

The New Classifieds Marketplace

15 November 2013



Prague, Czech Republic

About Me Slide

- Opus Research, SMI, Search Engine Land
- Former lawyer, editor, startups, analyst, blogger
- Search, local, mobile, social + indoor location
- Impact of digital media on offline consumer behavior
- Twitter: [@gsterling](https://twitter.com/gsterling)



Screenwerk
Online and Offline Media and Everything In-Between

search engine land. **Marketing Land**™



Overview

- Classifieds?
- Horizontal vs. Verticals
- Mobile Marketplaces
- Social Marketplaces
- The New Marketplace Summary

~~The New Classifieds~~ Marketplace

15 November 2013



Prague, Czech Republic

'Classifieds' a Legacy Term

traditional mortgage through the banks, NO PROBLEM!

REAL ESTATE

MORTGAGE SOLUTIONS!
We provide complete Property Management, Leasing and Real Estate Services for Residential and Commercial Properties.

ATTENTION: HOME OWNER
2 bedrooms Property has been completely renovated and is currently occupied!! Both tenants are currently on leases and each unit is rented at **\$400**

EXCELLENT INVESTMENT
2 Family (DUPLEX)- Both units have 2 bedrooms and 1 bath. Property has been completely renovated and is currently occupied!! Both tenants are currently on leases and each unit is rented at **\$400** and **\$450**.

COMMERCIAL LOANS
We will consider applications on the following property types:
• Multi-family construction
• Retail Centres
• Office
• Mixed Use

NO MONEY DOWN
We help home buyers to purchase their home with ZERO money down, call us today to put together a proposal for an offer on your property.

OFFICE AVAILABLE
3 individual enclosed office space cubicles (with desks) at a great location, use of Boardrooms and general facilities. General Parking nearby. **275\$** each
Location: Downtown

LOOKING FOR INVESTORS
Looking for additional investments. Investments are primarily focused in Real Estate Markets.

sell your house??...Have you been thinking of selling your house soon??

Free Property Seminar
Topic covered:Buying procedures, tax issues, and property values. Seating is limited, so please **REGISTER NOW!!!**

CAREERS

GENERAL HELP WANTED
Seeking someone for general help, eg: filing, organizing, errands, answering emails. Must know how to type. **\$10** per hour to start
★ ★ ★ ★ ★

Sales Assistant
We currently have an excellent opportunity in our sales office, for more information about the company. See our website or Send resume.

EDUCATION

GENERAL MANAGER
a non-profit social enterprise is seeking a full-time General Manager with business experience to lead and manage, the focus of the work will be on sales, marketing, **\$60,000** per annum

DANCE CLASSES
We offers an opportunity for private dance lessons. Students can

WE ARE LOOKING FOR HIGH ENERGY, career oriented sales assistant who thrives in a fast paced environment. You must be able to multi-task constantly. **\$12/H**

SENIOR ADVISOR ASSISTANT
A well-established independent wealth management organization is seeking a qualified Senior Advisor Assistant to join their team. **\$40,000** to **\$60,000** per annum based on relevant experience.

RECEPTIONIST WANTED
Our Clinic is looking for a Receptionist that is looking to grow with our centre. This position is open for a driven, passionate and self motivated person.

★ CALL NOW ★

STUDENT LOANS
Do you need a Student Loan? We provide all kinds of options to assist you financially. CALL US TODAY

MORTGAGE EXPERT ★
Residential & Commercial, Specialize in Residential Real Estate Finance & All Commercial Mortgages

BOOKKEEPING SERVICES
-Accounts Payable
-Accounts Receivable
-Bank Credit Card Reconciliations
Flexible rates starting at **\$18** per hour.

Medical Assistant Training
Online Classes. We want you to be successful. Just click the link and learn today.
★ ★ ★

ENGLISH CLASSES
English as a Second Language / Accent Reduction Instructor Lesson fees are: **\$25/hr** per person; **\$20/hr** per person for two students.

GARDEN MAINTENANCE
Experienced in maintenance work such as, lawn mowing/allow it clean, trimming, garden, pruning of plants, hedges, planting, and other maintenance, and installation. Location: West River RD.

Are you looking for a realtor?
Maybe you just have some questions. Maybe you don't know what you want yet...

NEED A SMALL LOAN
Do you need a loan? Do you need some cash fast? CALL US QUICKLY

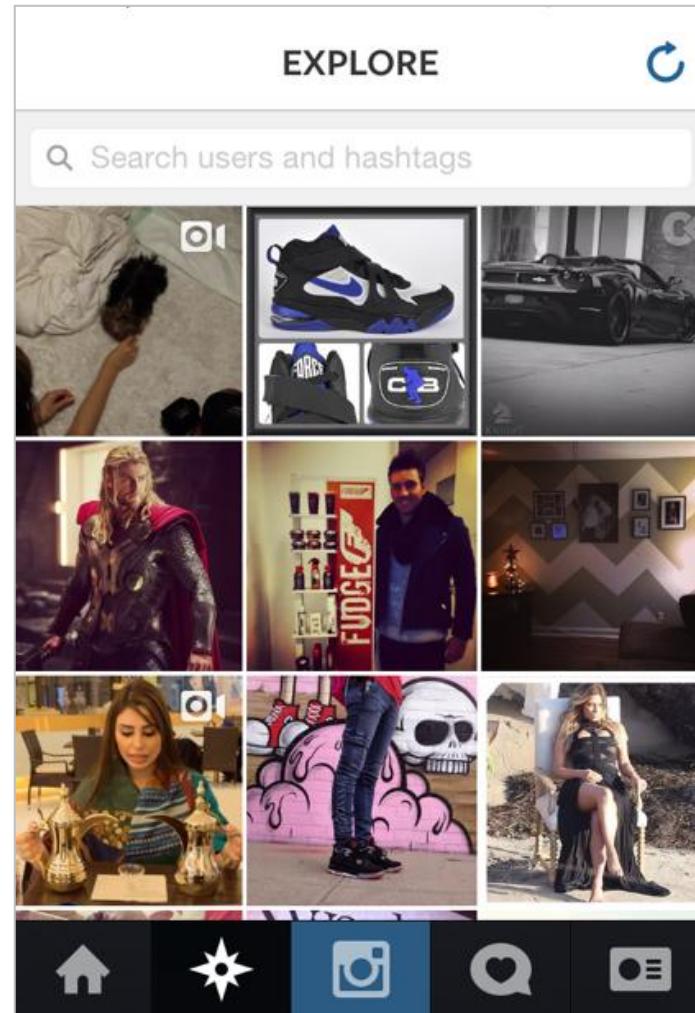
- Jobs
- Autos
- Real estate
- Services
- Personals
- Private party

What Does ‘Classifieds’ Mean?

A conversation with my 13-year-old daughter:

- **GS:** What does “classifieds” mean to you?
- **13 YO daughter:** I don’t know; it means you classify things?
- **GS:** Do you know what Craigslist is?
- **13 YO daughter:** it’s kind of like eBay or Amazon...

The Instagram Generation



You're in the __ Business

- Changing language “opens up” the discussion
- What are we really talking about:
 - Facilitating transactions
 - Collecting listings/structured content
 - Building marketplaces and distribution
 - Bringing simplicity, convenience, efficiency to buyers and sellers
- Focus on markets, market opportunities and solving buyer/seller problems

Opportunity & Competition



&



The opportunity is larger but more competition

Horizontal vs. Vertical Strategies

(not mutually exclusive)

Print: Horizontal Market

- Print newspaper classifieds were/are mostly horizontal marketplaces
- Disrupted by other mostly horizontal digital marketplaces:

- Craigslist
- eBay
- Google/search
- Other portals

<p>traditional mortgage through the banks, NO PROBLEM!</p> <h2>REAL ESTATE</h2> <p>MORTGAGE SOLUTIONS! We provide Complete Property Management, Leasing and Real Estate Services for Residential and Commercial Properties</p>	<p>sell your house?...Have you been thinking of selling your house soon?</p> <p>Free Property Seminar Topic covered: Buying property, fees, issues, and property values. Seats are limited, so please REGISTER NOW!!</p>	<p>Medical Assistant Training Online Classes. We want you to be successful. Just click the link and learn today! ★ ★</p>
<p>ATTENTION: HOME OWNER Your property has been completely renovated and is currently occupied!! Both rentals are currently on leases and each unit is rented at \$400</p>	<p>EXCELLENT INVESTMENT 2 Family (DUPLEX). Both units have 2 bedrooms, 1 bath. Property has been completely renovated and is currently occupied. Both units are currently on leases and each unit is rented at \$400 and \$450.</p>	<p>GERALD HELP WANTED Seeking someone for general help, e.g. filing, organizing, errands, answering emails. Must know how to type. \$10 per hour to start! ★ ★ ★ ★ ★</p>
<p>COMMERCIAL LOANS We will consider applications on the following business types: - Multi-family construction - Retail Centres - Commercial - Mixed Use</p>	<p>N O M E N Y D O W N We help home buyers to purchase their home with ZERO money down. Call us to put together a proposal for an offer on your property.</p>	<p>RECEPTIONIST WANTED Our Clinic is looking for a receptionist that is looking to grow with our centre. This position is open for a passionate, dedicated and self motivated person.</p>
<p>OFFICE AVAILABLE 3 individual enclosed office spaces (cubicles) with desks) at a great location. Located in the Business Park, General Park, 2755 each Location: Downtown</p>	<p>WEEKEND RECEPTION We are seeking a general office receptionist. Starting pay is \$10.00 per hour with the hours of 11:30am to 5:00pm. \$12/H</p>	<p>CAREERS ★ ★ ★ ★ ★</p>
<p>GENERAL MANAGER a non-profit social enterprise is seeking a full-time General Manager with business experience to lead and manage, the focus of the organization is food, nutrition, marketing, \$60,000 per annum</p>	<p>LOOKING FOR INVESTORS Looking for additional investors. Investments are primarily focused in Real Estate</p>	<p>RECEPTIONIST Our Clinic is looking for a receptionist that is looking to grow with our centre. This position is open for a passionate, dedicated and self motivated person.</p>
<p>RECEPTIONIST Our Clinic is looking for a receptionist that is looking to grow with our centre. This position is open for a passionate, dedicated and self motivated person.</p>	<p>CALL NOW ★ Sales Assistant We currently have an excellent opportunity in our sales office, for a more information about the company. See our website www.sandresourcing.com</p>	<p>SERVICES GARDEN MAINTENANCE Experienced in maintenance work such as, lawn mowing/leaf clean, trimming, garden, pruning of property, hedge, trees and other maintenance, and installation. Location: West River RD.</p> <p>Are you looking for a realtor? Maybe you just have some questions Maybe you don't know what you want yet...</p> <p>STUDENT LOANS Do you need a Student Loan? We provide all kinds of options to assist you financially. CALL US TODAY</p> <p>* MORTGAGE EXPERT * Residential & Commercial. Specialize in Residential Real Estate Finance & All Commercial Mortgages</p>
		<p>EDUCATION</p> <p>TUTORS NEEDED We are looking for: highly skilled, motivated and dynamic individuals who are strong communicators. Candidates must possess a B.A. is a must.</p> <p>DANCE CLASSES We offer an opportunity for private dance, lessons. Students can</p>

