

Strengths Analysis:

The company that I choose to do SWOT is Patagonia. Patagonia, Inc. is an American clothing company that markets and sells outdoor clothing. I am going to choose Instagram as a social media platform.

For my second SWOT I choose the company that I created in the other assignment. Avostraws. C.L. This company create new straws in base of the skin of the avocado.

• Data for Demographics:	• Data for Psychographics
Age: 23	Hobbies: run, hike
Gender: female	Favorite Social media? Instagram
Location: Utah	
Education: Collage	

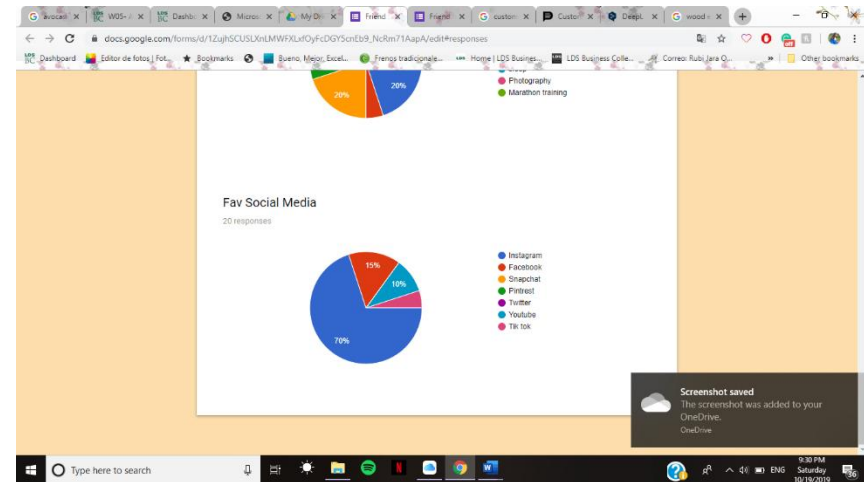
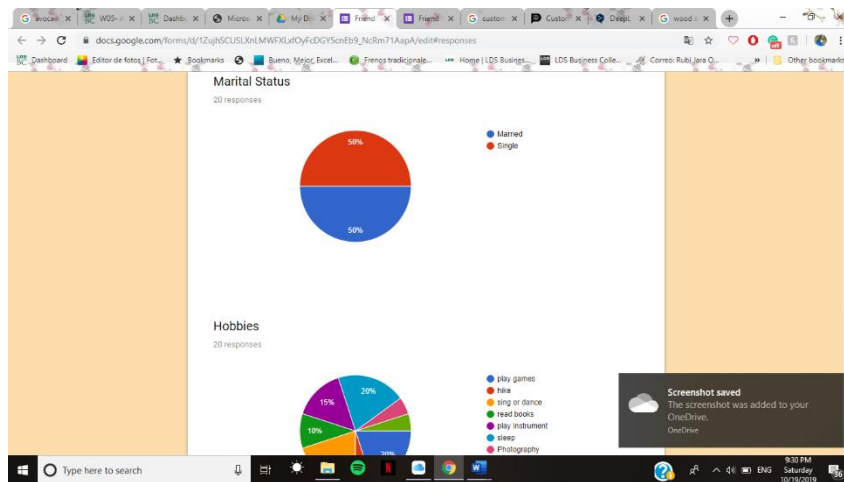
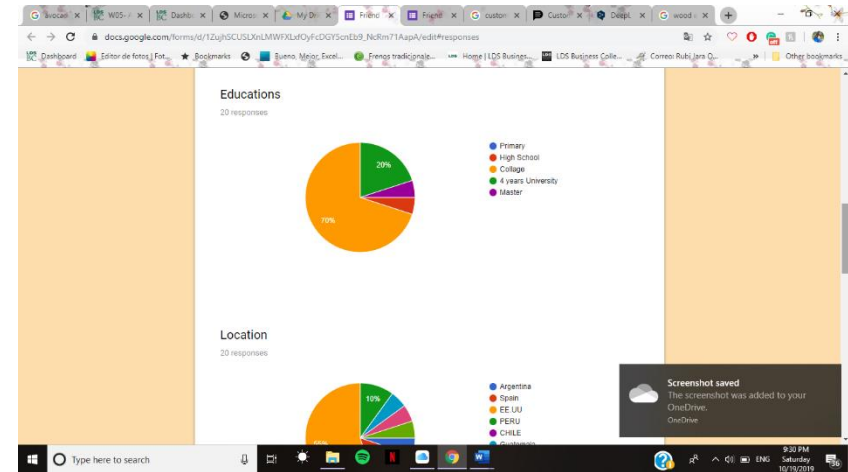
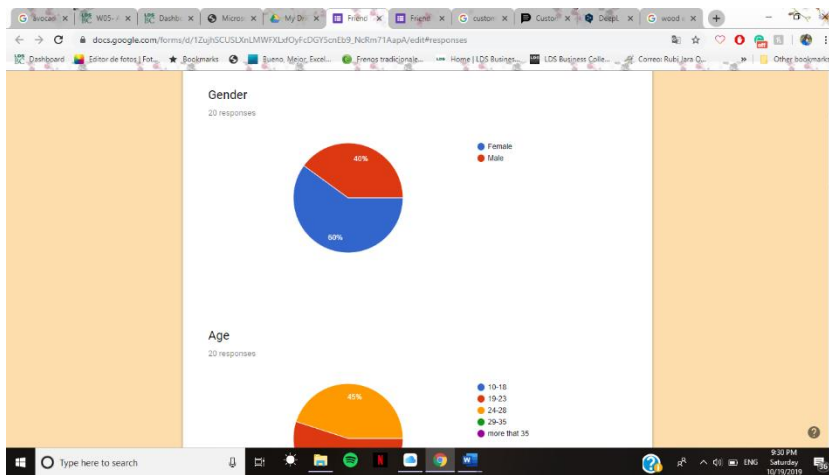


