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# *Difference of strategies between Facebook and Tencent*

# Introduction

Both Face book and Tencent are among the biggest social media and technological firms across the globe and unlike other firms in the same industry they employ different strategic models that suit their respective markets. While Facebook has dominated social media platforms in the western countries, Tencent has all-rounded ecosystem mainly in China.

# *Revenue models*

Making up nearly all of its income, Facebook mainly provides advertising given its extensive access to users and big data means for targeting. Among them, Facebook, Instagram, and WhatsApp core products heavily rely on the international market. In contrast, Tencent has a diversified strategy where it seeks multiple ways to monetize the user traffic generated by its-application.

# *Regulatory Environment*

Facebook competes in an open market, but it has legal concerns as well concerning privacy, and antitrust. Tencent operates in a relatively controlled Chinese environment, the company is experienced in working within the restrictions of governmental legislation and strive towards the Chinese goals and objectives.

# Conclusion

Analysing the case solution highlights how the actions of Facebook and Tencent, can be linked to the market environment and business objectives. A comparison of their methodologies shows that companies can optimise strategies for implementation in their relevant markets and compliance environments.

# Resource

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