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AutoTrader and early “vertical” exception (1998)

Disruptor Being Disrupted?

craigslist uk

post to classifieds

my account

search craigslist

event calendar

M	T	W	T	F	S	S
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	1

Translation Forum

help, faq, abuse, legal

avoid scams & fraud

personal safety tips

terms of use

system status

about craigslist

craigslist open source

craigslist blog

best-of-craigslist

craigslist TV

"craigslist joe"

craig connects

london w

community

activities local news
artists lost+found
childcare musicians
classes pets
events politics
general rideshare
groups volunteers

housing

apts / housing
housing swap
housing wanted
office / commercial
parking / storage
real estate for sale
rooms / shared
sublets / temporary
vacation rentals

jobs

accounting+finance
admin / office
arch / engineering
art / media / design
biotech / science
business / mgmt
customer service
education
food / bev / hosp
general labor
government
human resources
internet engineers
legal / paralegal
manufacturing
marketing / pr / ad
medical / health
nonprofit sector
real estate
retail / wholesale
sales / biz dev
salon / spa / fitness
security

for sale

antiques appliances
baby+kid arts+crafts
barter atv/utv/sno
bikes auto parts
boats beauty+hlth
books cars+trucks
business cds/dvd/vhs
computer cell phones
free clothes+acc
furniture collectibles
general electronics
household farm+garden
jewelry garage sale
materials heavy equip
rvs+camp motorcycles
sporting music instr
tickets photo+video
tools toys+games
wanted video gaming

services

beauty automotive
computer farm+garden

uk

aberdeen
bath
belfast
birmingham
brighton
bristol
cambridge
cardiff / wales
coventry
derby
devon / cornwall
dundee
east anglia
east midlands
edinburgh
essex
glasgow
hampshire
kent
leeds
liverpool
london
manchester
newcastle
nottingham
oxford
sheffield

europe

us/ca

cl worldwide

 opusresearch

Short History of Craigslist

- Founded in 1995; private email list for events
- 1996 went online
- 2000 expanded beyond SF
- 2004 eBay bought 25% of CL
- Scale: 500+ cities, 50 countries
- January 2004: not among top 50 US web properties



CraigsList September 2007

Top 50 U.S. Web Properties for September 2007

Rank	Property	Unique Visitors (000)	Rank	Property	Unique Visitors (000)
	<i>Total Internet : Total Audience</i>	181,858			
1	Yahoo! Sites	135,578	26	Verizon Communications Corporation	23,982
2	Google Sites	129,508	27	CRAIGSLIST.ORG	23,124
3	Time Warner Network	121,894	28	Bank of America	22,997
4	Microsoft Sites	119,193	29	United Online, Inc	22,908
5	Fox Interactive Media	79,951	30	Yellowpages.com Network	22,808

Craigslist September 2013

Top 50 U.S. Web Properties for September 2013

17	Demand Media	57,436	42	EA Online	26,999
18	VEVO	56,498	43	Alloy Digital Properties	26,274
19	Gannett Sites	54,249	44	NetShelter Technology Media	26,010
20	LinkedIn	52,900	45	Time Warner (Excl. Turner/WB)	25,893
21	craigslist, inc.	51,217	46	Conde Nast Digital	25,889
22	Weather Company, The	50,983	47	AT&T, Inc.	25,802
23	Wal-Mart	42,945	48	Everyday Health	25,655
24	YELP.COM	41,880	49	PINTEREST.COM	25,446
25	Answers.com Sites	40,838	50	Target Corporation	25,343

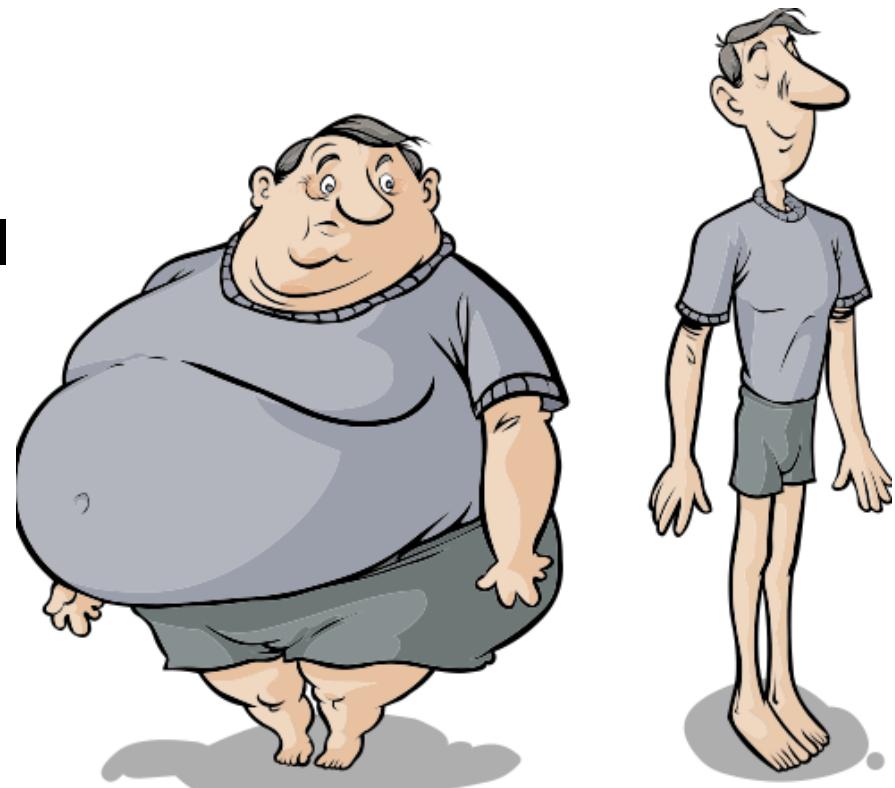
- Free + “network effect” sustains Craigslist
- Now the “digital incumbent”

