), and [Evan Williams](https://en.wikipedia.org/wiki/Evan_Williams_%28Internet_entrepreneur%29). The basic principle is to follow someone you like in order to see what this person post. The emphasis of this social media is on “quick communication” and it is mostly used to express a simple opinion. More someone has “followers” more his/her opinion is seen as important. Twitter is also a powerful tool for companies as it is an easy way to communicate with consumers. It is even used as a crucial communication tools by some companies (communication campaign,” buzz” …). Twitter shows the trending topics in direct live.

**Mission:** Give everyone the power to create and share ideas and information instantly, without barriers.

**Objective:** “Reach the largest daily audience in the world by connecting everyone to their world via our information sharing and distribution platform products and be one of the top revenue generating Internet companies in the world.” (Twitter, s.d.)

“The Company’s primary objective is to maximize long-term stockholder value, while adhering to the laws of the jurisdictions in which it operates and at all times observing the highest ethical standards.” (Twitter, s.d.)

**Strategies:**

According to Trefis team for Forbes the business level strategies of Twitter are:

* real time news
* Rapid communication
* Record in real time trends

(Trefis team. (2015, November 09). Why Innovation Is Key For Twitter?)

**Strengths:**

* Valuable service for sharing and discovering news online
* Easy to use
* Effective communication tool
* Easy way to promote content
* More than 500 million users

**Weaknesses:**

* Not innovative anymore
* Stock price of the company is not stable
* Lack of rigor in verification of reliable sources
* Unstable situation inside the company
* Safety issues, online harassment

**Alphabet (Google+,):**

Alphabet is an American multinational conglomerate. It has been created after a corporate restructuring of Google. It regroups several companies such as Google Fiber, Android, Verily, YouTube… The only social media is Google+ and it is a direct concurrent of Facebook. Every user has his own network (page) and can add friends. One of the feature allows users to create video chat room and host more than 2 people. Google+ has been launched in June 2011 by Google to compete against Facebook. There are 395 million active members and 34 million unique monthly visits (Statistic Brain, 2017).

**Objective:** Increase the number of users. Improve mobile experience. Gain market share. Generate value for users. The company tries to compete with Facebook. Most of Google+ users are not active. Google+ wants to improve the sharing experience. Photo sharing is one of the most important focus of the media. It wants to be the alternative to Facebook/Instagram.

**Strategies:**

According to [John Dudovskiy](https://research-methodology.net/author/admin/) for Research Methodology Alphabet’s strategies are:

* “Profit maximization through creation of a closed eco-system”
* “Business diversification and introduction of new products and services in a regular manner.”

Alphabet tries to create a closed eco system to create a monopole in the future. Their competitive advantage is based on Innovation, ease of use and interconnectivity between all corporation’s companies.

**Strengths**

* Easy to use
* Good photo sharing
* Interconnectivity (Google+/Youtube for example)
* Important database
* Forced “sing-in”

**Weaknesses**

* Not “trendy”
* Similar social media platforms
* Limited market share growth
* Privacy issues
* A lot of Inactive account
* Similar to other competitors

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