

Launch of *Rated Services* for a classifieds website

The brief

Services are currently offered through the form of classifieds (plumbers, nannies, tutors, etc)

A new version of the site will offer:

Merchant pages: merchants will be able to show their credentials and work

Reviews and ratings: buyers will be able to write reviews for each merchants

Bidding: in some categories buyers will be able to post jobs for merchants to bid on

The brief

Target audience (buyers)

25/35 Urbanites

Business targets

- Merchants acquisitions
- Visits to the new *services* site
- Trials

Overall KPIs

- Number of unique visitors
- Number of returning visitors
- Conversions
 - Number of new merchants' subscriptions
 - Number of 'jobs' commissioned through the *services* site

Research - Methods

Qualitative

- Desk research: Competitors' sites, blogs, ScienceDirect.com, whitepapers, social media conversations.
- Semi structured interviews

Quantitative

Questionnaires administered to convenience samples

Research - Buyers

How do they look for services? What matters to them?

- Do not know **who to turn to** when they are looking for services
- **Trust is an issue**: they do not trust service providers in general, they often recount bad experiences
- Location and **proximity** are important

Research - Buyers

Goal driven buyers

Fulfill an **immediate** need

- Rely on their **capital social** - WOM
- **Search** online (Google)
- Use **directories**

Experiential buyers

Want to gain an understanding of the field in order to define their options

- **Search** online (Google)
- Rely on their **capital social** - WOM
- **Magazines**

Research - Merchants

How do they find customers? What are their challenges?

- Get clients via **WOM** and recommendations
- Advertise through paid for **directories** (BT Directories)
- Find it difficult to **keep up with the admin**. They can spend 60% of the week quoting instead of working. (source RatedPeople interview).
- **Need to build trust** with customers
- Proud of their ratings on competitors sites (Rated People)
- Find **difficult to build a reputation** (e.g. "on RatedPeople, old members have a serious advantage")
- They are **on the move** most of the day. Frequent **email** users.

Requirements

Buyers

- Be present **where the search journey begins**
- Cater for both **experiential** and **goal driven** buyers: provide information, discussions, advice
- Inspire **trust**

Requirements

Merchants

- Allow merchants to **build trust**
- Facilitate **feedback gathering**
- **Allow new joiners** to compete with older members on the market place
- **Support the promotion and administration** processes
- Cater for **mobility**

Proposed solutions

1. Conversations Hub & activation

- A place where buyers find **contacts for immediate needs**
- Find **expert advice** from merchants and **exchange experiences** with other buyers
- Allow new merchants to **showcase their expertise** and **build a reputation**
- Generates highly relevant content, indexed by search engine and amplified via Social Media

2. Branded marketing & support tools for Merchants

Conversations hub - Example

The screenshot shows a web browser window with a Santander 123 Current Account banner at the top. Below the banner is a hand-drawn conversation hub interface. The interface consists of a series of boxes representing messages in a conversation. The first message is a question from a user. The next two messages are answers from Merchant 1 and Merchant 2. The final message is another question from the user. The interface includes profile pictures, names, and interaction buttons like 'Rate', 'Ask him to quote', and 'Share'.

Santander 123 CURRENT ACCOUNT
Driven to do better. JUST £2 A MONTH [Find out more](#)

User
Question:
What does it take to break a partition wall?

Merchant 1
Answer 1:
We can do this for you, just rent a skip. Ask us to quote.
Rate [Ask him to quote](#) Share

Merchant 2
Answer 2:
You need to get your neighbors to agree to it before any builders can touch it. We are happy to quote for the job.
Rate [Ask him to quote](#) Share

User
Question:
What is the best season to prune trees?

User
Question:

Conversations hub - Organic SEO

The image is a screenshot of a Google search results page. The search bar at the top contains the text "what does it take to break a partition wall?". Below the search bar, the results are displayed. A handwritten black box is drawn around a specific result, containing the text: "What does it take to break a partition wall?", "www. [redacted] /services/", and "Answer 1: We can do this for you, just rent a skip. Ask us to quote." The search results include various links and snippets, such as "Office Partition Walls - Small/Large Office Partition Work", "Knocking down walls - Home improvement", "How Do I Repair Cracks in Walls?", "What does it take to break a partition wall?", "Ephesians 2:14 For he himself is our peace, who has made the two ...", "Wall - Wikipedia, the free encyclopedia", "Entry through walls and ceilings | The Crime Prevention Website", and "Breaking the Walls: Scene Partitioning and Portal Creation".

what does it take to break a partition wall?

