



Social Media Update Empires of the Cloud 2017



Dr John Ashcroft

The Digital Marketing Guide to the Empires of the Cloud

Google, Apple, Facebook, Apple, Microsoft ...

The Empires of the Cloud have a combined market capitalisation of almost \$3 trillion dollars!

Facebook has almost 5 Billion monthly average users ...

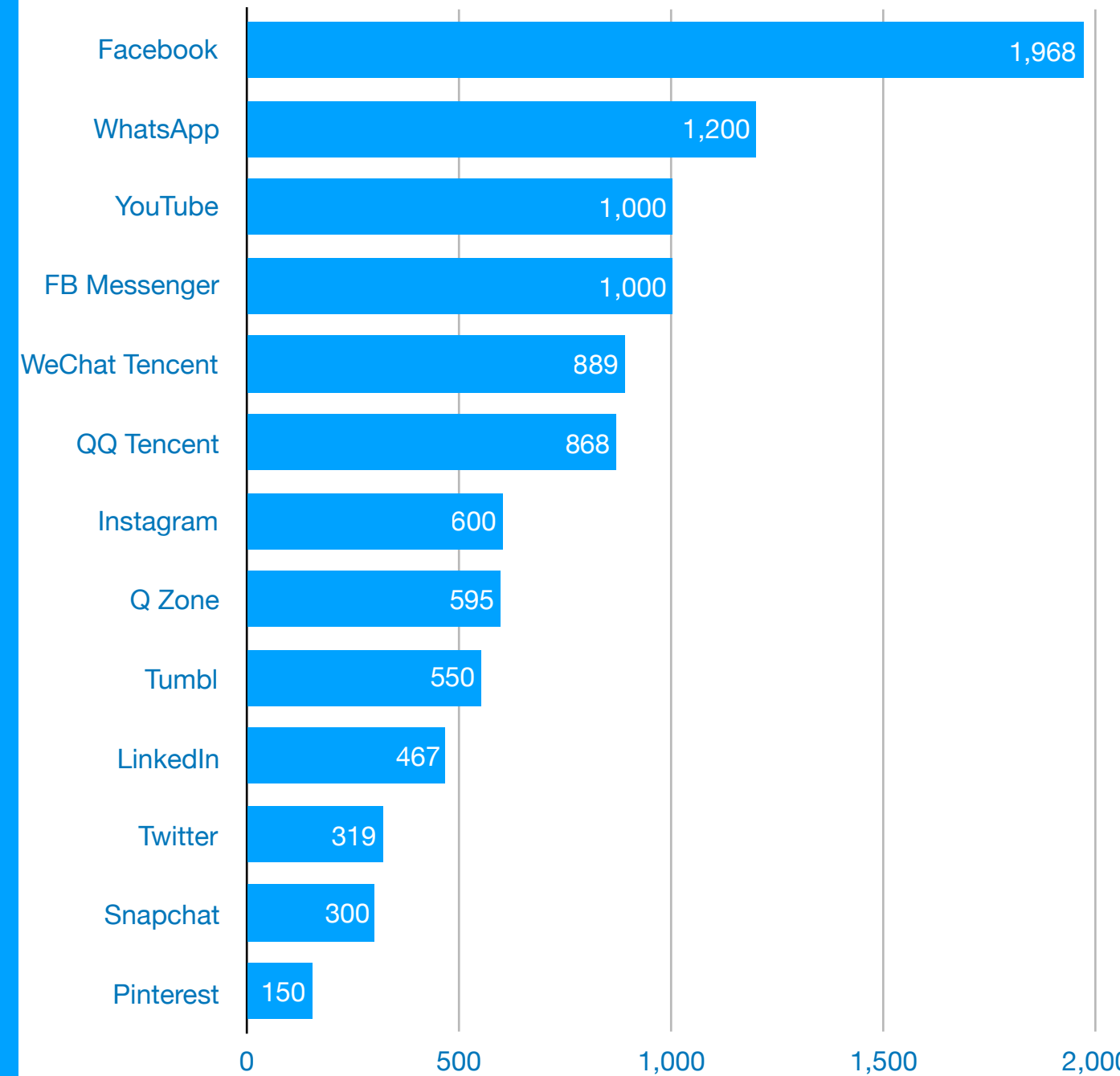
Together they have access to over six billion people on the planet



Dr John Ashcroft

Global Social Nets

“ Facebook is the dominant social media app with almost 2 billion users worldwide ...



