

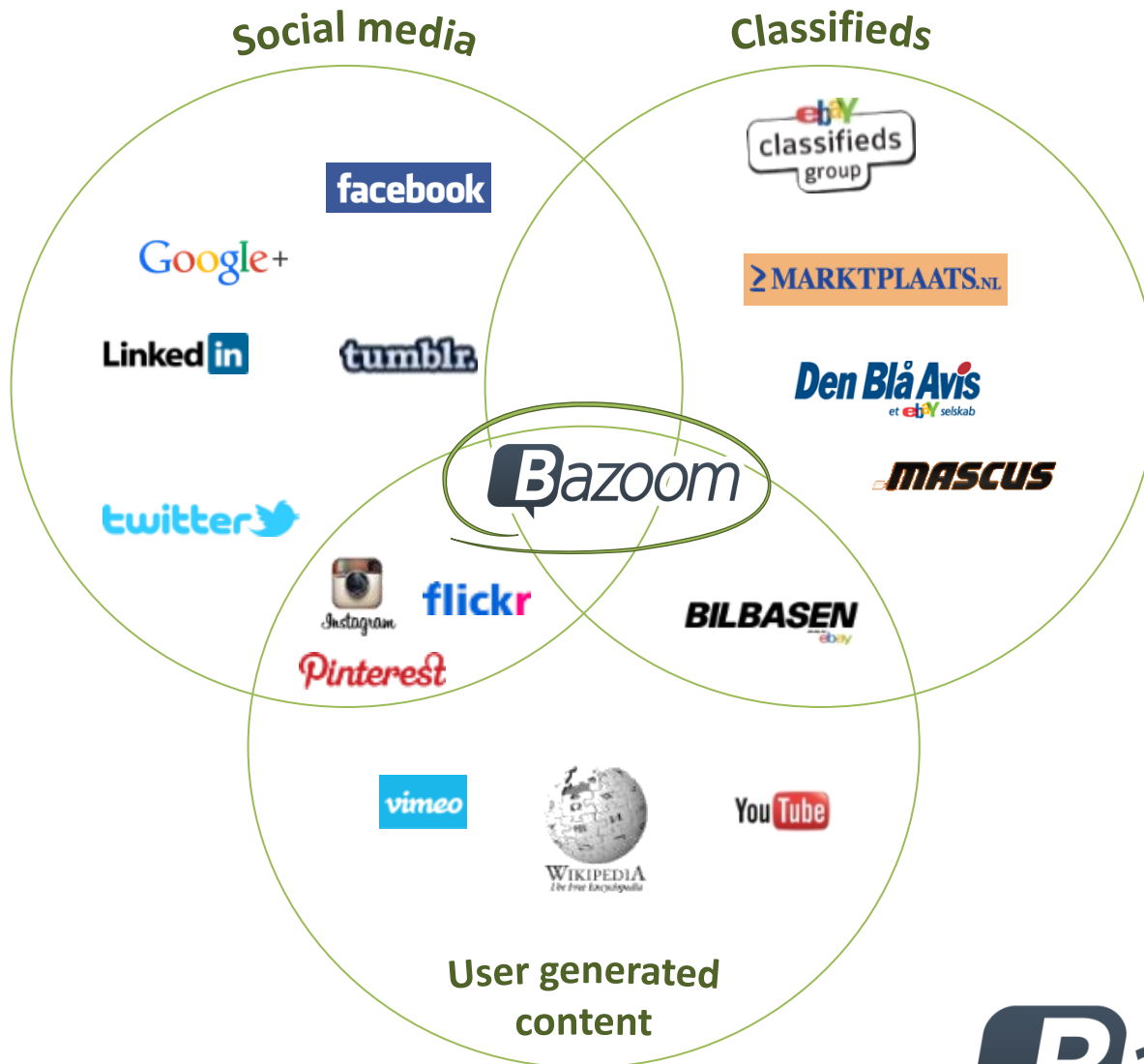
Creating and Monetizing Social Media Classifieds

Kenneth Andersen – Bazoom, Denmark



Bazoom ApS | Vesterport 3, 1. th. | 8000 Aarhus C

Social community platform for passionate people



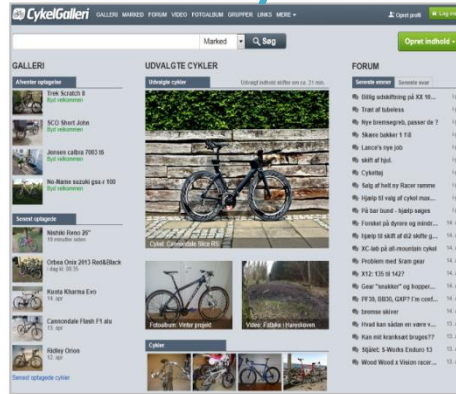
One technical platform – different settings