When Verticals Attack



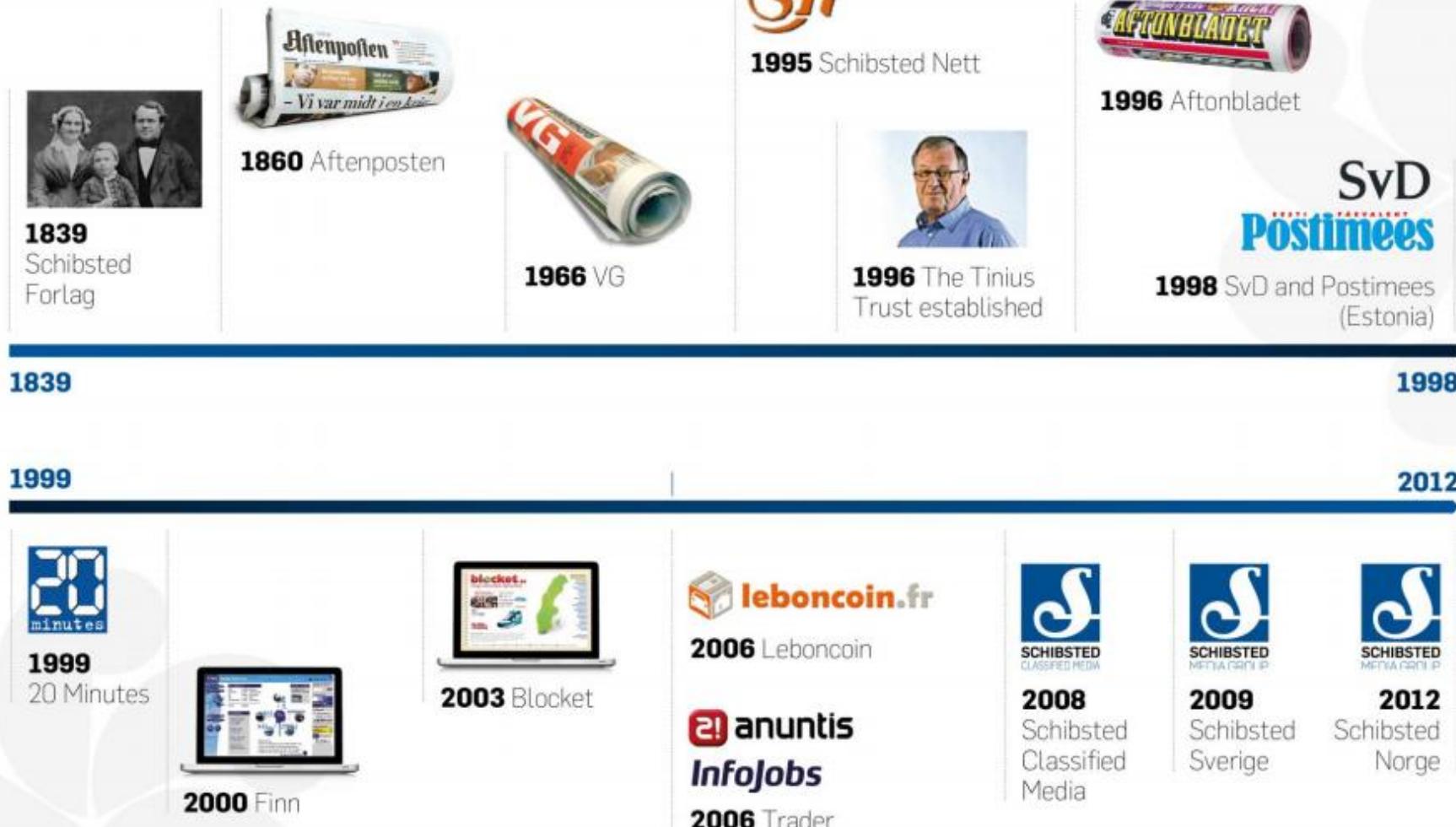
Portal vs. Vertical

- Horizontal play is “winner take all” or nearly all
- Requires content + critical mass of users
- Verticals: insurgent strategy; opportunity to offer richer user experience (verticals can expand “horizontally”)



Exception: Schibsted?

TIMELINE



Leboncoin.fr

Leboncoin.fr part d'une idée simple : la bonne affaire est au coin de la rue ! Pour passer ou chercher des annonces, cliquez sur la région de votre choix et trouvez la bonne affaire parmi **23 103 801 annonces**.

Simple, rapide et efficace !

Alsace
Aquitaine
Auvergne
Basse-Normandie
Bourgogne
Bretagne
Centre
Champagne-Ardenne
Corse
Franche-Comté
Haute-Normandie
Île-de-France
Languedoc-Roussillon
Limousin
Lorraine
Midi-Pyrénées
Nord-Pas-de-Calais
Pays de la Loire
Picardie
Poitou-Charentes
Provence-Alpes-Côte d'Azur
Rhône-Alpes

Guadeloupe
Martinique
Guyane
Réunion

- Beat eBay.fr (forced it from the market)
- This year was Schibsted's most profitable classifieds site

Mobile Marketplaces

(you must compete)

Smartphone Penetration: EU & US



53% to 66%
smartphone
penetration across
'EU5'

Nearly 140 million
people



62%+ smartphone
penetration

Nearly 150 million
people

Penetration figures higher for people under 35



Mobile Internet Traffic



62% Mobile

38% Desktop



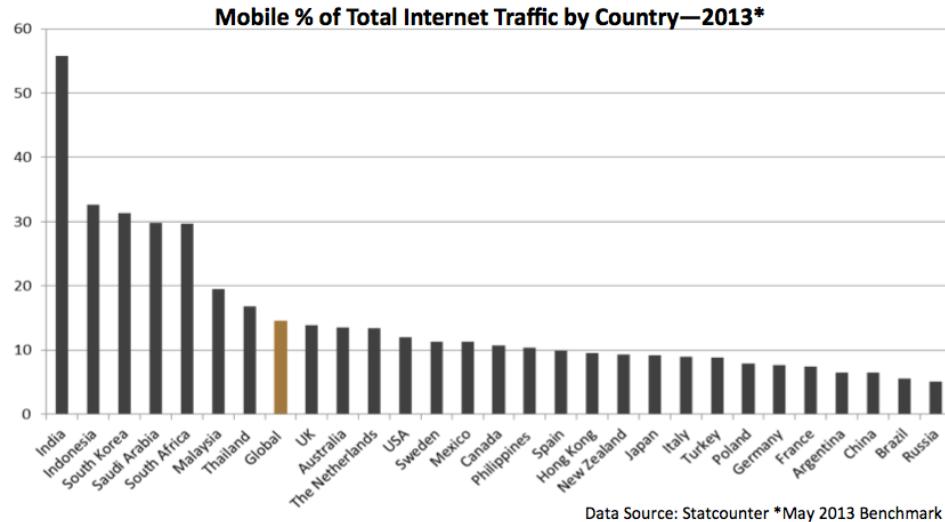
15% Mobile

85% Desktop



10% Mobile

90% Desktop



Data Source: StatCounter *May 2013 Benchmark

‘Generation M’



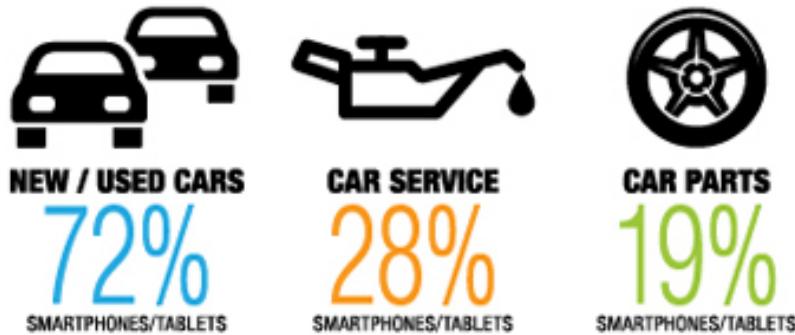
- 50% of teen smartphone owners (12-17) use the internet mostly on their mobiles
- 45% of young adults (18-29) reported in 2012 that they mostly go online with mobile



Source: 2012, 2013 Pew Research Center reports on “Teens and Technology”

Mobile Only Audience

UK automotive category users: cars, service, parts

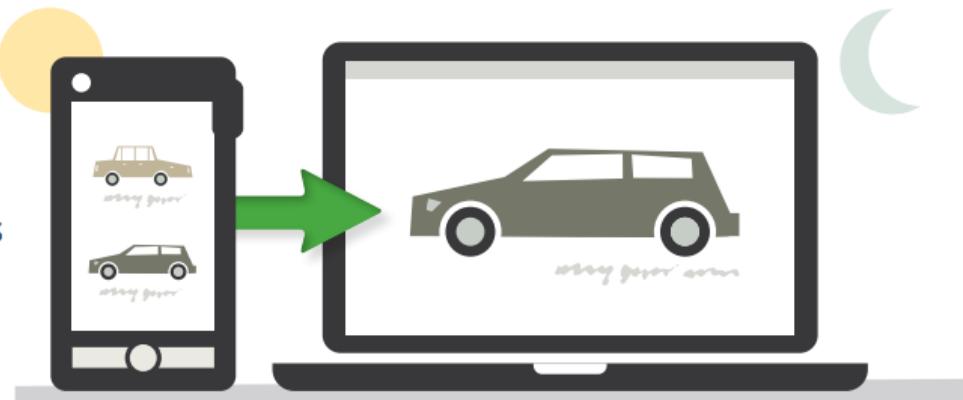


- **30% of audience only used mobile devices**
- 47% of tablet-based searches lead to a purchase
- 41% of smartphone-based lookups lead to a purchase

Multiscreen Usage Pattern

90%

Use multiple screens **sequentially** to accomplish a task over time



98% move between devices that same day

“**Smartphones** are the backbone of [] daily media use. They are the **devices used most throughout the day** and serve as the **most common starting point** for activities across multiple screens.”

New Mobile Marketplaces

- **Primary experience is mobile**; business probably not possible w/o
- **Vertical focus** (often a very specific solution – e.g., parking, directory of bars)
- Some PC marketplaces are seeing **migration to mobile** (e.g., AirBnB)
- Typically have **stored payment card** info (transactions model)
- **Convenience and efficiency** for both buyers and sellers; solving a problem

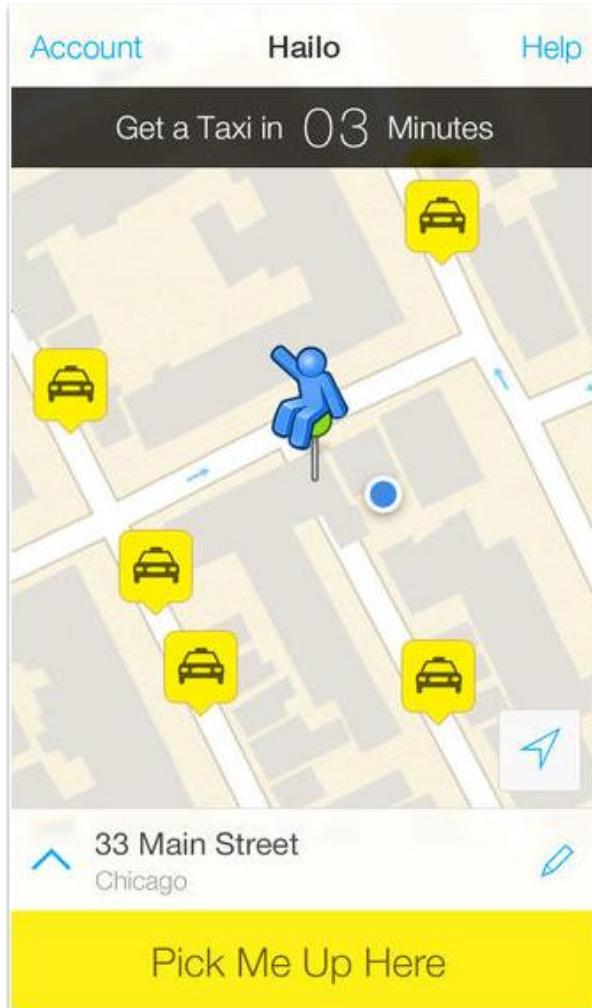
Uber, Hailo, Lyft, Etc.