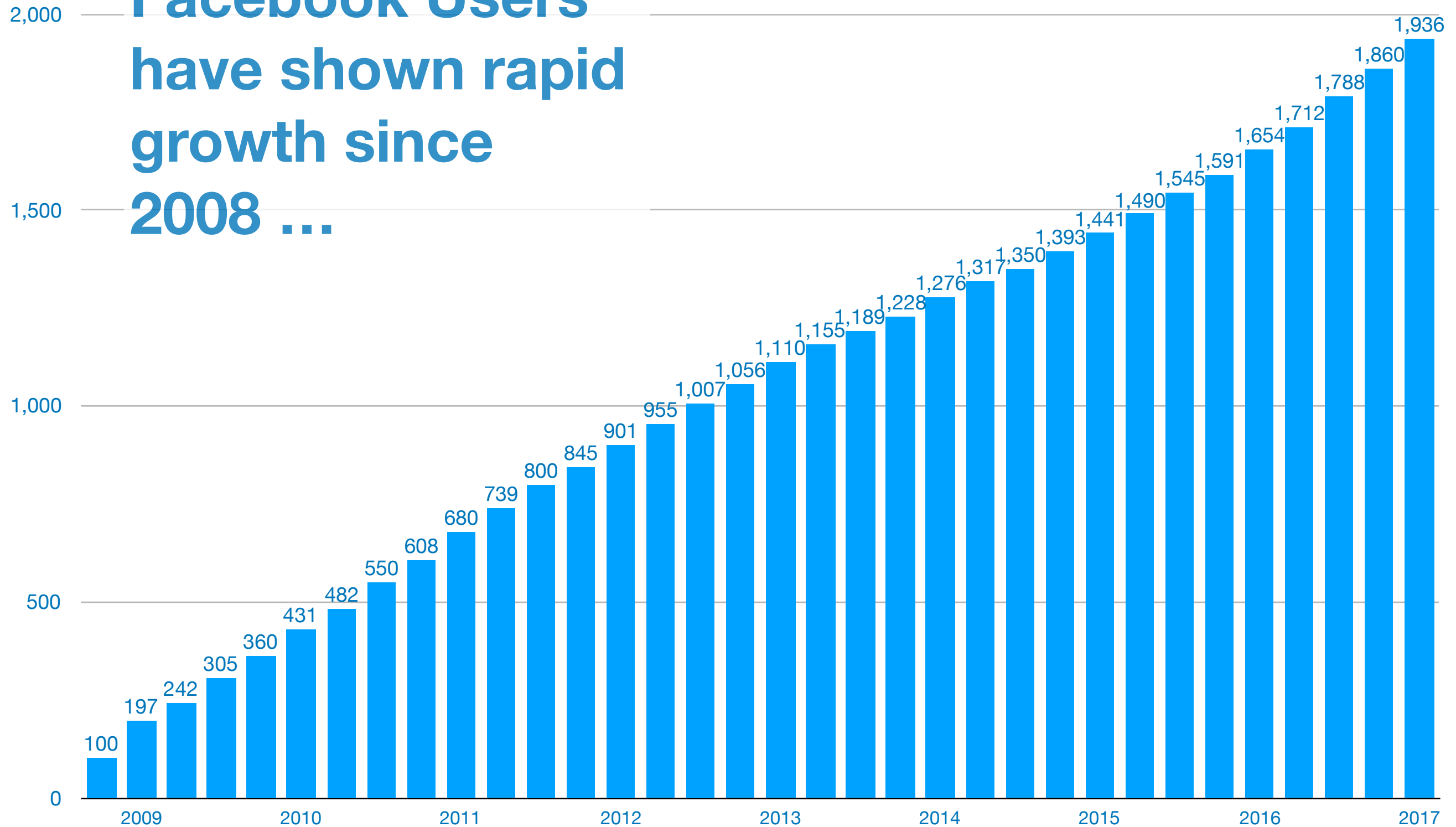
Monthly Average Users (MAUs) Millions

Data : Statista . com

Dimensions of Strategy Research

Facebook Users ...

“Facebook Users have shown rapid growth since 2008 ...”



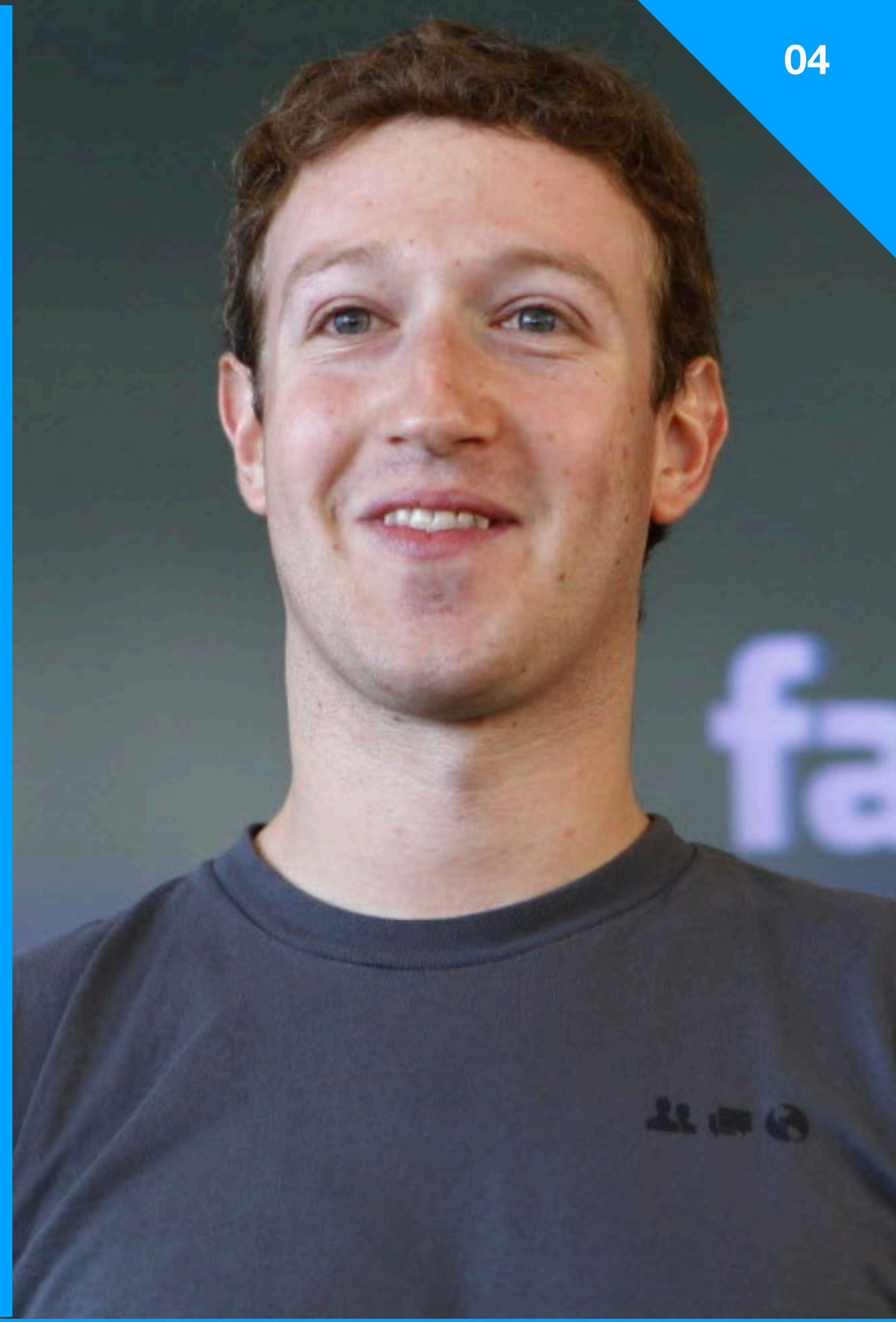
Data : Facebook

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Mark Zuckerberg

Facebook

“ Facebook was not originally created to be a company. It was built to accomplish a social mission - to make the world more open and connected.