Search About 10,200,000 results (0.38 seconds)

Web
Images
Maps
Videos
News
Shopping
More

London, UK
Change location

The web
Pages from the UK
More search tools

Ad related to what does it take to break a partition wall? Why this ad? Ads - Why these ads?

Office Partition Walls - Small/Large Office Partition Work
www.spacelink.co.uk/OfficePartition
18 Yrs Experience & Free Design

Wall Partitions

What does it take to break a partition wall?
www. [redacted] /services/
Answer 1: We can do this for you, just rent a skip. Ask us to quote.

Knocking down walls - Home improvement
www.directline.com/home/home_knocking_th
These walls can be fairly easily removed, but
You will need to replaster and make good the

How Do I Repair Cracks in Walls?
www.wisegEEK.com/how-do-i-repair-cracks-in-
26 Jun 2012 - For larger wall cracks, however
do drill between slats, simply mark those holes
something happened to my house. my upper

What does it take to break a partition wall?
www. [redacted] :com/services/
Answer 1: We can do this for you, just rent a skip. Ask us to quote.

Movawall Systems Ltd
www.movawall.co.uk/
Leaders in supply, install, service
of movable walls. U.K. coverage
Chessington
020 8391 8790 - Directions

Partition Walls
www.nipartitions.co.uk/
Professional and Competitive.
Fast & Efficient. Call Now.

Screenflex UK
www.screenflex.co.uk/
Portable Freestanding Partitions
sales & hire

See your ad here »

Ephesians 2:14 For he himself is our peace, who has made the two ...
bible.co/ephesians/2-14.htm
... body he has made Jewish and non-Jewish people one by breaking down the wall ...
The middle wall of partition - By abolishing the law of Jewish ordinances, he ... to this
transaction the apostle cannot be supposed to allude, as it did not take ... nor can man
make his peace with God; what he does, or can do, will not do it; ...

Wall - Wikipedia, the free encyclopedia
en.wikipedia.org/wiki/Wall
This article does not cite any references or sources. ... A partition wall is a wall for the
purpose of separating rooms, or dividing a Each wall has two sides and breaking a
wall on one side will break the wall on the other side. [edit] Portable walls. Portable
walls, such as room dividers or portable partitions, are used to take a ...

Entry through walls and ceilings | The Crime Prevention Website
thecrimepreventionwebsite.com/index.php?id=686
As you can see from the construction of a cheap stud partition wall it wouldn't take
much effort to break through a couple layers of plasterboard to bypass what ...

(PDF) Breaking the Walls: Scene Partitioning and Portal Creation
www.cs.tau.ac.il/~dorononline/papers/papers/along03.pdf

Conversations hub - Social Media integration

The image shows a screenshot of a Twitter profile page for a user named 'Services'. The profile includes a bio: 'The UK's No. 1 in community classifieds. Homes, jobs, cars, sofas, white (uredos... anything, really London http://'. The page shows 1 tweet, 1 following, and 43 followers. A hand-drawn black box highlights a tweet from '@Services' that reads: 'What does it take to break a partition wall? http://gtree.com/65345 #INEEDA'. The tweet is also visible in the main timeline. A vertical banner on the left side of the page reads 'We've moved to'. The footer contains copyright information for 2012 Twitter and links to various resources.