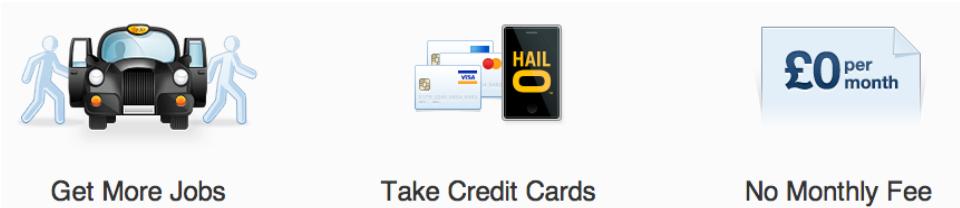
- Car sharing/ride apps
- Made possible by mobile
- Generally two-sided marketplaces
- Offer car sharing or inventory mgmt for drivers
- Convenience and/or efficiency for consumers

The power of limits: often mobile is preferred experience because it's simpler, more streamlined

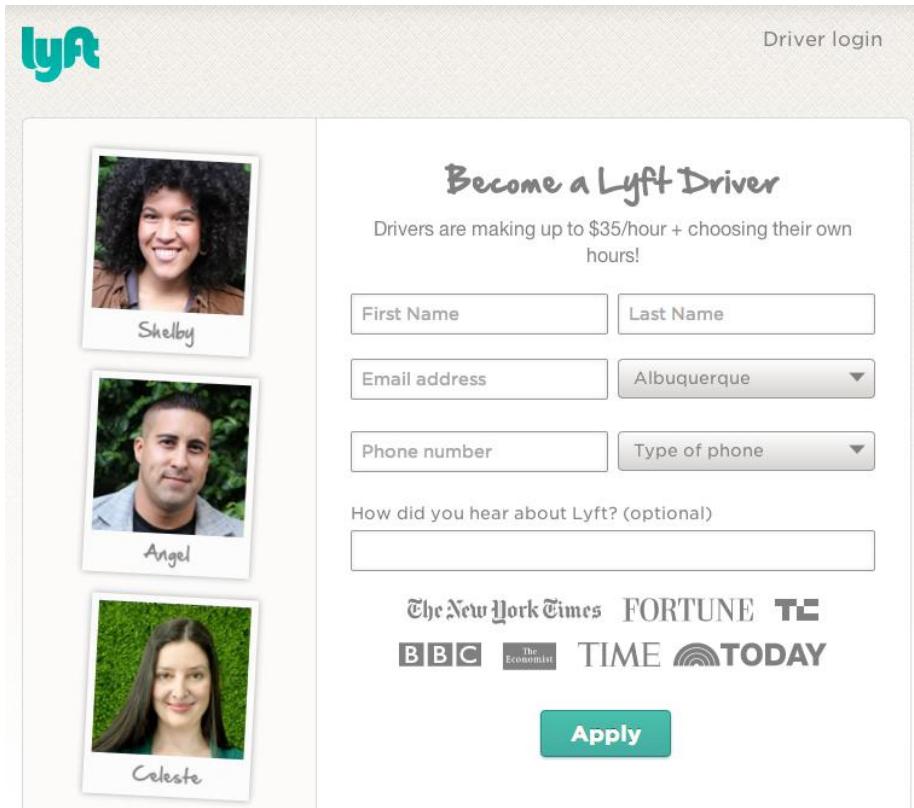
Solving ‘Liquidity’ Problems



- **Pitch to consumers:** get a cab more quickly and easily; pay with a card
- **Pitch to drivers:** 1) get more rides 2) accept credit cards 3) more efficiently manage time, fares, earnings
- Like other car services, inventory management for drivers

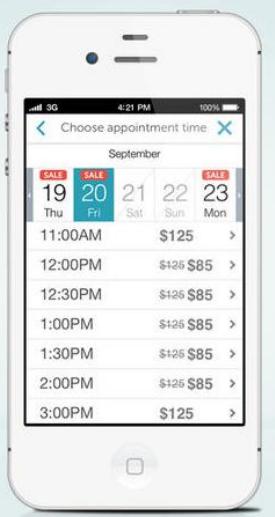
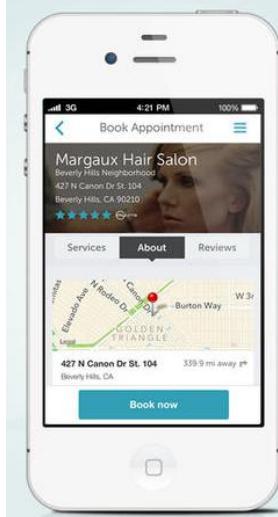


Providing (Additional) Income

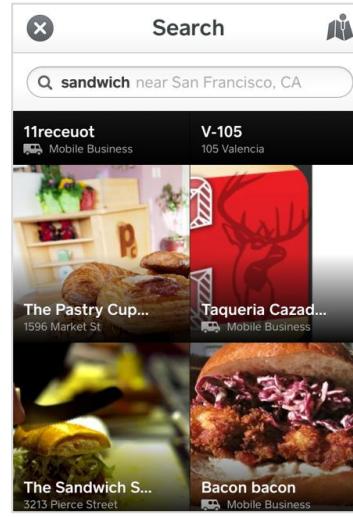
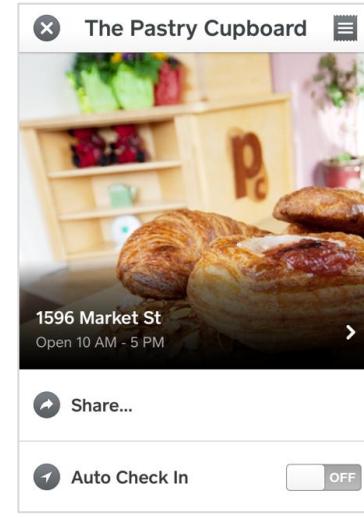


- **Pitch to consumers:** alternative to cabs; more social
- **Pitch to drivers:** make \$35 (€ 26.2) per hour
- New source of income for drivers. Passengers also become drivers. Drivers are passengers (makes building marketplace easier)