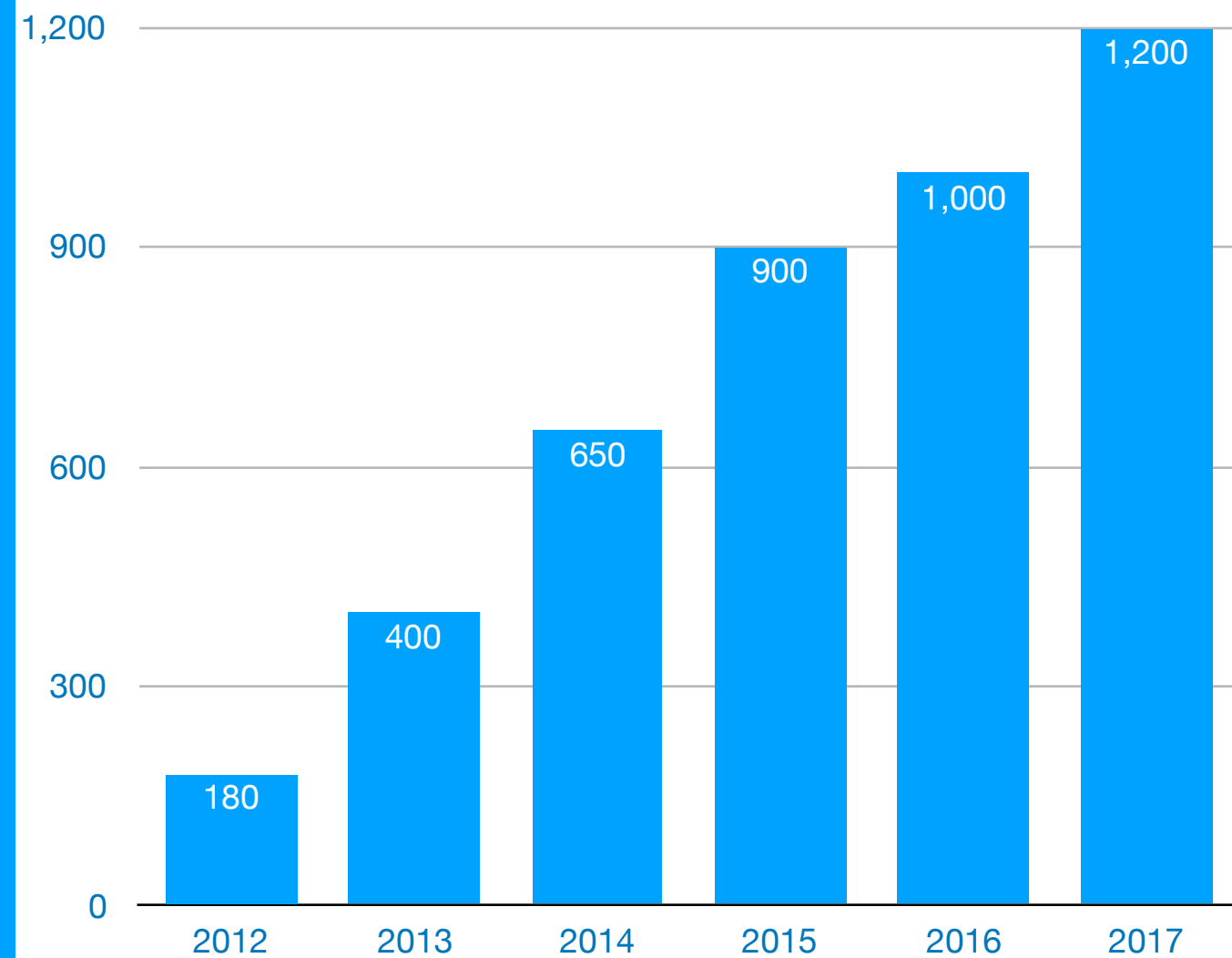


WhatsApp

“

Facebook ...
WhatsApp acquisition
adds to the FB
Messenger
platform...