Very loyal and high consuming users

Dogs



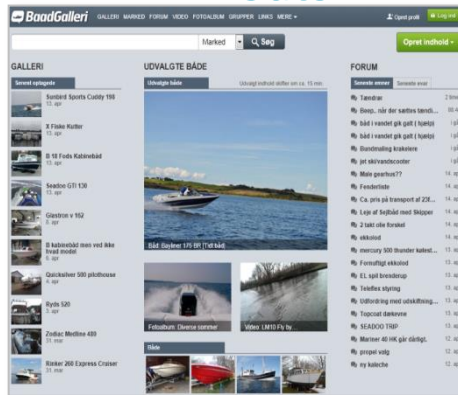
Bicycles



Cars



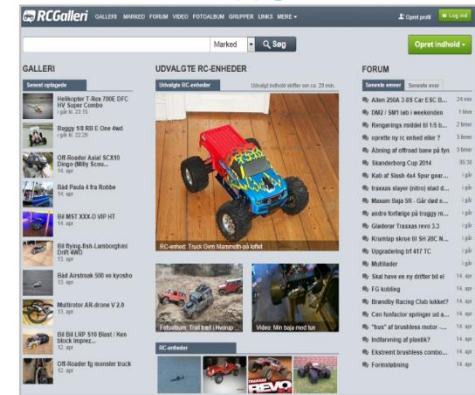
Boats



Rodents



RC



f Like 0

g+1 0



Mads D | Følger: 4 | Følgere: 9

Motor Fra diverse bilshoots...

[Se alle billeder](#)

Ar:
2012

Objektiver:
16-35 3.8L USM II
70-200 2.8L USM

Kamerahus:
Canon 5D MkII

Lyssætning:
Diverse speedlites, reflektor og softboks.





Panther

Harley Davidson Satori Bike



[Se alle billeder](#)

Argang:
2006

Motor:
Spritny 88" Twin Cam B motor
Ombygget med komplet 103" Screaming
Eagle Stage III kit
5 trins HD gearkasse





Jimmi A

Volvo BM 2654



[Se alle billeder](#)

Argang:
1984

Motor:
TD60B
6-Cylindret m. turbo med eftermonteret
Penta-indsugning. (vandkølet indsugning)

Tractrol med 4 koblingsplader og justeret



8+1 0

f Del



Lars/Lonni H

Scania T 500



Se alle billeder

Argang:
2005

Motor:
16 liters V8 motor, Euro3

Hestekræfter:
500 hk. ved 1900 o/minut. moment 2400 Nm fra 1100 til 1400 o/minut

Maks vægt:
26 Tons



f Like 0

g+1 0



Manu | Folgt: 19 | Follower: 65

Pinto Joker



Alle Fotos anzeigen

Geburtsjahr:
1996

Höhe:
146cm

Temperament:
Sehr sensibel

Gangarten:
Bis auf Tölt und Rennpass bekommen wir



8+1 0

Del



Maria og Mischa P

Staffordshire bull terrier Shah



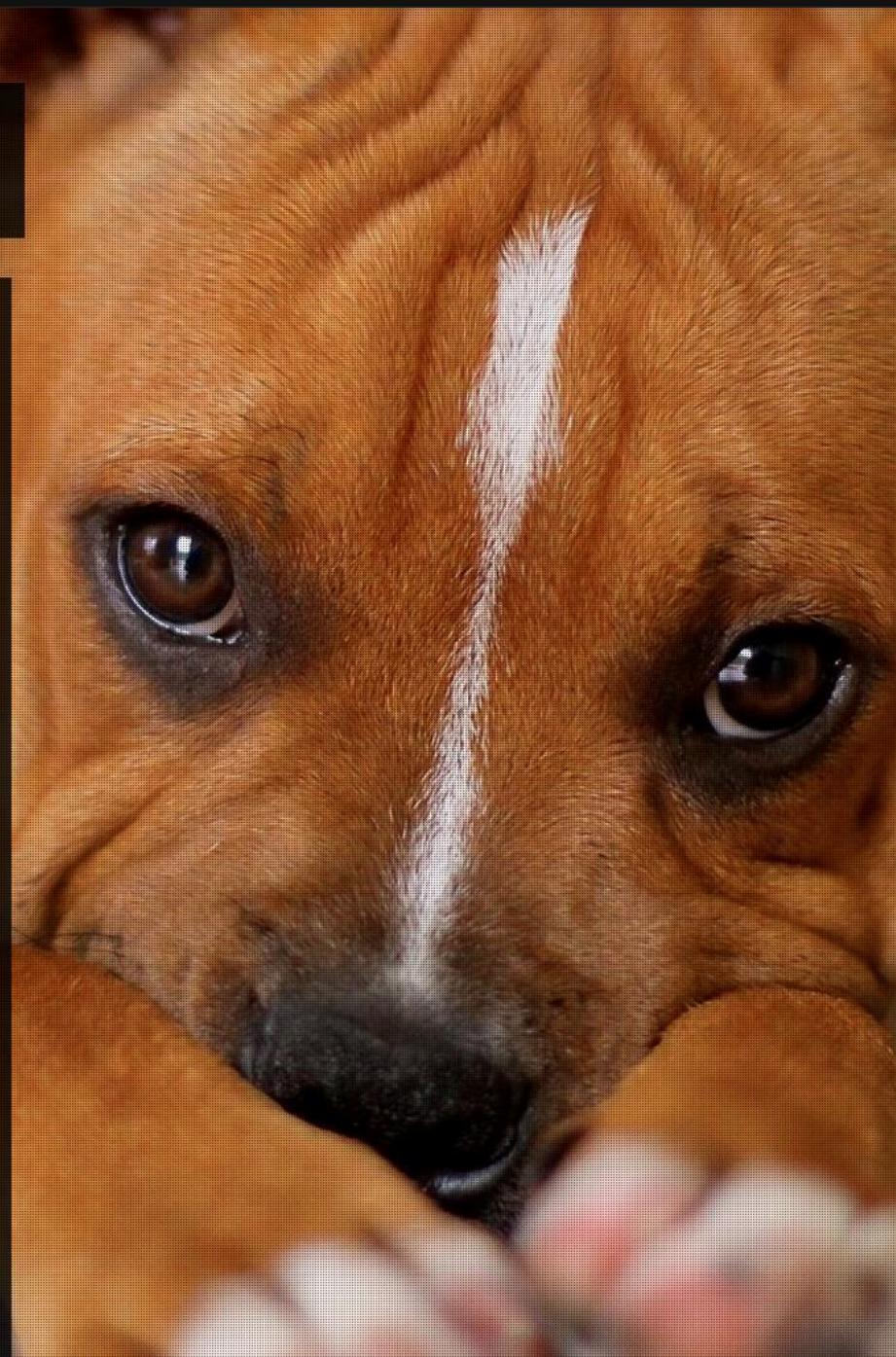
[Se alle billeder](#)