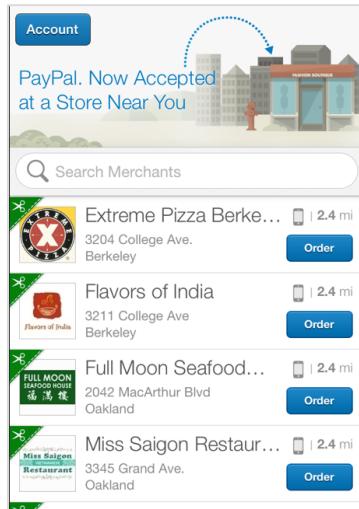
Local Services Mobilizing



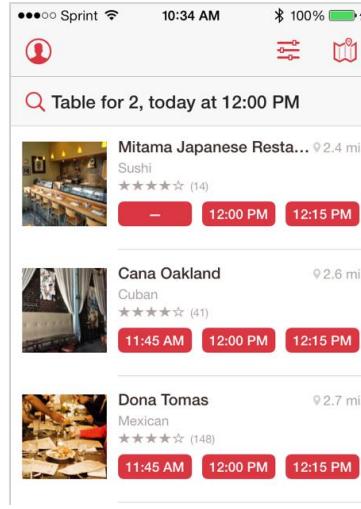
MyTime



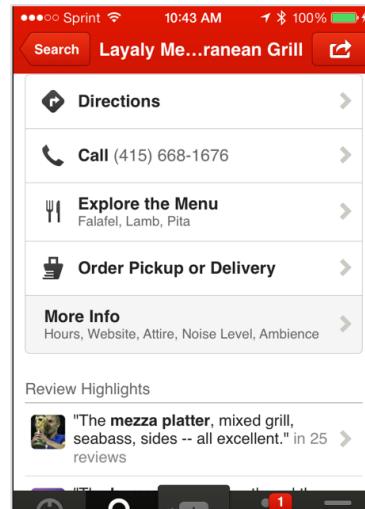
Square



PayPal

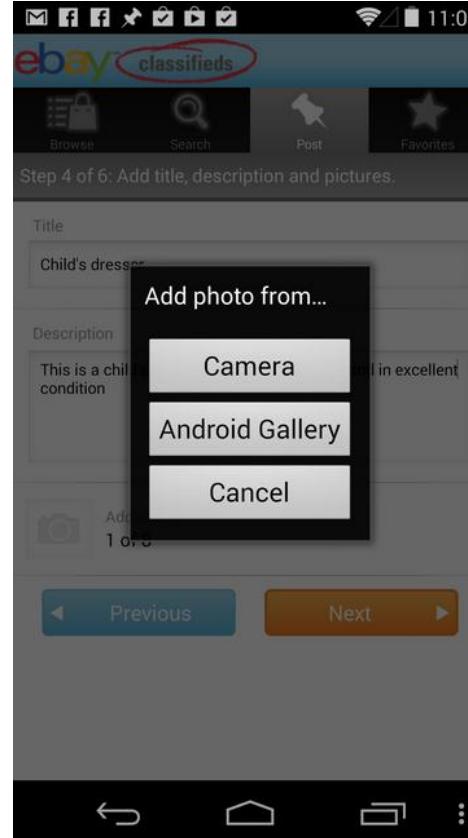


OpenTable/TopTable

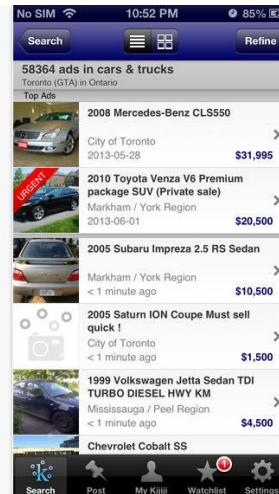
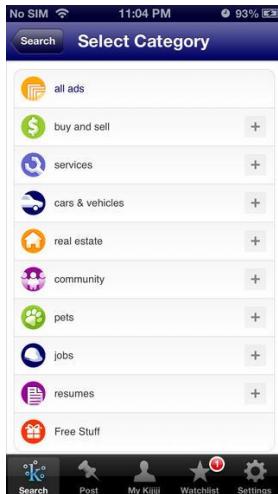


Yelp

Classified Apps



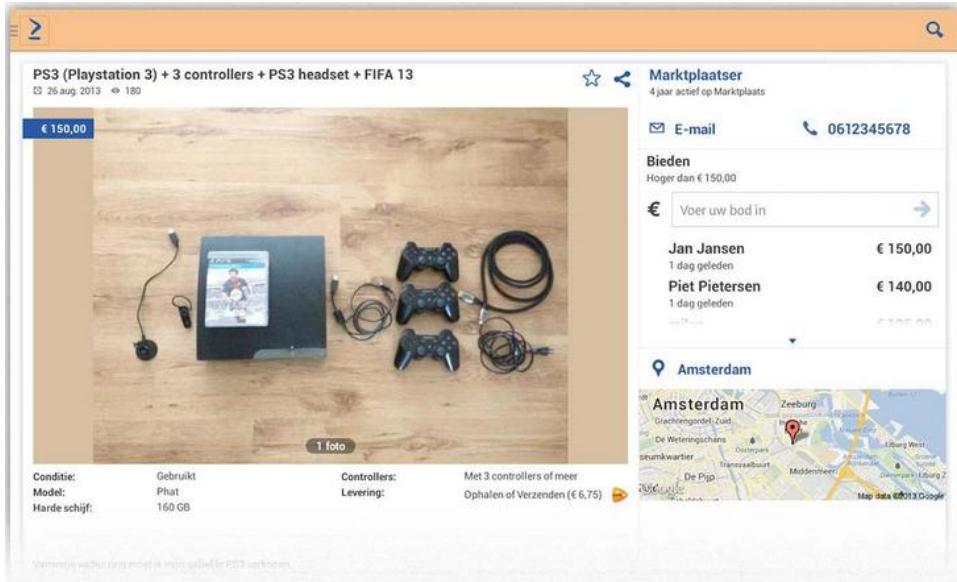
Gumtree



Kijiji

Incorporation of intrinsic phone functionality (e.g., photos, video) may make mobile preferred platform

Don't Forget Tablets



Unit Shipments and Market Share, 2013 and 2017 (shipments in millions)

Product Category	2013 Unit Shipments	2013 Market Share	2017 Unit Shipments	2017 Market Share	2013–2017 Growth
Desktop PC	134.4	8.6%	123.11	5%	-8.4%
Portable PC	180.9	11.6%	196.6	8%	8.7%
Tablet	227.3	14.6%	406.8	16.5%	78.9%
Smartphone	1,013.2	65.1%	1,733.9	70.5%	71.1%
Total	1,556	100%	2,460.5	100%	58.1%

Source: IDC global device forecast, September 2013

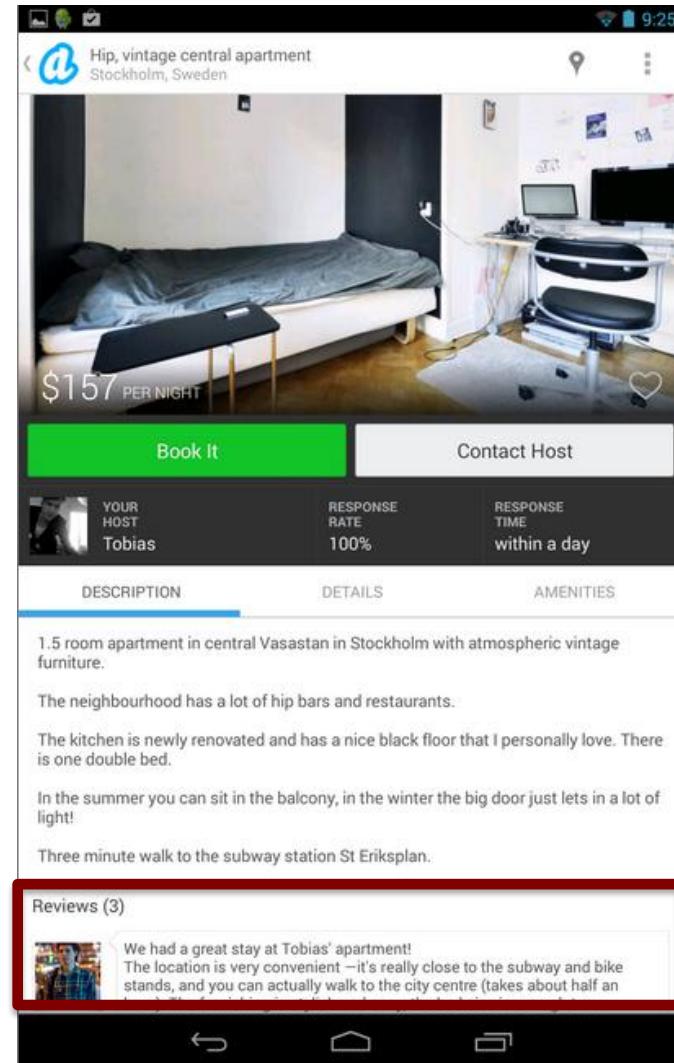
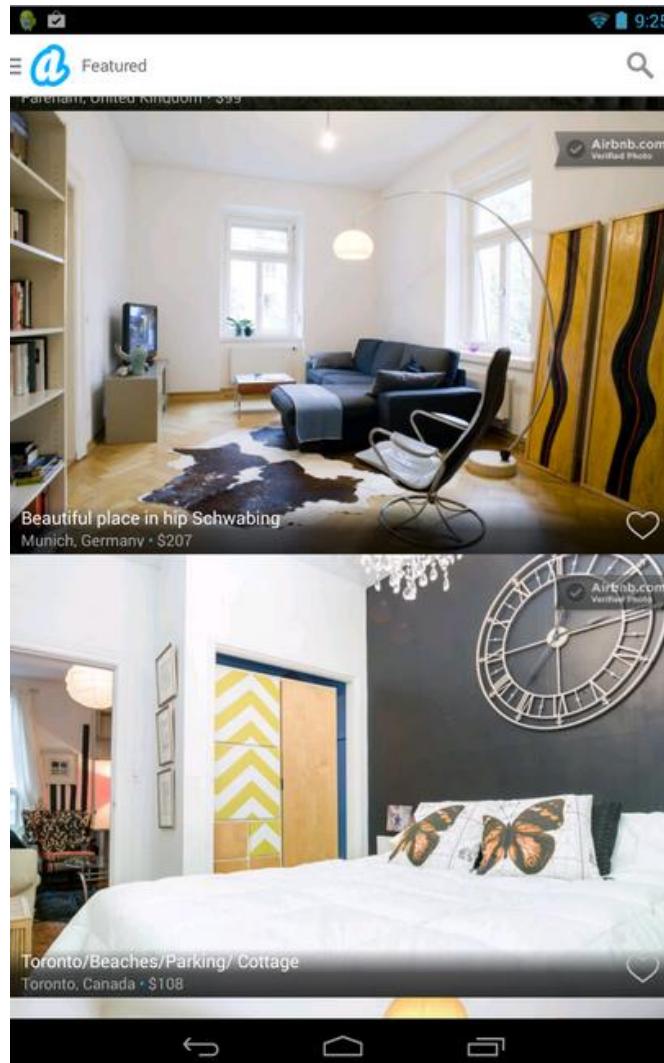
Marin Software: in 2012 click-through rates (CTR) on tablets were 51% higher than on desktops.

2013: tablet CTRs only 27% higher than PCs; smartphone CTRs rose from 82% to 88% higher than PCs.

Tablets, PCs show similar patterns, engagement.