	Strengths	Weaknesses
	<ul style="list-style-type: none"> • reputation for protecting the environment • good quality of product • they post every day • they use real people who wear their clothes • Use the platform to express their message and values 	<ul style="list-style-type: none"> • They don't show a lot in which way they help the environment. • High cost of the clothes • They don't have a lot of likes compared with their followers
Opportunities	<ul style="list-style-type: none"> • Real people who sponsor the brand • Post every day by showing the environment with their brand 	<ul style="list-style-type: none"> • Put more posts
<ul style="list-style-type: none"> • They have a link form each post where shows the prices, sizes, and the fabric. • Use environmental proposals to promote your brand • They use natural activities to associate it with their brand 		
Threats	<ul style="list-style-type: none"> • Post everyday and have their own style 	<ul style="list-style-type: none"> • Very expensive compare others
<ul style="list-style-type: none"> • Other companies like Patagonia less expensive. (Columbia, The North Face, etc.) 		



	Strengths	Weaknesses
	<ul style="list-style-type: none"> • They care for the environment • Use Facebook to get more clients • Is not too much expensive • Good quality 	<ul style="list-style-type: none"> • Need to improve their marketing • More pictures on Facebook
Opportunities	<ul style="list-style-type: none"> • Climate change to protect the environment 	<ul style="list-style-type: none"> • They can show the changes they made by the marketing on Facebook.
Threats		
<ul style="list-style-type: none"> • Plastic Straws are cheaper • Avocado is expensive 		

- Take your own social media, using at least 5 demographics and 5 psychographics, find your target audience



My target audience on my Instagram is more female than male, the average age is between 19 to 23 years old. Most of the people also are in College and 20% of them are doing 4 years of University. 55% of my audience are from U.S., 15% from Spain, 10% from Peru. The marital status is 50% single and 50% married. Their hobbies that my audience do more is play games, sing or dance and sleep. Their favorite social media is Instagram with the 70% and 15 % prefer Facebook.

- Write down what company you chose



- Write down the SWOT for all 3 social media accounts for the company

Instagram:

Strength: They have variety on their products, and they have specific products for every season.

Weakness: doesn't have a lot of likes

Opportunity: They use famous people from Social media to sponsor their brand

Threat: Walmart it is competence.

Facebook:

Strength: You can see where their locations and videos and Pictures are.

Weakness: They show the same product that Instagram. Need more advertising

Opportunity: They have a group for families and other groups to share thoughts

Threat: Need more audience.

Twitter

Strength: They use this social media to make interested people in their product as a way to live.

Weakness: they don't have a lot of followers

Opportunity: They use famous people from Social media to sponsor their brand

Threat: No many people have twitter and know how to use it.

- What you have learned

I learn how to see with other perspective the way in how the companies use the social media to sell their products and which are the bests ways to do it. I like how doing this analyze you can know what are the factors more important for every company too.