Fødselsår:
2013

Størrelse:
7 mdr. og 15,8 kg.

Temperament:
Den sødeste og blideste lille dreng <3
Han er meget lydlig og social.

Tricks:
Sit
Dæk





Alcyone C

Bengal Leader Of Jungle



[Se alle billeder](#)

Fødselsår:

2011

Temperament:

Helt fantastisk, men en dejlig personlighed

Tricks:

henter legetøj når man kaster det, åbner

Stævner:

ikke endnu, men det kommer



8+1 0

f Del



Tom

Truck HPI Savage XL Twin



Se alle billeder

Argang:
2009

Drivkraft:
HPI Savage XL Twin, har 2 stk. Big Block
HPI K 5.9 (0.36 cubic inch) Nitromotorer
(2 x 5,9 ccm – 2 x 3,75 hk – 2 x 39.500
rpm/min) *** It's all engine ***
Nitromethanol: RB Pro Fuel 25%



Wipspeed Olsen | Følger: 98 | Følgere: 101

Stationær Furious Cosmos II. Selvbyg



.twitch.tv/DJwipspeed
.youtube.com/DJwipspeed



Se alle billeder

Argang:
2012

Bundkort og CPU:
Check out My Youtube Channel
<http://www.youtube.com/DJwipspeed>

Asus Rampage IV Extreme X79





Oliver | Følger: 2 | Følgere: 2

Model Sarah Fejfer

[Se alle billeder](#)

År:
2012

Kamerahus:
Nikon D700

Objektiver:
Tamron 70-200 f/2.8
Nikon 105mm f/2DC

Lyssætning:
Naturligt lys





Chartier * DK Medlem.

Kanin Chartiers Octavian Turísticos Renaissance(DK) 94P



Se alle billeder

Fødselsår:
2013

Størrelse / vægt:
19 November 2013 - (1kg 597g.)

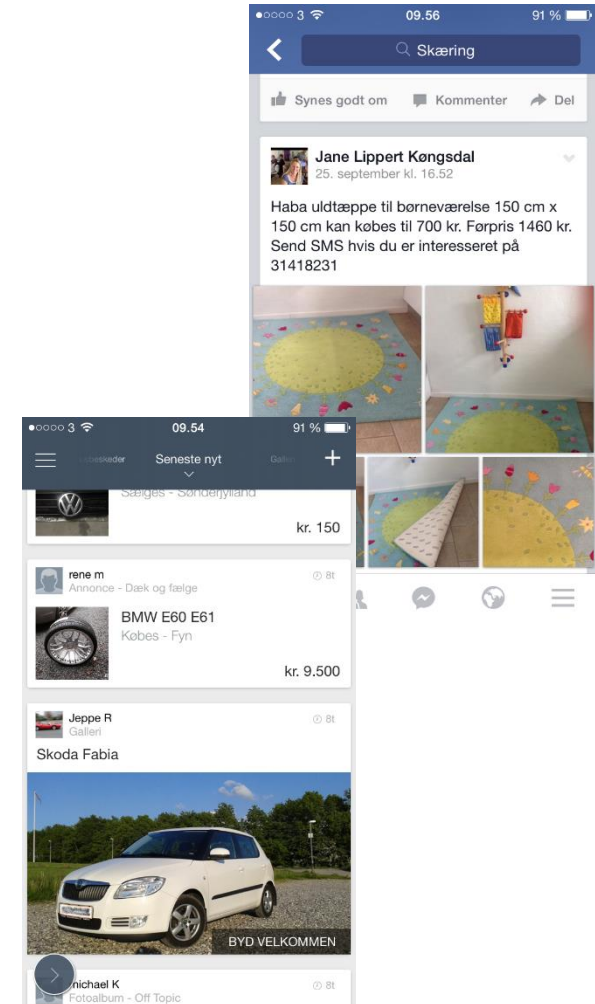
Temperament:
- Chatterende.
- Blid og rolig

Tricks:
Ved ikke om det disideret diffineres som et trick det her, men han slikker sin ejer