Tablets will be more numerous

AirBnB: Small Tablet Experience



Social Marketplaces

(trust + virality)

Reaction to Anonymous Marketplaces

craigslist uk

post to classifieds
my account

search craigslist

for sale

event calendar

M	T	W	T	F	S	S
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"craigslist joe"
craig connects

london w

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- activities
- local news
- artists
- lost+found
- childcare
- musicians
- classes
- pets
- events
- politics
- general
- rideshare
- groups
- volunteers

housing

- apts / housing
- housing swap
- housing wanted
- office / commercial
- parking / storage
- real estate for sale
- rooms / shared
- sublets / temporary
- vacation rentals

jobs

- accounting+finance
- admin / office
- arch / engineering
- art / media / design
- biotech / science
- business / mgmt
- customer service
- education
- food / bev / hosp
- general labor
- government
- human resources
- internet engineers
- legal / paralegal
- manufacturing
- marketing / pr / ad
- medical / health
- nonprofit sector
- real estate
- retail / wholesale
- sales / biz dev
- salon / spa / fitness
- security
- skilled trade / craft
- software / qa / dba
- systems / network
- technical support
- transport
- tv / film / video
- web / info design
- writing / editing

for sale

- antiques
- appliances
- baby+kid
- arts+crafts
- barter
- atv/utv/sno
- bikes
- auto parts
- boats
- beauty+hlth
- books
- cars+trucks
- business
- cds/dvd/hs
- computer
- cell phones
- free
- clothes+acc
- furniture
- collectibles
- general
- electronics
- household
- farm+garden
- jewelry
- garage sale
- materials
- heavy equip
- rvs+camp
- motorcycles
- sporting
- music instr
- tickets
- photo+video
- tools
- toys+games
- wanted
- video gaming

services

- beauty
- automotive
- computer
- farm+garden

uk

- aberdeen
- bath
- belfast
- birmingham
- brighton
- bristol
- cambridge
- cardiff / wales
- coventry
- derby
- devon / cornwall
- dundee
- east anglia
- east midlands
- edinburgh
- essex
- glasgow
- hampshire
- kent
- leeds
- liverpool
- london
- manchester
- newcastle
- nottingham
- oxford
- sheffield

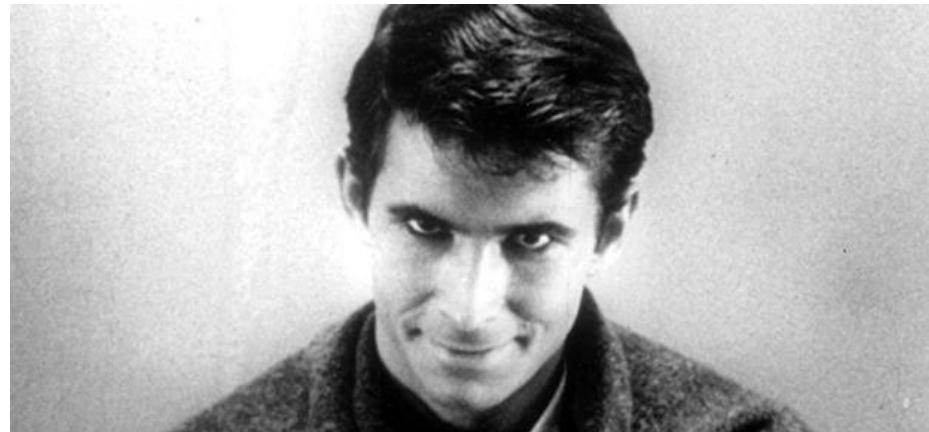
europe

- eu/ca

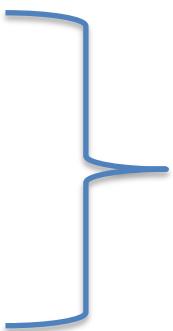
cl worldwide



Psychopaths, criminals,
murderers, and so on



Types or Categories

- Integrated social features (sharing)
- Identity based (inherent trust)
 - Religious groups
 - School groups
 - Town/neighborhood

Often private email groups
- Trust/affinity ranking or reputation systems
 - Facebook
 - eBay
 - AirBnB

Collaborative Consumption/P2P



The safe place to get stuff done.

[Become a Seller](#)

[Log in](#) | [Sign up](#)

Let's get your stuff done...

Post your task or to-do item for free:

Choose a category

What do you need? - "e.g. Scan, organise and digitise my business cards"

Your budget

 **POST TASK**

“ Clean my flat for £20. **”**



Will Stevens



Verified

★★★★★ (5)



Tested

15,000+ local sellers are ready to help

Your tasks done at your budget and on your terms

Collaborative Consumption/P2P

Welcome to the local social network

Streetlife makes it easy to connect and share with people in your neighbourhood

Share Connect Discover

Discover Save time and money with the best local deals, events and recommendations. Make the most of where you live.

▶ Play video

Sign up and win an iPad
It only takes a minute and it's free for life!

Enter your postcode

Sign up or **Connect with Facebook**

WIN!

Terms apply

Nextdoor: Neighborhood Network



Nextdoor The private social network for your neighborhood.

All states

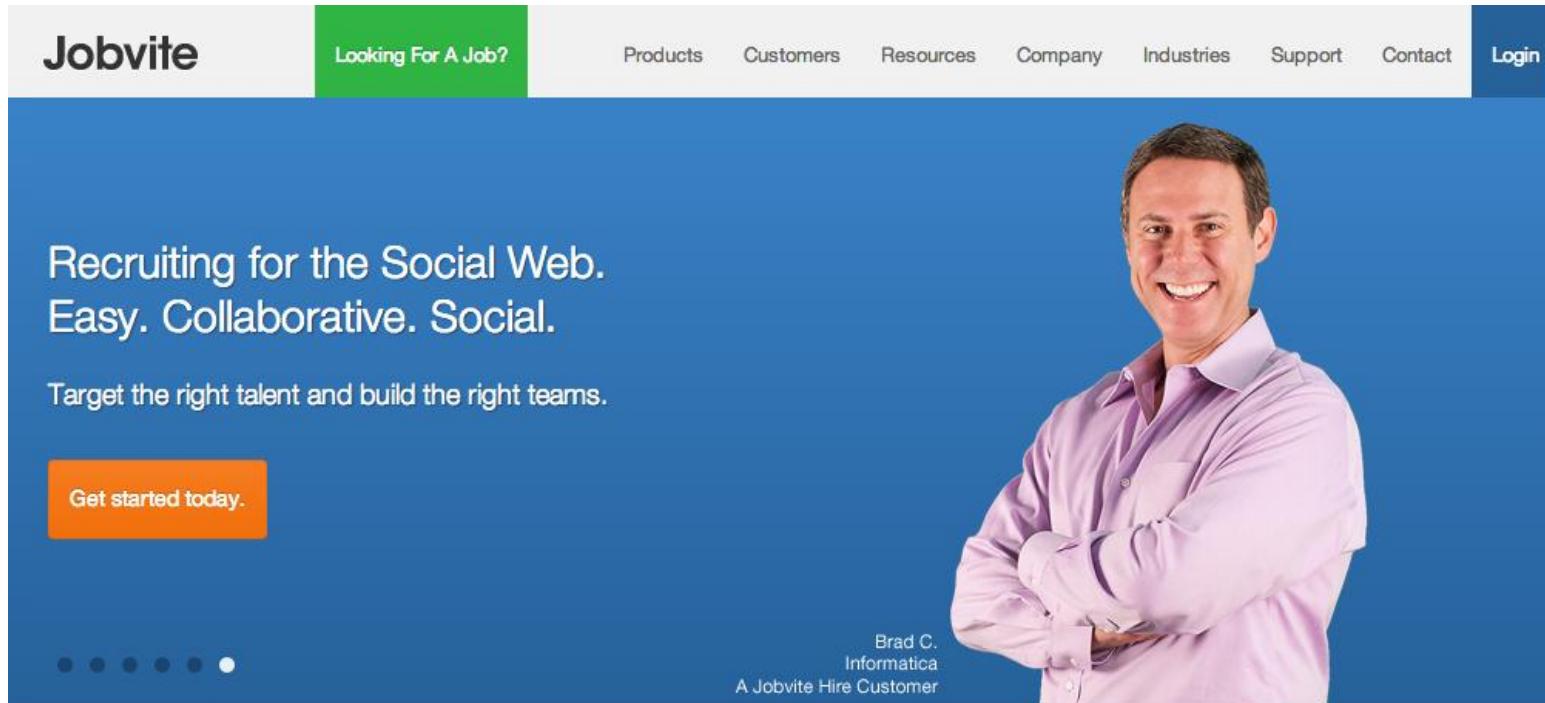
Select your state to find your neighborhood

Alabama	Illinois	Montana	Rhode Island
Alaska	Indiana	Nebraska	South Carolina
Arizona	Iowa	Nevada	South Dakota
Arkansas	Kansas	New Hampshire	Tennessee
California	Kentucky	New Jersey	Texas
Colorado	Louisiana	New Mexico	Utah
Connecticut	Maine	New York	Vermont
Delaware	Maryland	North Carolina	Virginia
District of Columbia	Massachusetts	North Dakota	Washington
Florida	Michigan	Ohio	West Virginia
Georgia	Minnesota	Oklahoma	Wisconsin
Hawaii	Mississippi	Oregon	
Idaho	Missouri	Pennsylvania	Wyoming

“Nextdoor plans to move into English-speaking countries in the first part of 2014, targeting places such as Canada, the United Kingdom and South Africa”

Has raised more than USD \$100 million (18 months)

Jobvite: Social Recruiting



The image shows the homepage of Jobvite. At the top, there is a navigation bar with the Jobvite logo, a "Looking For A Job?" button, and links for Products, Customers, Resources, Company, Industries, Support, Contact, and Login. The main content area has a blue background. On the left, there is text: "Recruiting for the Social Web. Easy. Collaborative. Social." and "Target the right talent and build the right teams." Below this is an orange button with the text "Get started today." To the right, there is a large photo of a smiling man in a light purple shirt with his arms crossed. Below the photo, the text reads "Brad C. Informatica" and "A Jobvite Hire Customer". At the bottom left, there is a series of five small white dots on a dark background.