We've moved to

Tweets

@Services What does it take to break a partition wall?
<http://gtree.com/65345> #INEEDA

© 2012 Twitter About Help Terms Privacy
Blog Status Apps Resources Jobs
Advertisers Businesses Media Developers

Reason to prune trees? Can I
cost of re-doing a
are you need, but roughly these

@Services Are dogs happy with a dogwalker? I'm not sure
if I should get one.
<http://gtree.com/65345> #INEEDA

@Services Is it possible to recover the wood effect on
painted wooden floors?
<http://gtree.com/65345> #INEEDA

@Services What is the best season to prune trees? Can I
get it done now or shall I wait for winter?
<http://gtree.com/65345> #INEEDA

Conversations hub - Social Media integration

The image is a screenshot of a Facebook profile for a user named Phil Tee. The browser address bar shows 'www.facebook.com/phil.tee.7'. The profile picture shows a man in a suit. The cover photo is a black and white image of a man in a suit. The profile information section lists 'Lives in London, United Kingdom', 'Married to Libby Tee', and 'Add where you work'. The 'About' section is visible. The 'Status' section shows a post from 'Phil Tee' about a minute ago via 'gumtree services'. The post content is a handwritten note that reads: 'Question: What does it take to break a partition wall? Answer: We can do this for you. just rent a skip. Ask us to Quote'. The note is circled in black. The right sidebar shows a 'Sponsored' section with 'Pringles' and 'Driving from London?' ads. The bottom right shows a 'Chat' button with 24 messages.

facebook Search for people, places and things Home

Phil Tee

Add a Cover

Lives in London, United Kingdom
Married to Libby Tee
Add where you work
Add your school
About

Status Photo Place Life Event

What's on your mind?

Friends

Phil Tee about a minute ago via gumtree services

I Like that

Like

Services > Renovation
www.gumtree.com/services

Question: What does it take to break a partition wall?
Answer: We can do this for you. just rent a skip. Ask us to Quote

Like · Comment

Gem Le Tissier September 7

And so it begins!! — with Libby Tee and 3 others.

Sponsored

Pringles Claim your FREE speaker with our festival promotion!

Like · Emma Seymour likes this.

Driving from London? Earn cash sharing your ride...

BlablaCar 9,264 people like BlablaCar.

Hemingway Tailors WIN! Made-to-measure shirt, silk tie & cufflinks worth £285 in our fantastic competition

Like · 1,125 people like this.

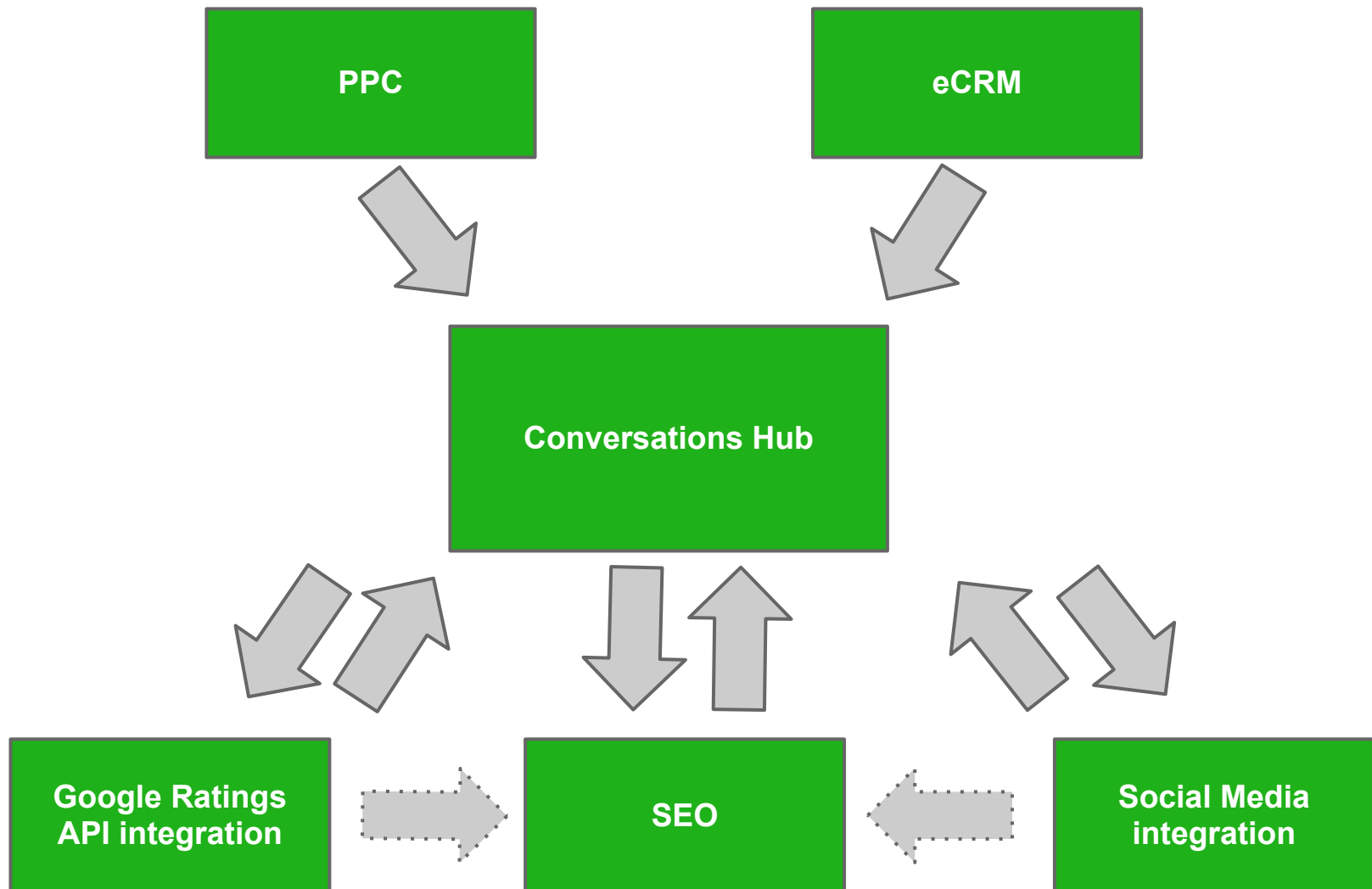
£100 M&S offer extended Join Sky TV online today and enjoy a £100 M&S voucher on us.