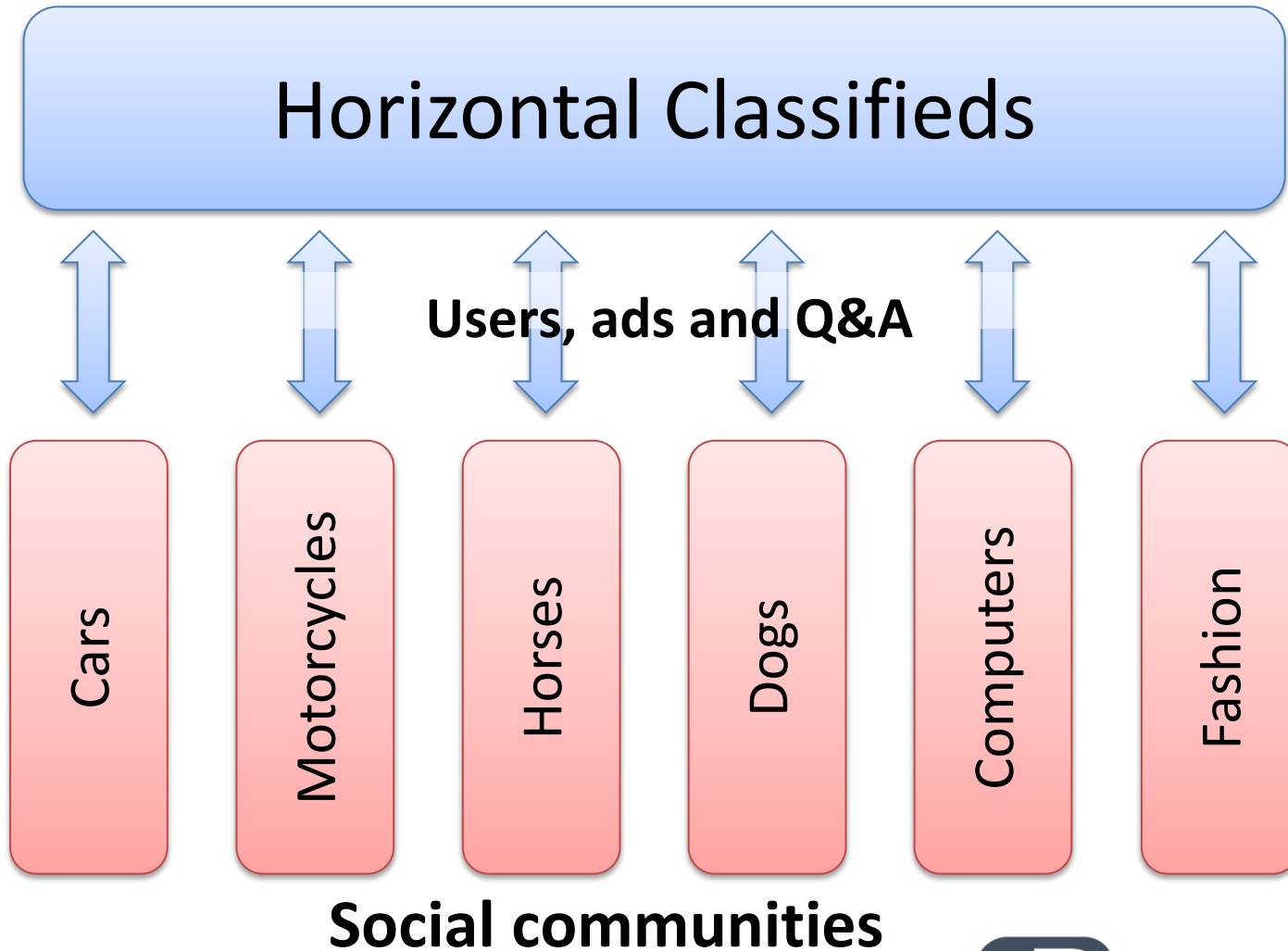


Why do we think this space is interesting?

- B** Stronger need for relevancy
- B** From Creator to Facilitator
- B** Social media is changing Classifieds

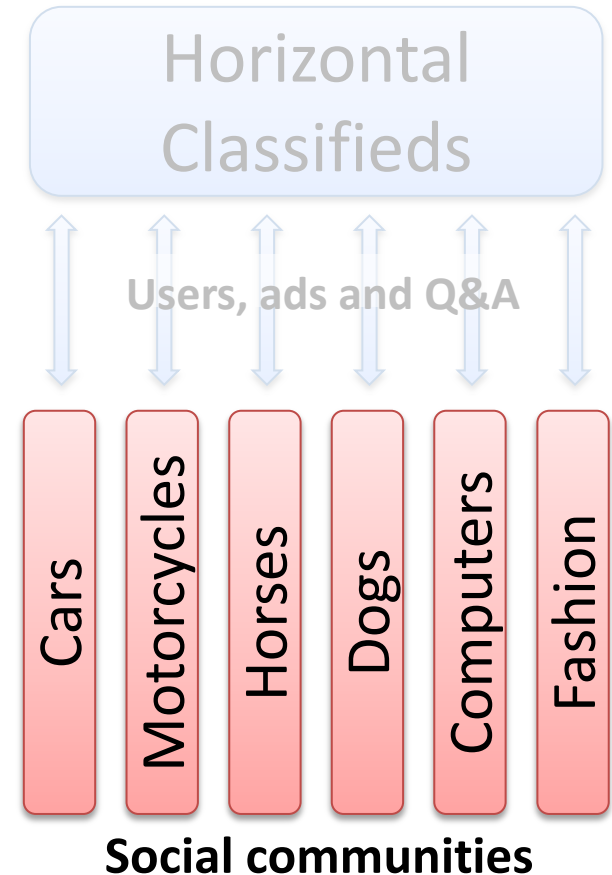


Strong synergy between horizontal Classifieds and social niche communities



Uniqueness and strengths in niche communities

- B** Niche experience
- B** User generated SEO content
- B** Q&A – experts
- B** Strong loyalty
- B** Trust
- B** Higher monetization