Jobvite | Refer



Jobvite | Engage



Jobvite | Hire



“recruiting platform for social web” (tech + marketing)

Local Identification: Used Victoria



more cities ▾



blog, press, cities, etc

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Cities

Home » Cities

Sites in Canada

BC

[Used100Mile.com](#)

[UsedCampbellRiver.com](#)

[UsedCourtenayComox.com](#)

[UsedKamloops.com](#)

[UsedLangley.com](#)

[UsedOkanagan.com](#)

[UsedPQB.com](#)

[UsedQuesnel.com](#)

[UsedAbbotsford.com](#)

[UsedChilliwack.com](#)

[UsedCowichan.com](#)

[UsedKelowna.com](#)

[UsedMapleRidge.com](#)

[UsedPacificRim.com](#)

[UsedPrinceGeorge.com](#)

[UsedAlberni.com](#)

[UsedClearwater.com](#)

[UsedFraserValley.com](#)

[UsedKitimat.com](#)

[UsedNanaimo.com](#)

[UsedPemberton.com](#)

[UsedPrinceRupert.com](#)

[UsedBurnsLake.com](#)

[UsedComoxValley.com](#)

[UsedHouston.com](#)

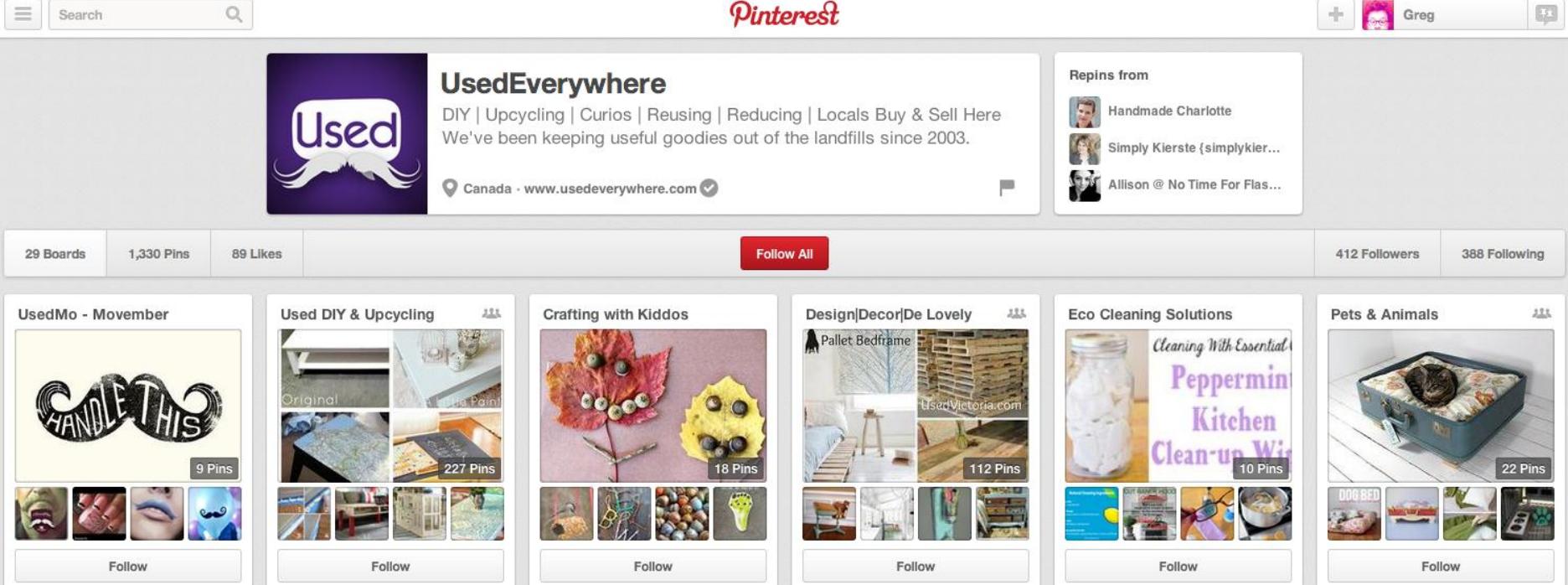
[UsedKootenays.com](#)

[UsedNorthIsland.com](#)

[UsedPenticton.com](#)

[UsedSmithers.com](#)

Piggybacking



The screenshot shows a Pinterest profile for the account 'UsedEverywhere'. The profile header includes the account name, a purple 'Used' logo with a mustache, and a bio: 'DIY | Upcycling | Curios | Reusing | Reducing | Locals Buy & Sell Here. We've been keeping useful goodies out of the landfills since 2003.' Below the header, there are sections for '29 Boards', '1,330 Pins', '89 Likes', and a 'Follow All' button. The main feed displays several boards: 'UsedMo - Movember' (9 Pins), 'Used DIY & Upcycling' (227 Pins), 'Crafting with Kiddos' (18 Pins), 'Design|Decor|De Lovely' (112 Pins), 'Eco Cleaning Solutions' (10 Pins), and 'Pets & Animals' (22 Pins). Each board has a 'Follow' button. The top navigation bar of Pinterest is visible, including the search bar, user profile 'Greg', and various navigation icons.

Leveraging larger networks for traffic and exposure:

- Facebook
- Craigslist
- YouTube
- Google SEO

Piggybacking

Kijiji Canada

Home 20+ Find Friends Post



Does your Kijiji Story make you or someone you know a Local Hero?
kijiji.ca/localheroes

kijiji
LH
LOCAL HEROES

Kijiji Canada
290,253 likes · 3,536 talking about this

Like Message

Product/Service
To help connect people within their local community, empowering them to buy or sell goods or cars, rent apartments, find jobs, new friends, and much more.

Show us your Canada

290k

Kijiji Events

Ustream Live

About - Suggest an Edit

Photos Likes

Highlights

Pinterest: UI/UX Innovation

Already a Marketplace

honda dealer

Pins Boards Pinners

Search results for "honda dealer"

Show:

All Pins Just my Pins


Portland Honda | Berlin City New & Used Honda Dealer Maine
by Kat Keen "We* ❤*Maine"

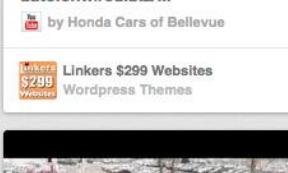

Used 2007 Honda Accord LX for sale at Honda Cars of Bellevue...an Omaha Honda Dealer! - used honda cars - auto.onwired.biz/...
by Honda Cars of Bellevue


Certified Used 2012 Honda Civic EX Sedan for sale at Honda Cars of Bellevue...an Omaha Honda Dealer! - used honda cars - auto.onwired.biz/...
by Honda Cars of Bellevue


Honda dealer, CV. FAJAR BARU messenger bag promotion
by Siboro Lebay Indotias specialist promotion ba...

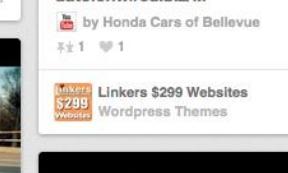

Used 2010 Honda Insight EX Hybrid for sale at Honda Cars of Bellevue...an Omaha Honda Dealer! - used honda cars - auto.onwired.biz/...
by Honda Cars of Bellevue


Central Ohio Honda Dealers
by Chad Foster car dealer advertising


Certified Used 2012 Honda Civic EX Coupe for sale at Honda Cars of Bellevue...an Omaha Honda Dealer! - used honda cars -


Linkers \$299 Websites Wordpress Themes


Linkers \$299 Websites Wordpress Themes


Tri Honda Dealers – Not Just Smart. Street Smart: Eyes – Publicis Kaplan Thaler

US Auto Dealer

Pin it 1 Like 1 Website Send

The Honda GIANT

Another Quality Pre-Owned Vehicle
Brought To You By
Honda Cars of Bellevue
The Honda Giant
www.hondacarsofbellevue.com

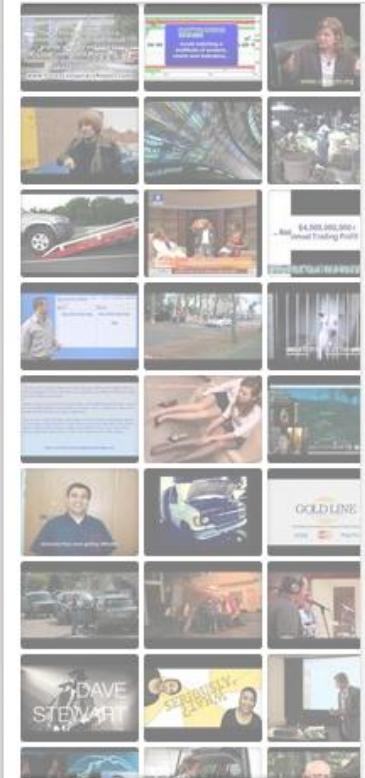
402-734-3330 or 800-247-5341

Visit auto.onwired.biz

Used 2010 Honda Insight EX Hybrid for sale by [Honda Cars of Bellevue](#) on [Youtube](#)