Facebook acquires WhatsApp in February 2014
for \$19 billion

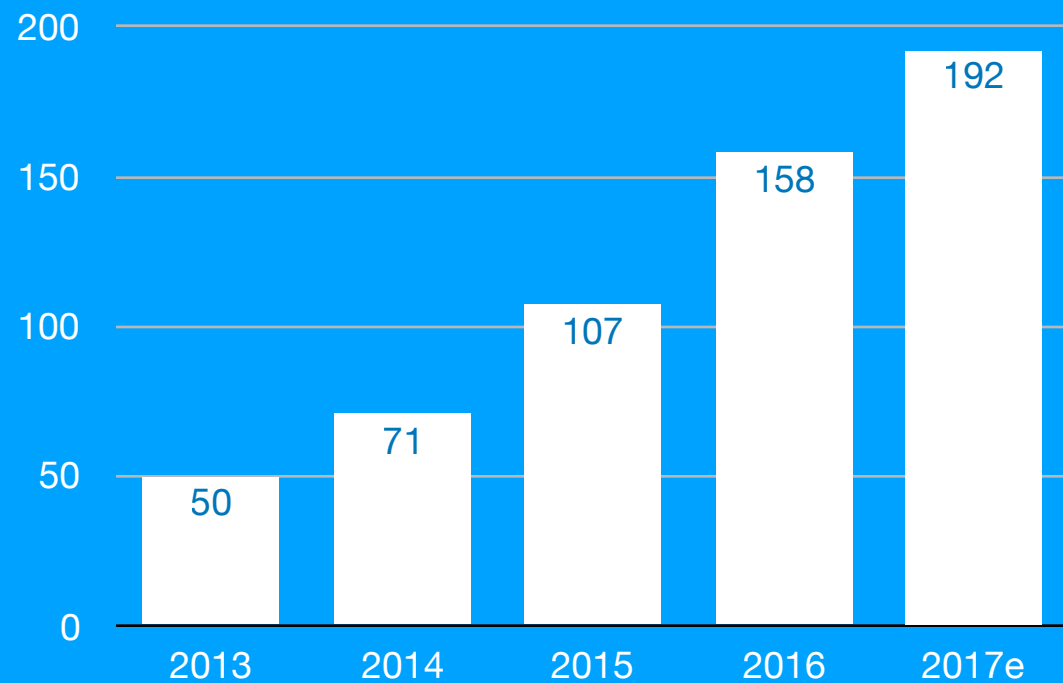


Monthly Average Users (MAUs) Millions

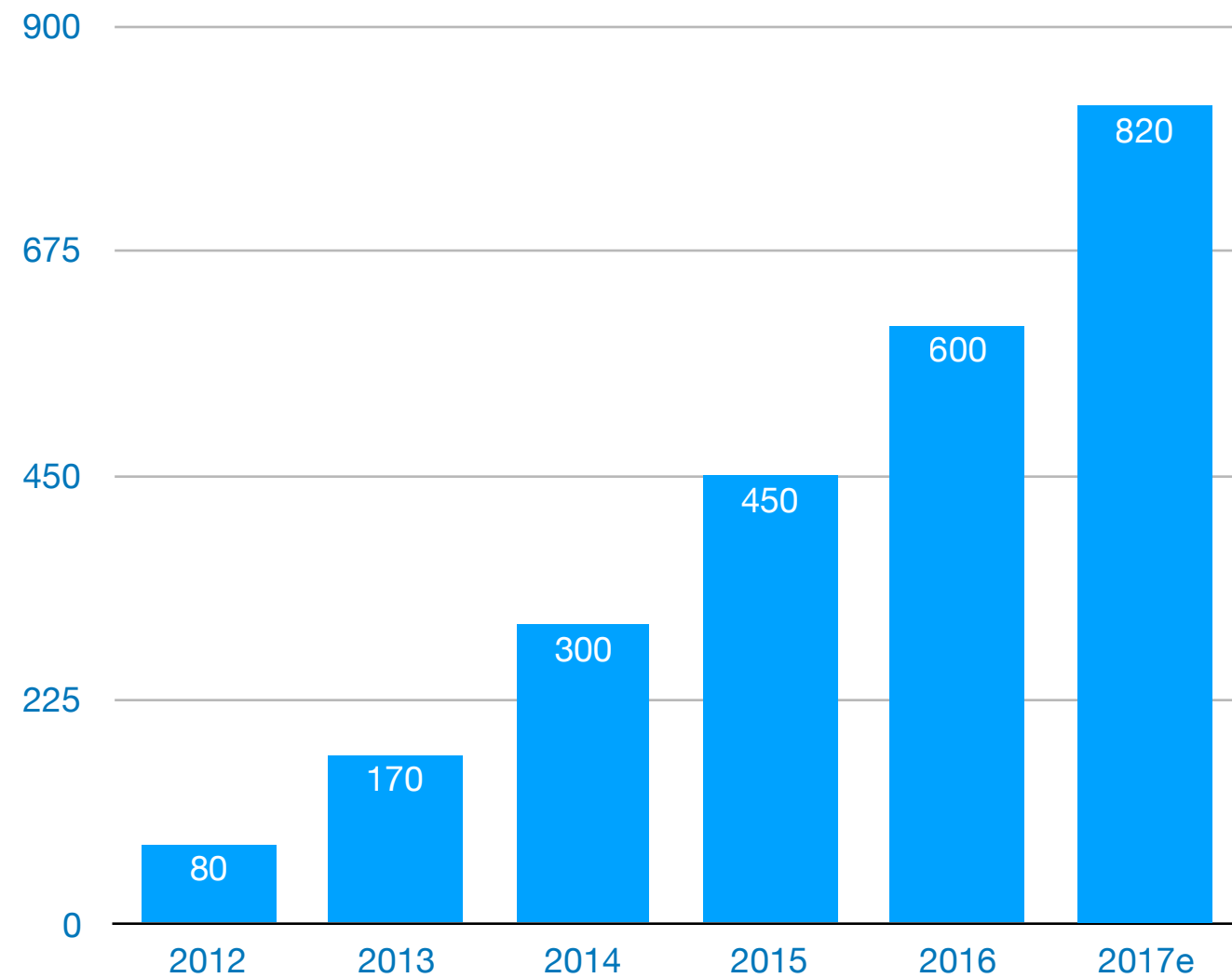
Data : Statista . com
Dimensions of Strategy Research

Instagram

“ Facebook ...
Instagram acquisition
puts pressure on
Snapchat as user
growth surges ...



