

# facebook Strategic Analysis

Janelle Pass - Jason Davis - Lukas Bradley - Robert Balatbat



Revenue  
Ad Load

Engagement  
User Base  
PESTEL



Questions?  
Janelle Pass - Jason Davis - Lukas Bradley - Robert Balatbat

Chosen Strategy 3  
Social Commerce



**Strategy 3**  
Social Commerce  
marketplace & storefront

**Strategy 2**  
Video  
to have content on video content

**Strategy 1**  
News  
marketplace & storefront

**Social Commerce**  
PROS: Increase sales, build relationships, increase revenue, increase brand awareness, increase customer loyalty.  
CONS: High competition, high marketing costs, high customer acquisition costs, high risk of fraud.

**Video**  
PROS: High engagement, high retention, high shareability, high reach, high conversion rates.  
CONS: High production costs, high editing time, high risk of copyright infringement, high risk of being demonetized.

**News**  
PROS: High engagement, high retention, high shareability, high reach, high conversion rates.  
CONS: High production costs, high editing time, high risk of copyright infringement, high risk of being demonetized.

**Market Place Present**

**Video Present**

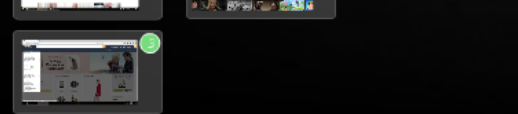
**News Present**



**Market Place Future**

**Video Future**

**News Future**



Strategies  
1 2 3

SWOT



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**Agenda**  
 Introduction  
 External Environment Analysis (PESTEL)  
 Industry Analysis (Porter's 5 Forces)  
 Internal and External Business SWOT  
 Strategic Implementation  
 Group Strategy  
 Conclusion

Facebook  
 Facebook



Revenue  
 Ad Load

User Base  
 Engagement  
 PESTEL



Questions?  
 1 2 3

Chosen Strategy 3  
 Social Commerce



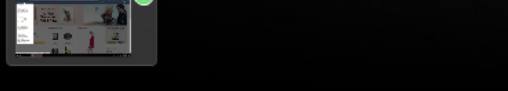
Strategy 3 Social Commerce  
 Strategy 2 Video  
 Strategy 1 News

Social Commerce PROS CONS  
 Video PROS CONS  
 News PROS CONS

Market Place Present  
 Video Present  
 News Present



Market Place Future  
 Video Future  
 News Future



Strategies 1 2 3

SWOT





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# *Agenda*

Introduction

External Environment Analysis (PESTEL)

Industry Analysis (Porter's 5 Forces)

Internal and External Analysis (SWOT)

Strategic Alternatives

Chosen Strategy

Conclusion



*The Background of*

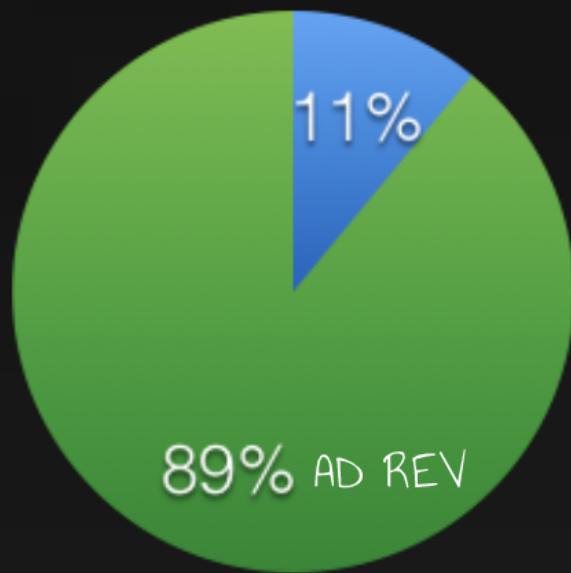
Facebook



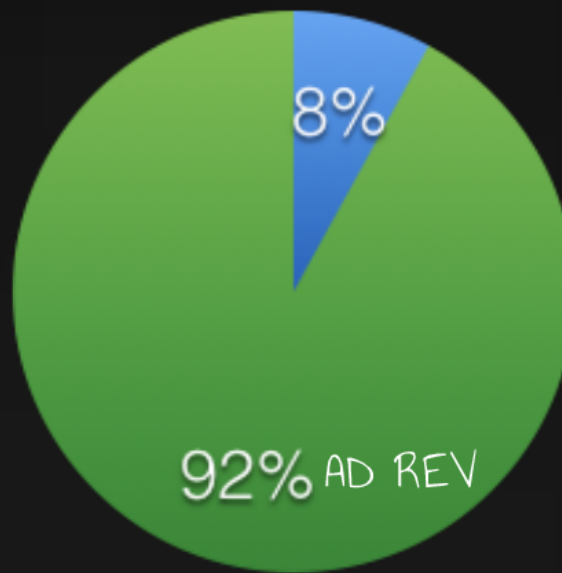
*Show me the money*

Fa\$ebook

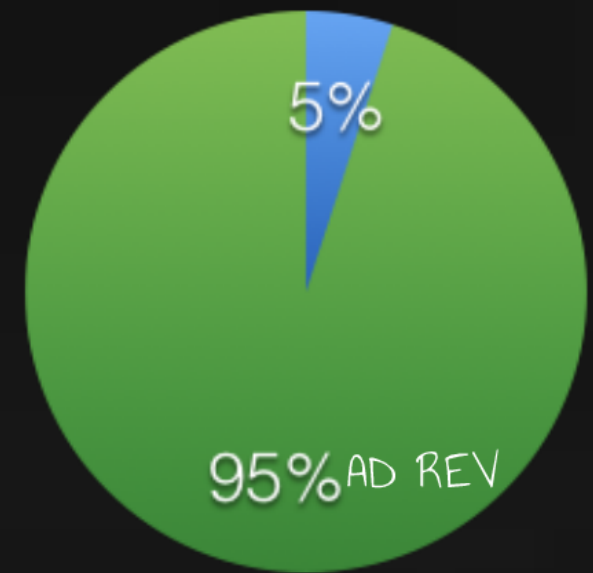
## *Facebook Advertising Revenue as Percentage of Total Sales*



2013



2014



2015

<https://www.fool.com/investing/2016/08/24/how-important-is-ad-revenue-to-facebook.aspx>

*3 Primary Drivers of*

**Revenue**