Linkers \$299 Websites • 10 days ago
Used 2010 Honda Insight EX Hybrid for sale at Honda Cars of Bellevue...an Omaha
Honda Dealer! - used honda cars - [auto.onwired.biz/...](http://auto.onwired.biz/)

Wordpress Themes
Linkers \$299 Websites



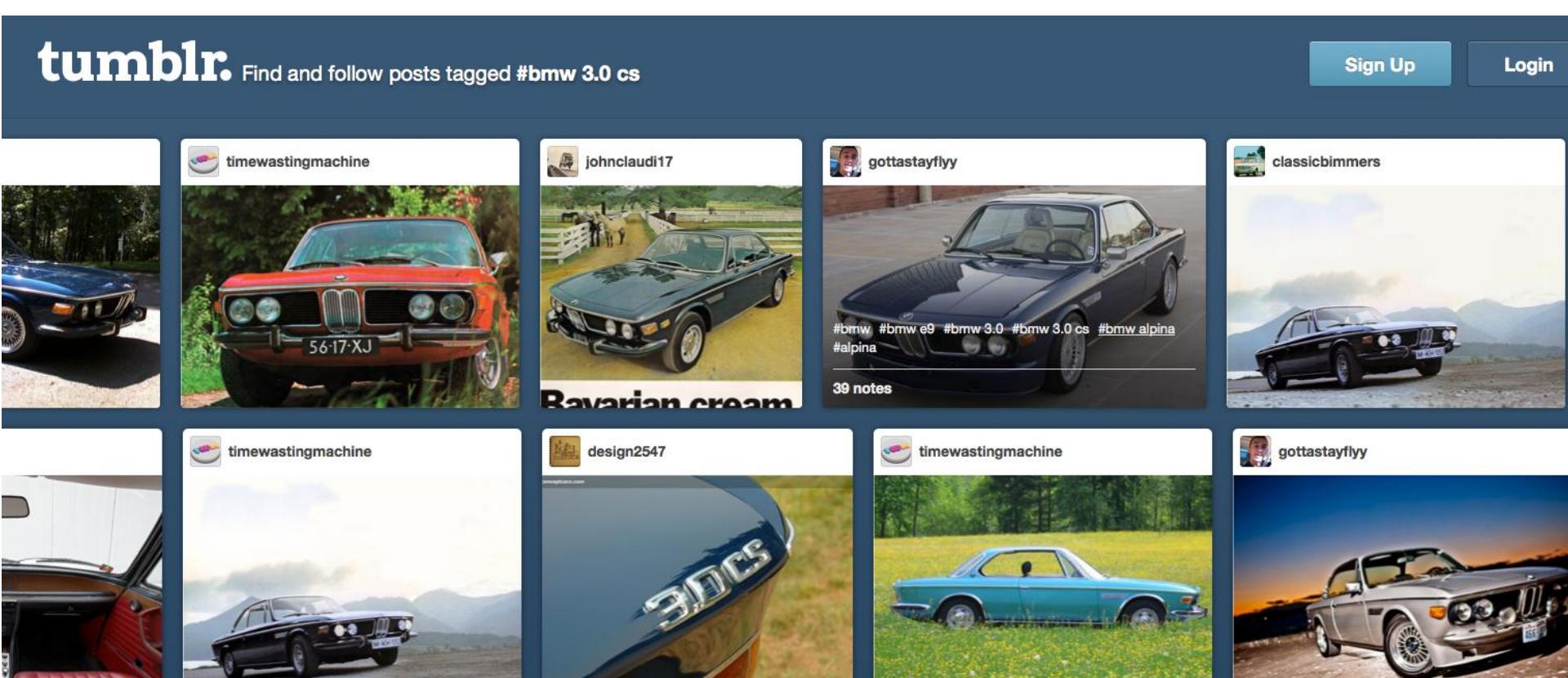
Follow Board

Other pins from [auto.onwired.biz](#)

Tumblr Too?

tumblr. Find and follow posts tagged **#bmw 3.0 cs**

[Sign Up](#) [Login](#)



timewastingmachine

johnclaudi17

gottastayflyy

classicbimmers

39 notes

timewastingmachine

design2547

timewastingmachine

gottastayflyy

Diggit: Pinterest Inspired

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[Specialty Food](#) [Fashion](#) [House & Home](#) [Family](#) [Community](#) [Food & Drink](#) [Events & Classes](#) [Blog](#)

[Add to Basket](#)

"Fish On!" **\$6.00**
Fisherman's Soap, Camping
...
This is an all natural, hand crafted, vegan, cold process soap made in beautiful Victoria, BC. This soap is made with Pure Coconut oil so you get TONS of frothy bubbles when used ...



[Add to Basket](#)

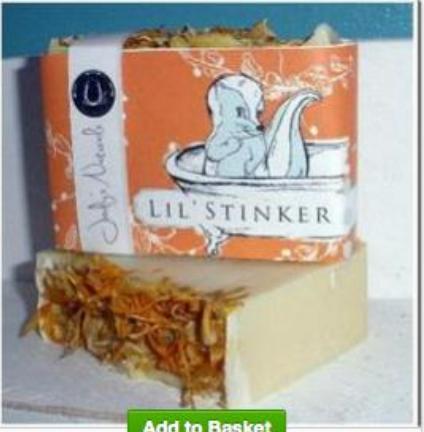
"Spring Fling" - **\$5.00**
Lavender Rosemary ...
This is an all natural, vegan, hand crafted, cold process soap made for you in beautiful Victoria, BC. This soap is made with Olive oil, coconut oil, palm oil, castor oil, sunflower oil ...



[Add to Basket](#)

"Rise and Shine" - **\$5.00**
Peppermint ...
This is an all natural, hand crafted, vegan, cold process soap made for you in beautiful Victoria, BC. This soap is made with skin loving ingredients like olive oil, coconut oil, castor oil, ...



[Add to Basket](#)

"Lil' Stinker" - **\$6.00**
Baby Soap
This is an all natural, hand crafted, vegan, cold process soap made in Victoria, BC. This soap is very high in calendula infused olive oil which has anti-inflammatory and healing properties. We've added ...



Social Features on Every Page

 **diggit** [New](#) [Shops](#) [Open a Shop](#) [Post](#) [Sign In](#) [Join Now](#) Enter a search here ≡

[Specialty Food](#) [Fashion](#) [House & Home](#) [Family](#) [Community](#) [Food & Drink](#) [Events & Classes](#) [Blog](#)



\$799.00
thebaystreetbroker

[Contact User](#) [Follow](#)
[250-383-7467](#)

ACTIVITY
0 Faves 0 Shares 101 Views

AD DETAILS

STATUS: Active

DATE POSTED: Oct 17, 2013

CATEGORY: Appliances

Facebook: Ideally Positioned

- Has massive scale
- Has “trust” vs. anonymous Craigslist

The screenshot shows the Facebook Marketplace interface for the Paris, TX area. The top navigation bar includes the Facebook logo, the search bar 'toGather', and the Marketplace logo. The main content area is titled 'Everyone Nearby' and shows a grid of 10 user profiles. A sidebar on the left provides filters for 'LOCATION' (Paris, TX), 'PEOPLE' (Everyone Nearby, All My Connections, Friends), and 'ACTIVITY' (All Activity, Free Items, For Sale, For Rent, Wanted). The main feed displays two recent posts: one from 'Don Aubrey' about a 'Raikes Tom Sawyer Bear' (with a photo of a brown teddy bear) and another from 'Saman Behnam' about a 'Paris, France Vacation Apartment' (with a photo of an interior room). Both posts include options to 'Like', 'Comment', 'Share', and 'Ask'.

The New Facebook Marketplace Powered by Oodle

By Craig Donato on Tuesday, March 3, 2009 at 8:15am 

Craig Donato is the CEO of Oodle, which is a growing online classifieds service that organizes millions of classified listings from across the Web. We've asked him to post on the Facebook blog today about the launch of Facebook Marketplace powered by Oodle.

Today, we're launching Facebook Marketplace powered by Oodle—and adding even more functionality so you can easily create, share and respond to listings. Facebook first introduced the Marketplace application on Facebook Platform in May 2007 as a way for people to post classified listings on the site. Marketplace helps people buy and sell furniture and household items in a trusted environment. Late last year, Facebook turned to Oodle for its expertise in online classifieds, and Oodle has built an entirely new version of Marketplace focused on giving people a place to buy, sell or give things away to the people they know.

If you previously had the Marketplace application installed, you'll continue to see it bookmarked on the Applications tab in the lower left hand corner of your screen. And if you have an active listing in Marketplace, you'll be given the option to transfer it to the new Facebook Marketplace powered by Oodle.

But Facebook (So Far) Failed

Facebook should have become a successful marketplace. Why not?

- Poor or unrealized user experience
- Culture of Facebook not aligned with selling
- Insufficient attention/commitment
- Limited content



The New Marketplace

Common Features

- Leading with mobile but multi-platform
- Social features often prominent or defining
- Typically attack a vertical market (or niche)
- Often process transactions (via stored card)
- Seeking to disrupt or create market through greater efficiency, convenience or new platform creation
- Models: placement/visibility (ads), transactions

To Reach Me

Follow me (Twitter): @gsterling

Email me: greg.sterling@gmail.com