Facebook acquires Instagram in February 2012
for \$1 billion



Monthly Average Users (MAUs) Millions

Data : Statista . com
Dimensions of Strategy Research

Mark Zuckerberg

5 Billion
Points of
Contact

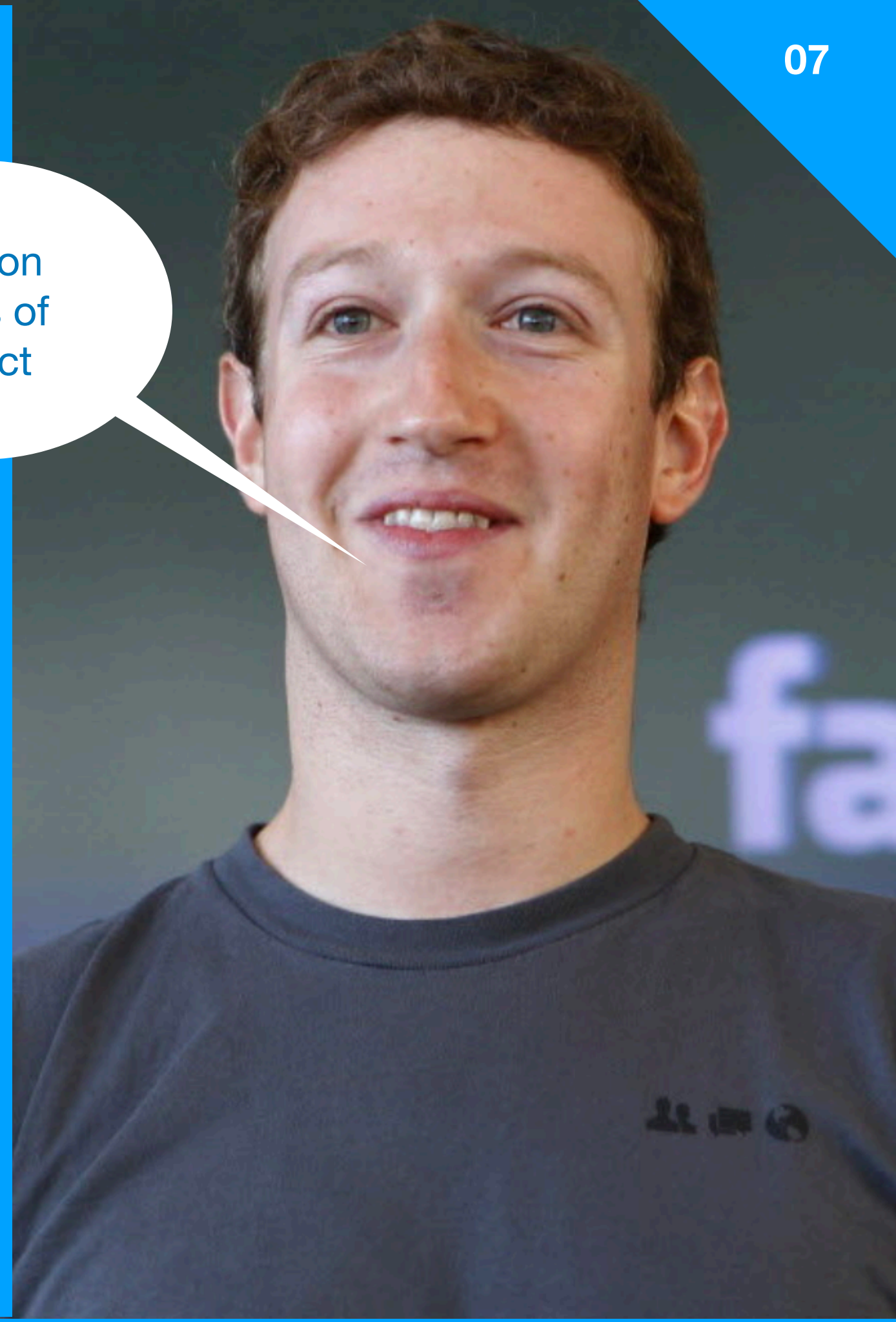
Facebook

“ Facebook was not originally created to be a company. It was built to accomplish a social mission - to make the world more open and connected ...

To Facebook!

FaceBook	1,968
WhatsApp	1,200
Messenger	1,000
Instagram	600
Sub Total	4,768

(MAUs) Millions



So what of Snapchat ...

08



Snapchat

“ McDonalds is using Snapchat to recruit employees over the summer ...

Why?

45% of users are
18 - 24 years old ..

71% of users are
under 34 years of age ...



Snapchat

“ **TimeWarner signs \$100 million dollar deal for content on Snapchat ...**

Why?

Time Warner Inc. and Snapchat's parent company Snap Inc. on Monday reached a \$100 million deal, in which Time Warner will supply new shows for the popular app.

The online video channel to rival Facebook ...