Our product model and findings

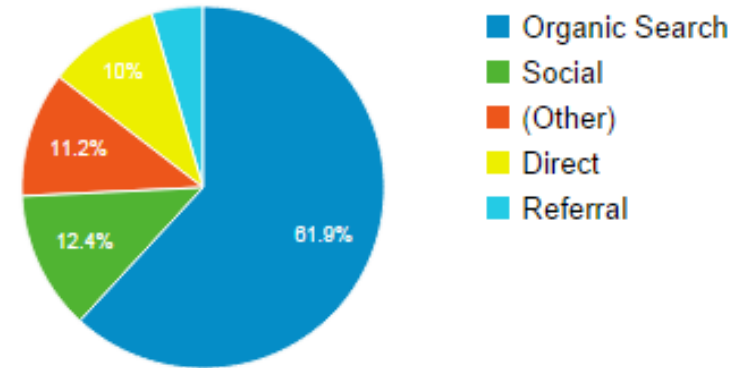


Our findings - Aquisition

B More than 50% are from SEO



The screenshot shows a forum post on the Bazoom Pferde website. The post is titled "Nervös beim reiten - Wie bleibt man ruhig?" and is by user Christina M. The content discusses the author's nervousness when riding and seeking advice from the community. The forum interface includes navigation tabs like "Pferde", "Katzten", and "Hunde", and a sidebar with "Thema erstellen" and "Andere benutzer haben auch dies gesehen:".



Our findings - Activation

B Top conversion: Homepage combined with FB

Aquisition

Activation

Retention

Referral

Revenue

The screenshot shows the Bazoom Chevaux homepage. At the top is a navigation bar with links: GALERIE, ANNONCES, FORUM, VIDÉO, PHOTOS, PLUS, and a search icon. A Facebook login button is on the right. Below the navigation bar is a large banner for the Citroën C4 Cactus, featuring the text 'NY CITROËN C4 CACTUS', 'FRA KUN 169.990,-', and 'BOOK PRØVETUR >'. The main content area is divided into three columns. The left column, 'CHEVAUX', has a sub-section 'Chevaux en attente (7)' with a list of horses: 'Autre Patapon' (17 heures il y a, Bienvenue), 'Autre Nexte' (1 jour il y a, Bienvenue), 'Pure Race Espagnole chispa del Tessuor' (Bienvenue), 'Pure Race Espagnole mirlo pm II' (Bienvenue), and 'Trotteur Français Baïa' (Bienvenue). Below this is a link 'Voir tous les (7) en attente' and a section 'Acceptés récemment' with 'Pure Race Espagnole dinamico' (2 heures il y a) and 'Pure Race Espagnole Lagun' (2 heures il y a). The middle column, 'CONTENU À LA UNE', has a sub-section 'Contenu à la une' with a large image of a horse and a poll 'Fais une pause - Choisis ta note' with options: 'Okay', 'Bien', 'Super', and 'Excellent'. Below this is a 'Recommandés' section. The right column, 'FORUM', has a sub-section 'Dernière activité' with a list of topics: 'probleme pour le coucher' (Nouveaux messages - 18 heures il y a), 'Bazette #6' (Nouveaux messages - 1 jour il y a), 'chanson' (Nouveaux messages - 1 jour il y a), 'Aidé moi!' (Nouveaux messages - 1 jour il y a), 'Votre sellerie ?' (Nouveaux messages - 1 jour il y a), 'Propriétaire ou Chouchou' (Nouveaux messages - 1 jour il y a), 'Camping/Bivouac' (Nouveaux messages - 2 jours il y a), 'creer une troupe de spectacle équestre' (Nouveaux messages - 2 jours il y a), 'amitiés inter espèces' (Nouveaux messages), 'nettoyer/raser oreilles' (Nouveaux messages), and 'horse ball et éperons'.

Our findings - Retention

Characteristics in social communities



Users:

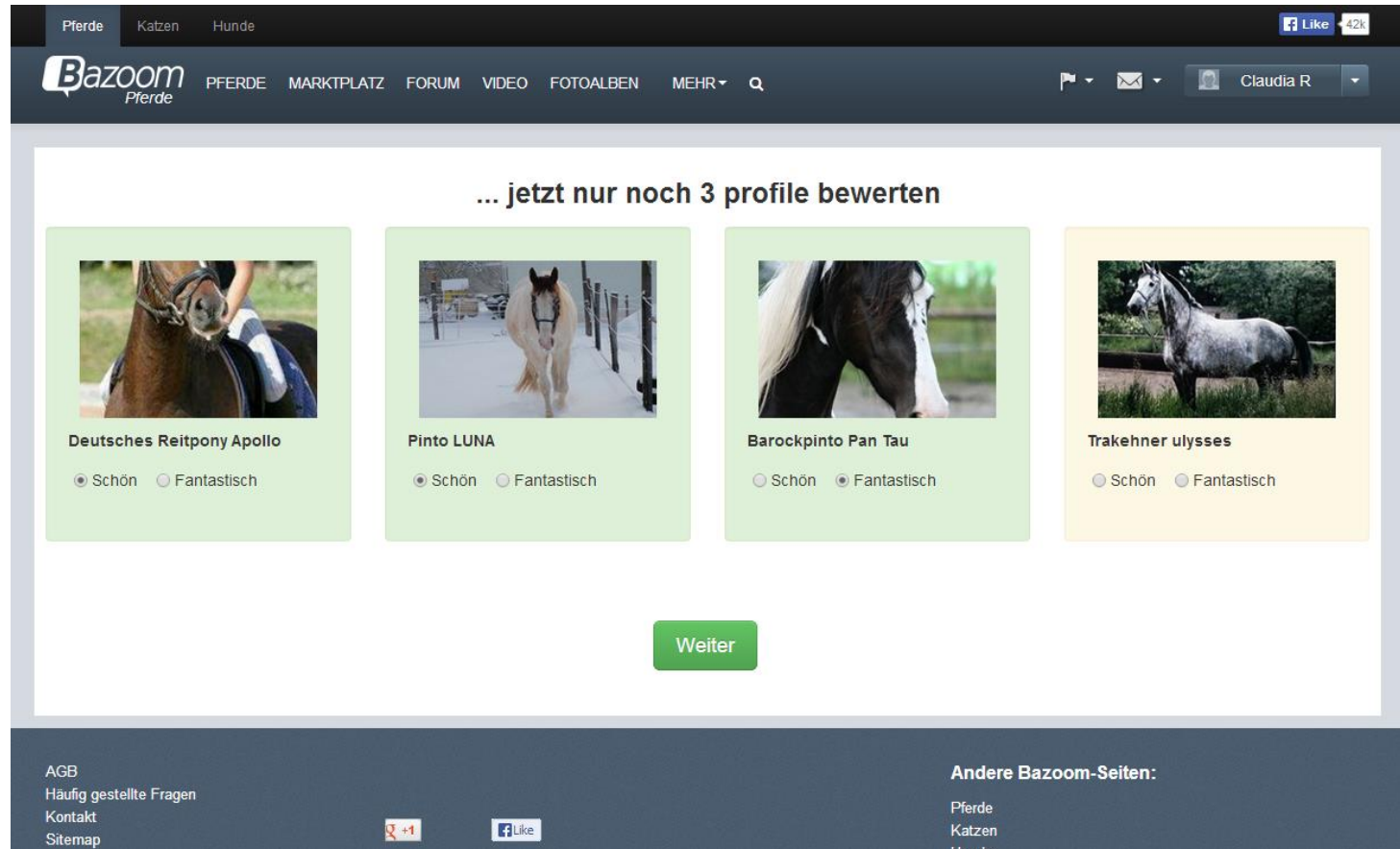
-  Lurkers 90%
-  Contributors 9%
-  Creators 1%

Loyalty building blocks:

-  Belonging
-  Influence
-  Remuneration
-  Significance
- ...and Vibrancy

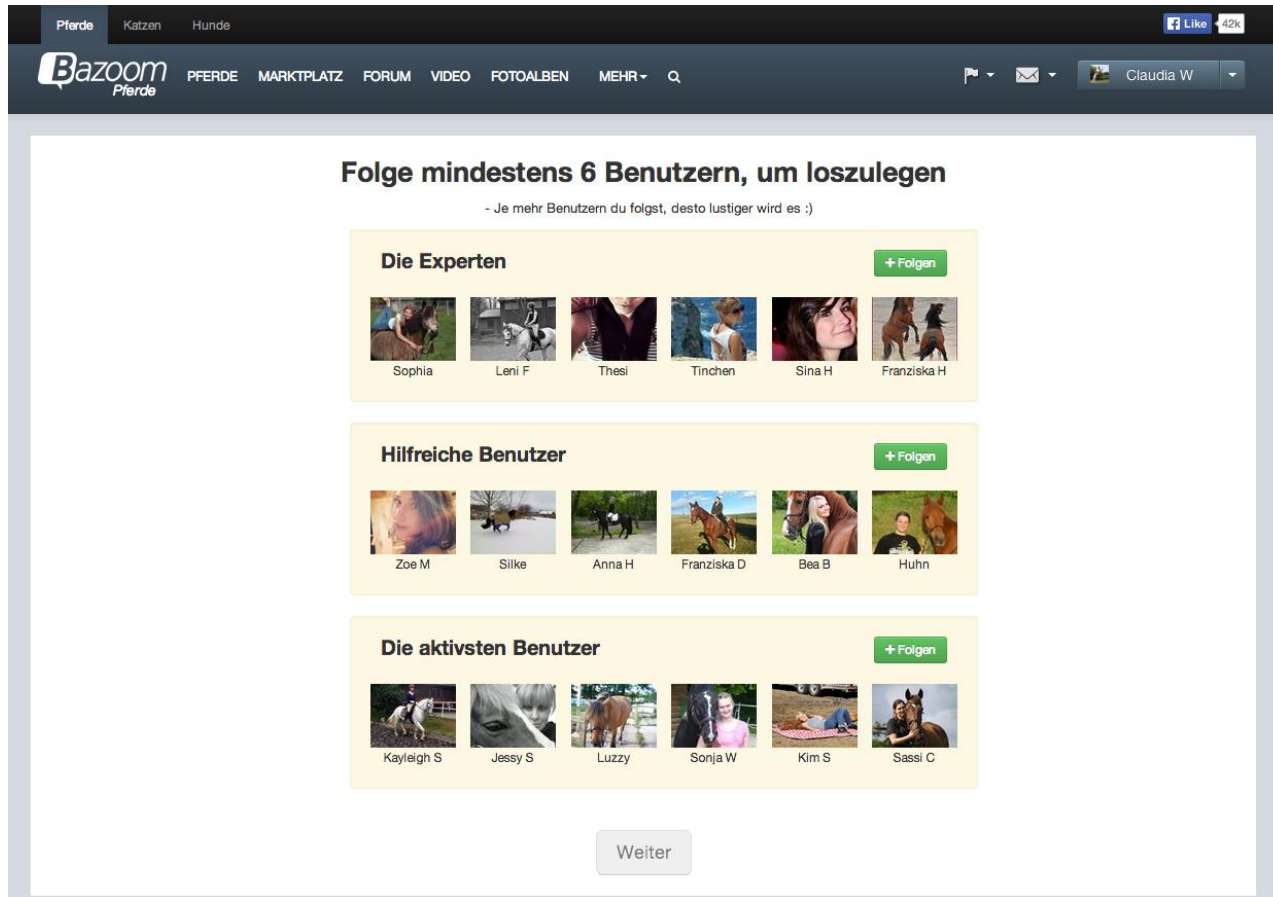
Our findings - Retention

Start with easy actions – Remunerate everybody



Our findings - Retention

Build your Ambassadors (significance)



Our findings - Retention

Be aggressive chasing your key action

Aquisition

Activation

Retention

Referral

Revenue

The screenshot displays a horse profile for 'Holsteiner Lord De Caprio' (2001) with a 'Profil Score' of 53. The profile includes a main photo of the horse in a field, a 'Bewertung' (Rating) section, and a 'Freunde von KA' (Friends of KA) section. The 'Bewertung' section shows a distribution of ratings: 1 'Ok', 12 'Gut', 129 'Schön', and 13 'Fantastisch', with a total of 155 votes. The 'Freunde von KA' section lists three friends: Jacob Agraou, Rasmus Krath, and Henrik Christiansen. The 'Holsteiner Lord De Caprio' section shows a challenge status with 0 wins, 0 losses, 1 draw, 1 win, 4 losses, and 1 draw. The right sidebar shows a list of other users with their profile scores and names.

Holsteiner Lord De Caprio 2001 **53** Profil Score?

1.785 Aufrufe Erstellt: 1 Jahr her

✓ Like 2 13 Kommentare Abonnieren Einbetten

Foto bearbeiten

Bewertung Ok (1) Gut (12) Schön (129) Fantastisch (13) Stimmverteilung (155)

Alle Fotos auf einer Seite anzeigen | Im Profil öffnen

Freunde von KA

Jacob Agraou Rasmus Krath Henrik Christiansen

Holsteiner Lord De Caprio Fordere einen Freund heraus

Herausforderungen 0 0 1 Gewonnen: 1 Verloren: 4 Unentschieden: 1

Abwartende Profile anzeigen (30)

Andere benutzer haben auch dies gesehen:

- Mix Diva Profil Score: 53 Benutzer: Leonie W
- Oldenburger Benvenuto's Boy Profil Score: 54 Benutzer: Lisa O
- Brandenburger Biene Profil Score: 62 Benutzer: Nele H
- Holsteiner Victoria Profil Score: 59 Benutzer: Kerstin E
- Holsteiner Finis II Profil Score: 52 Benutzer: Yoda
- Holsteiner Nixe Profil Score: 52 Benutzer: Janina S

Empfohlene Benutzer zu folgen

- Diana S 87 Follower Pterde (1) + Folgen
- Marlene 43 Follower + Folgen

Our findings - Retention

Very high retention and vibrancy in App

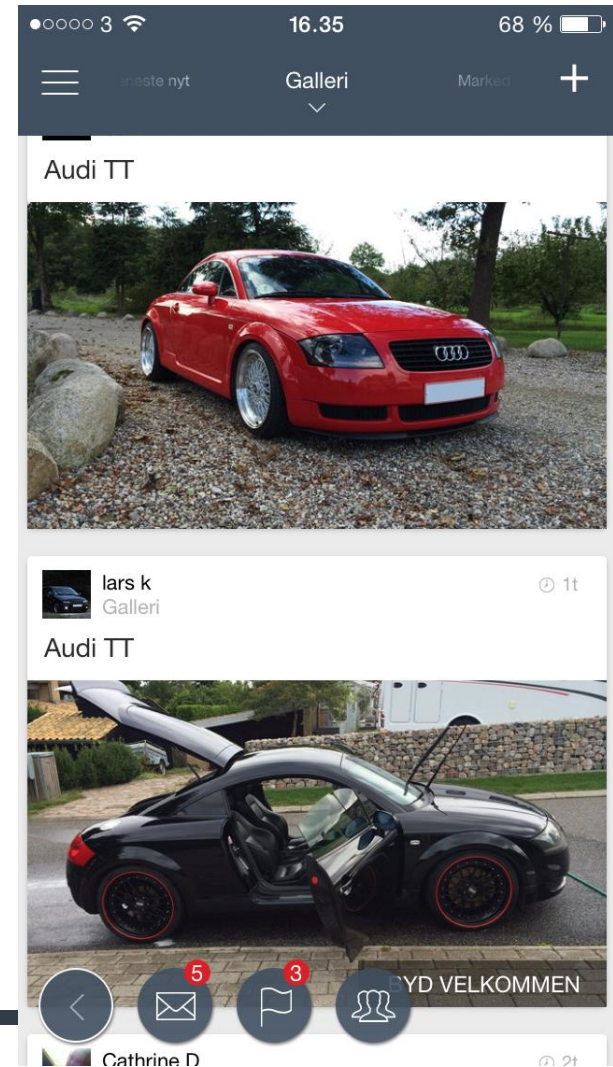


App users create

B 7x more visits

B 3x more content

And more screen/page views



Our findings - Referral

Look for “genuine” referrals

Aquisition

Activation

Retention

Referral

Revenue

Signatur für Foren, Blogs oder E-Mail - 700x100



URL des Bildes

HTML für Webseiten

IMG Code für Foren

Facebooktitelbild



Our findings - Revenue

Potential new revenue streams



HesteGalleri GALLERI MARKED FORUM STATUSBESKEDER LINKS MERE ▾

Nyhed: HardballGalleri

Marlene ▾

VIP-brugere har mange flere fordele...