Top Albums

Decade In The Sun - Best Of Stereophonics

Chat (24)

Conversations Hub mechanic



Conversation Hub activation

- **Content creation** - Merchants responding to frequently asked questions in their field
- **eCRM (Merchants)**
 - Existing database of services advertisers
 - Sponsor trade specific emails
 - Cold databases
 - Message will be: useful, relevant to the sector, concise and personal, the journey will be optimised on a device basis.
- **PPC (Buyers and Merchants)**
- **Social media outreach (Buyers)**
- **On-site online display ads**

Conversations Hub - KPIs

- Number of new conversations on the Hub
- Thread depth
- Number of active participants (vs Lukers)
- Conversations relevance (user rating and SEO)
- Conversions:
 - Number of quotes requested
 - Number of followers

(Ref - Preece)

Merchants' toolkit - offline marketing materials (generated online)



**Branded flyers, business cards
and stickers**

Merchants' toolkit - supporting online tools

Quote

From: Joe the Builder Limited
London EC1V 7DB

To: My Client Name
1, Infinite loop
London W1 7RE

Service	Price
Carpet cleaning	£200

Add a line (+)

I am reviewed on  Total: £200

 [Print](#) [Send to client >](#)

Online quote creator

Reference request

From: Joe The Builder
to: mypreviousclient@email.com

Dear

I just joined Gumtree Services and I would be grateful if you could rate the services provided for:

It only takes 5 minutes to rate me

Many thanks

Joe the Builder

[Start referral >](#)

Reference request Web App and emails

Customer Service

Our Reviews

[Read our reviews](#) [Write your own review](#)

Date: 02/04/2012
Reviewed by: David
"Efficient and friendly service"

Date: 15/03/2012
Reviewed by: Jenny
"Great service"

Date: 11/02/2012
Reviewed by: Peter
"Fantastic facilities"

Date: 01/01/2012
Reviewed by: Paul
"Thank you for helping"

Ratings widget

Merchants toolkit KPIs

- Visits from collateral marketing tools (QR codes and direct URL)
- Conversions from collaterals

Summary

Deliver against the users' goals and contexts

Merchants

- Provide useful solutions that generate awareness and facilitate conversions
- Cater for mobile devices
- Support trust building using the website's brand

Buyers

- Be present where the information search journey begins: search engines and social capital reliance
- Cater for both goal driven and experiential buyers through relevant content

Thank you