Jack Dorsey

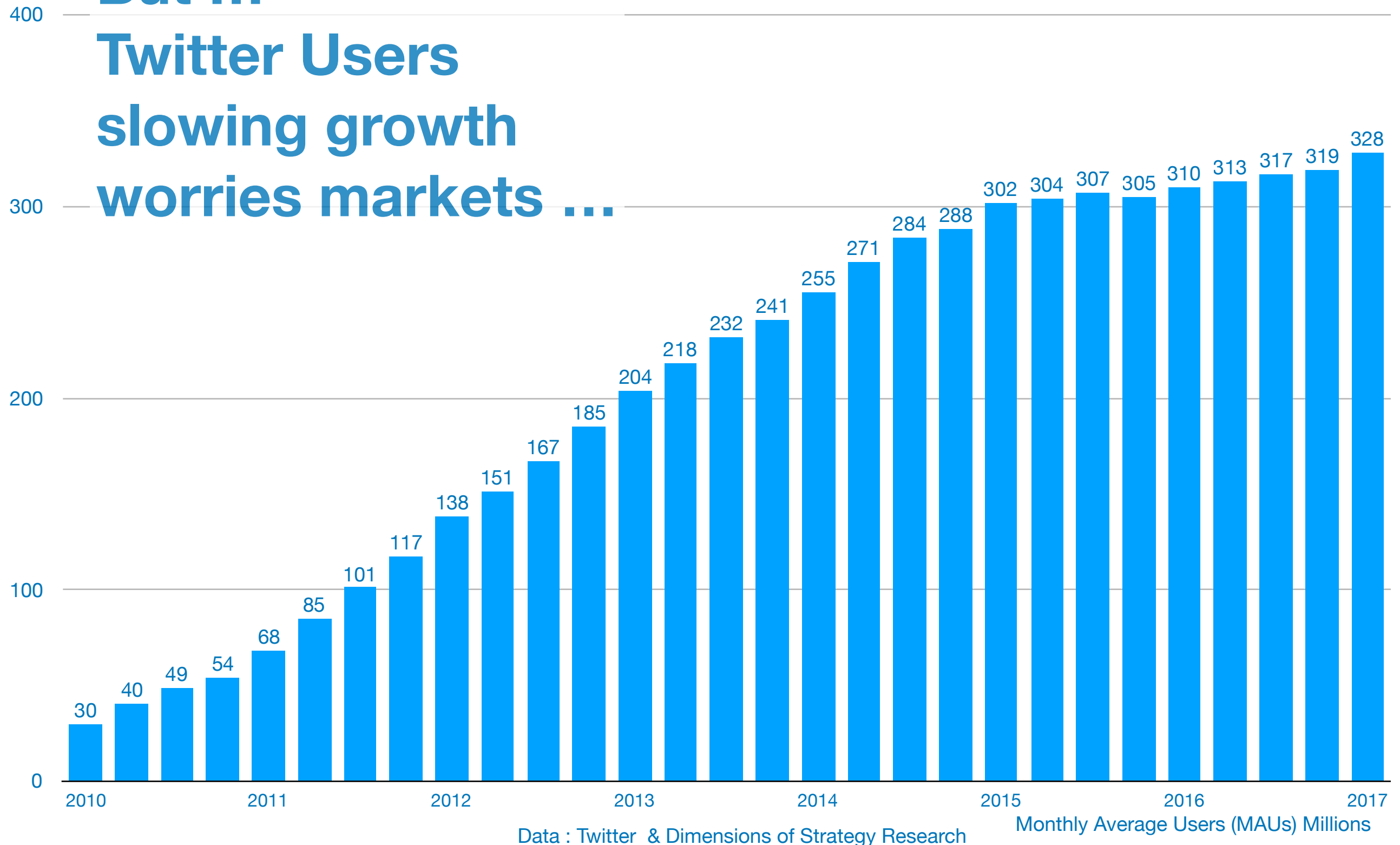
Twitter

“ I think Twitter is the future of communications and Square will be the payment network.



Twitter Users ...

“But ...
Twitter Users
slowing growth
worries markets ...”