- ✓ Opret alle de markedsannoncer du vil
- ✓ Upload videoer
- ✓ Vedhæft billeder i forummet
- ✓ Op til 50 billeder i dine gallerier
- ✓ VIP-ikon på din brugerprofil

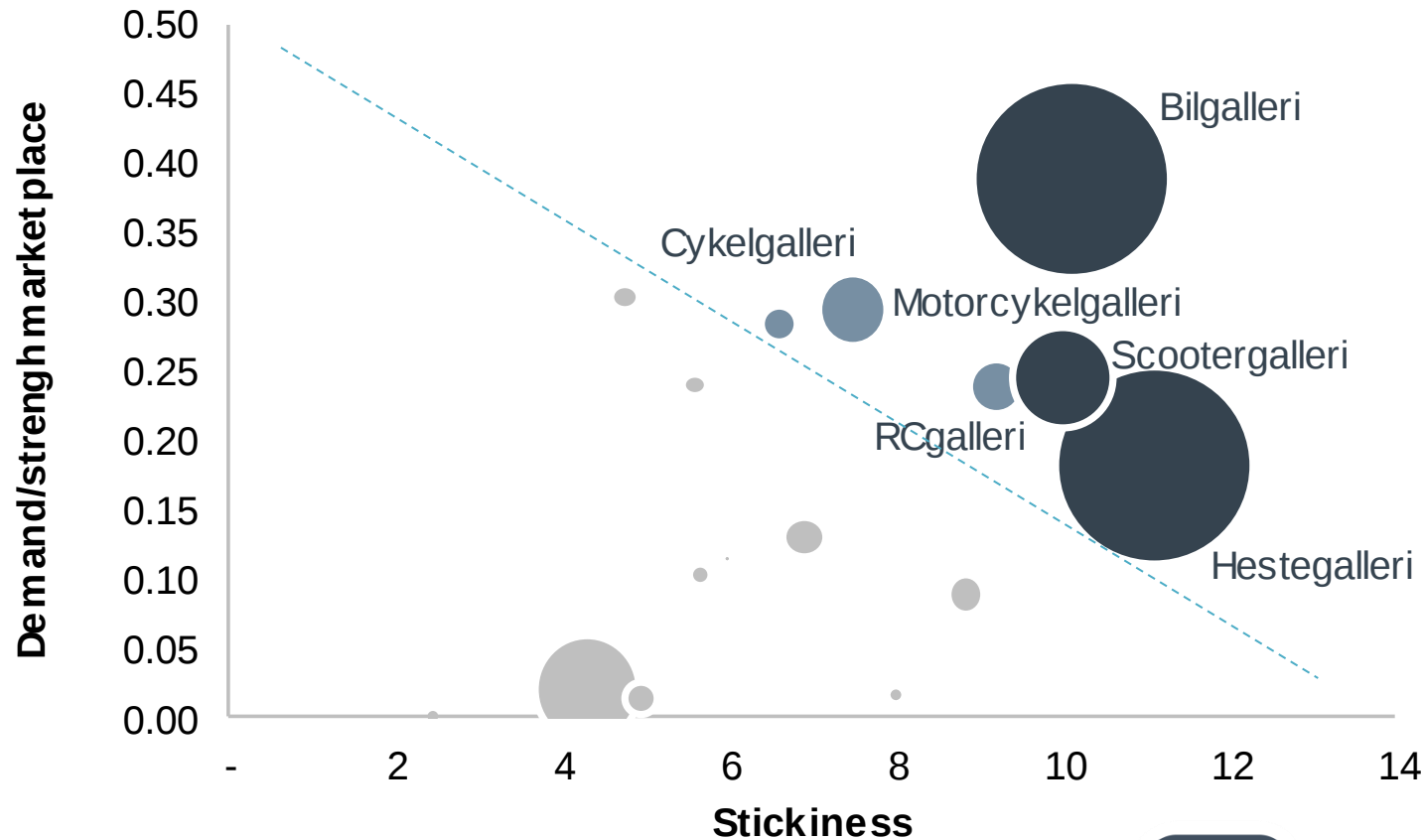
1 Måned	1 År
Kr. 29,- 97 øre pr. dag!	Kr. 264,- 72 øre pr. dag!
☐ Kortbetaling ☐ SMS-betaling	☒ Kortbetaling
☐ Jeg accepterer hermed at HesteGalleri.dk automatisk fornyer mit VIP-abonnement og at HesteGalleris betalingsudbyder må gemme mine kortdata.	☐ Jeg accepterer hermed at HesteGalleri.dk automatisk fornyer mit VIP-abonnement og at HesteGalleris betalingsudbyder må gemme mine kortdata.
Gå til betaling	Gå til betaling

Du kan nemt og altid afmelde dit abonnement

DK VISA MasterCard Maestro

Our findings - Revenue

Marketplace is primary driver of VIP subscription



Thank you #Bazoom

Kenneth Andersen - ka@bazoom.dk

