

# MARKET

PREDICTIONS # 1

THE FUTURE OF  
SOCIAL NETWORKS

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Hey, Peterson Teixeira here.

Founder & CEO at Peterson Teixeira Company.

I'm here to talk about a Market Prediction. The following:

# THE FUTURE OF SOCIAL NETWORKS

I have to deliver this message to you. So let's go straight to the point.

## THE MARKET PREDICTION:

I predict that in a very near future social networks will make themselves PAID (you'll pay to access them) cleaning a lot of the "useless traffic" that they receive by those who are using the platforms to just scroll and kill their spare time. Today, social networks provide metrics even for free users (business users) but a lot of the traffic businesses get, is useless. Pointless. Because it's made of people who can't buy because they don't have the money. By turning their whole product into a paid website, the traffic instantly turns into something interesting to have (for brands), because 1000 views will likely mean 1000 views from true potential customers who have the money to complete a transaction.

**REMEMBER THE RULE:** Platforms are businesses, and they're trying to capitalize in every part of their business as possible. This means traffic, customer data, and access to the platform itself. That's my 1st prediction after publishing market bombs in 2019.

## **FINAL WORDS:**

The Global Market is part digital nowadays, but because of digital monopolies the numbers don't add up anymore, with many brands and influencers publishing relentlessly without seeing any real money. This is unsustainable. Impossible to maintain order. People need to get paid. Businesses need to get paid. There's no surviving in the horizon if you're publishing all day long without getting any revenue for months or years straight. At the same time, what many people are actually doing is making Social Networks worse to consume. And THAT is a problem most Social Networks can't handle. Their businesses need to be profitable, after all, social networks are businesses. They can't have their product a toxic online place to visit, hence why this Market Prediction.

That's my word on this for now.

Prepare to have all your social accounts something you have to put in your Marketing Budget from Day One. You'll have to pay to access hordes of people online, but who are now curated by dollar amounts and have the money to buy from you and your company. Audiences that can perform a business transaction after seeing your content. That's all.

Take care.

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