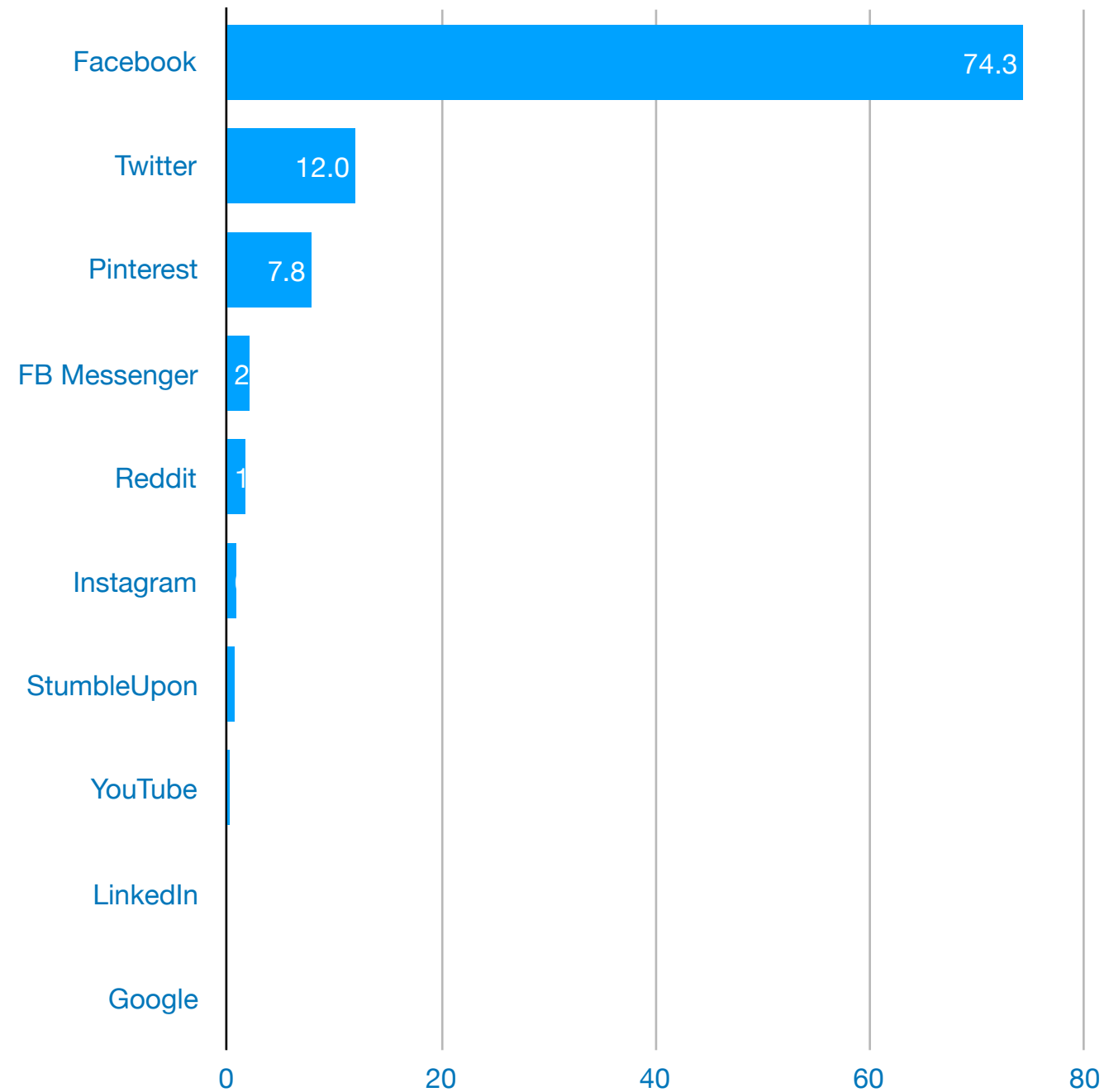
UK Snapshot



UK Social Nets

“Facebook is the dominant social media app in the UK ...

Twitter and Pinterest of secondary concern ...



Share of Activity UK %

Data : Statista . com
Dimensions of Strategy Research

LinkedIn Users UK

“LinkedIn passes 15 million users in UK in 2015 ...



Sundai Pichai

Google

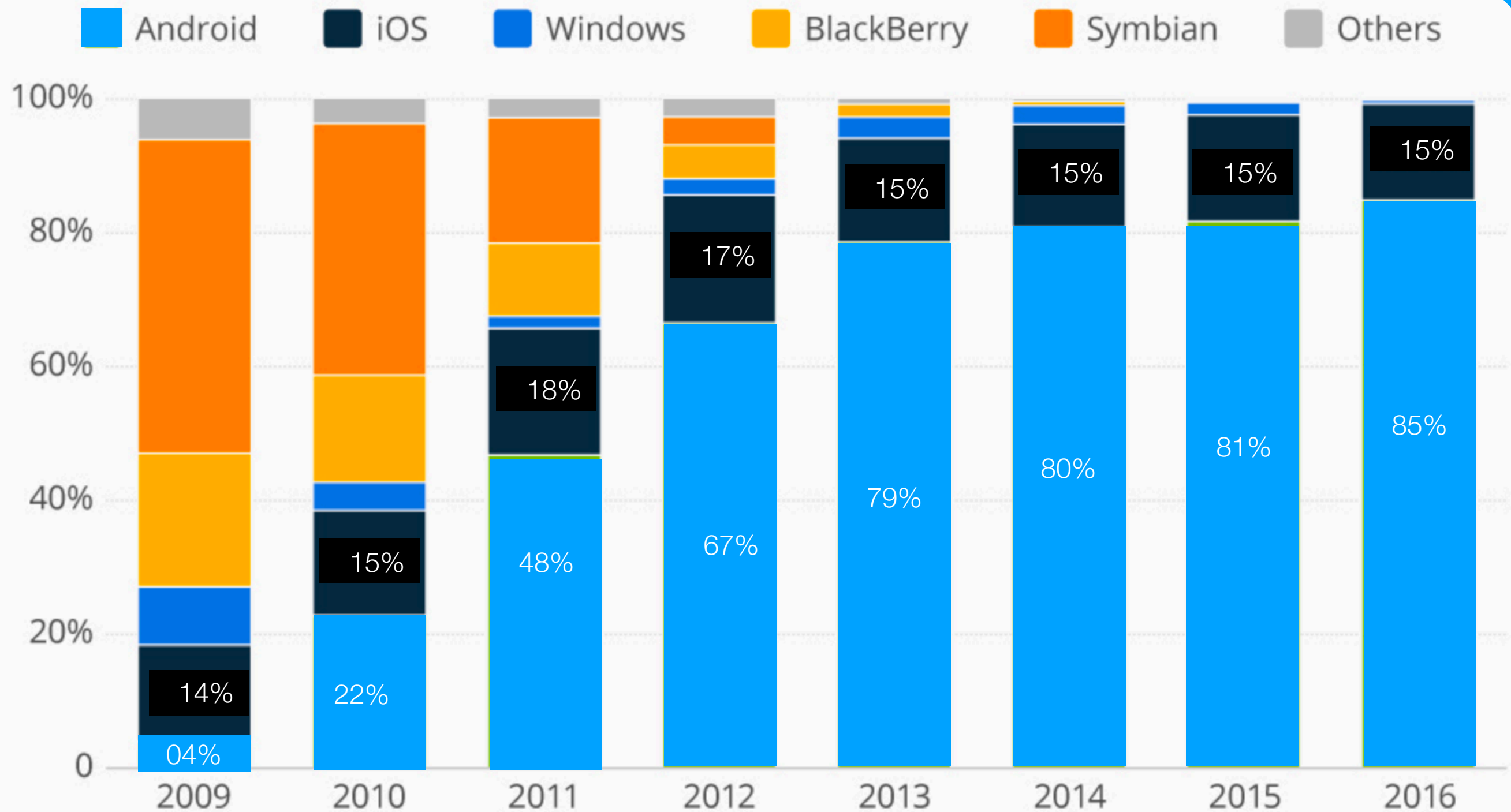
“ There are seven billion people in the world. And I think phones are the first time most people will have access to a modern computing device.

With Android, we want to enable that for people.



The Smartphone Platform war is over

17



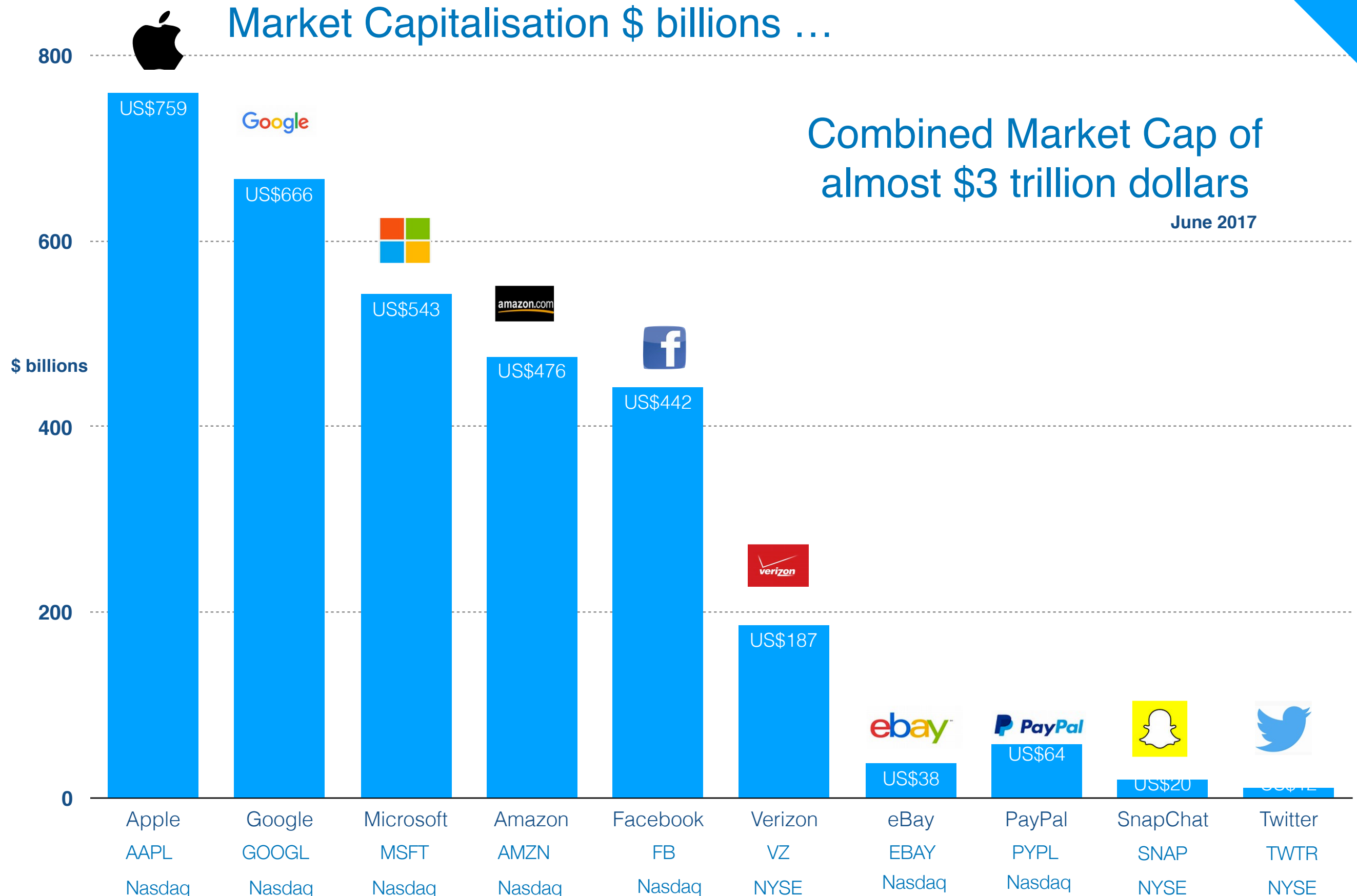
Worldwide smartphone operating system market share (based on unit sales)

Source Gartner and statista



EMPIRES OF THE CLOUD

Shaping the future



Tim Cook

Apple

“ We're very simple people at Apple. We focus on making the world's best products and enriching people's lives.



Jeff Bezos

Amazon

“ There are two kinds of companies, those that work to try to charge more and those that work to charge less. We will be the second.



**Satya
Nadella**

Microsoft

“ Mobile-first, cloud-first is a very rich canvas for innovation

It is not the device that is mobile, it is the person that is mobile.



Social Media has redefined the customer journey ...

The way people learn about people, products, evaluate the, buy them and interact with them is all being mediated today by social media ...

Awareness

Evaluation

Acquisition

Engagement

Advocacy

“ We can help you make
the journey ...

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Digital Disruption
Empires of the Cloud

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Dimensions of Strategy dot com

Or drop me a line ...

e : jkaonline@me

t : @jkaonline



Dr John Ashcroft

Economics, Strategy and Social Media

SOCIAL MEDIA CHANNELS

LinkedIn
Twitter
Facebook
Instagram
Snapchat

THEMES

#Economics
Strategy
Social Media
Digital Marketing
Leadership
Governance

EDUCATION

PhD
BSc.(Econ)
FRSA
CBIM

APPENDIX

Empires of the Cloud Market - the battle map

Vimeo!	Apple \$565 bn	Google \$528 bn	Amazon \$359 bn	FaceBook \$353 bn	Microsoft \$441 bn	Twitter \$12 bn	PayPal \$35 bn	Verizon \$220 bn	eBay \$36 bn	SnapChat \$19 bn v	Others
Mobile OS	Apple iOS	Google Android									
Apps	Apple App Store	Android App Store									
Smart Phone	iPhone										
Maps	Apple Maps	Google Maps									
Music	iTunes										Spotify Deezer
DeskTop OS	Apple MacOS				MS Windows						
Search		Google			Bing						
Virtual Assistants	Siri	Google Now	Alexa / Echo		Cortana						
OnLine Ads		Google		FaceBook							
Messaging				WhatsApp Instagram	Skype					SnapChat FB tried to	
Video		YouTube									
Social Media				FaceBook	LinkedIn	Twitter		AOL Yahoo Facebook			
Payment	Apple Pay	Google Pay	Amazon Payment	FaceBook Pay			Paypal				
Cloud	Apple Cloud	Google Cloud	AWS Amazon Web Services								
OnLine Commerce			Amazon						eBay		



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