# 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
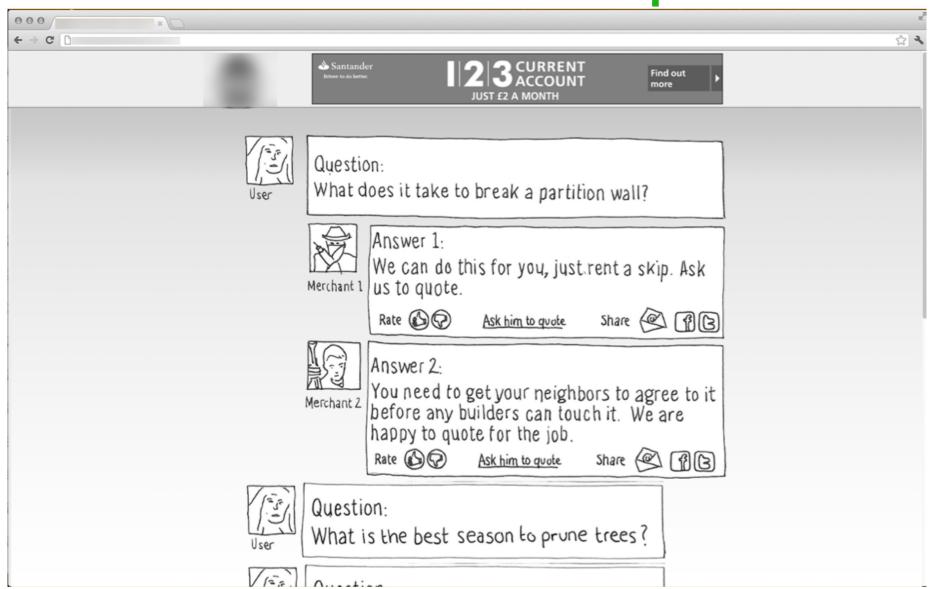- Support the **promotion** and **administration** processes
- Cater for **mobility**

# 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

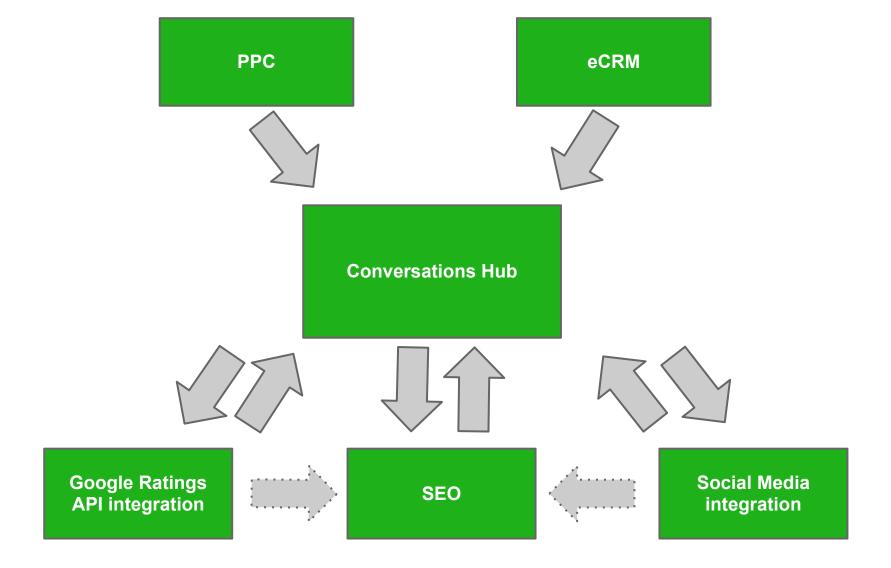# Conversations hub - Organic SEO

# Conversations hub - Social Media integration

# Conversations hub - Social Media integration

# 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)*

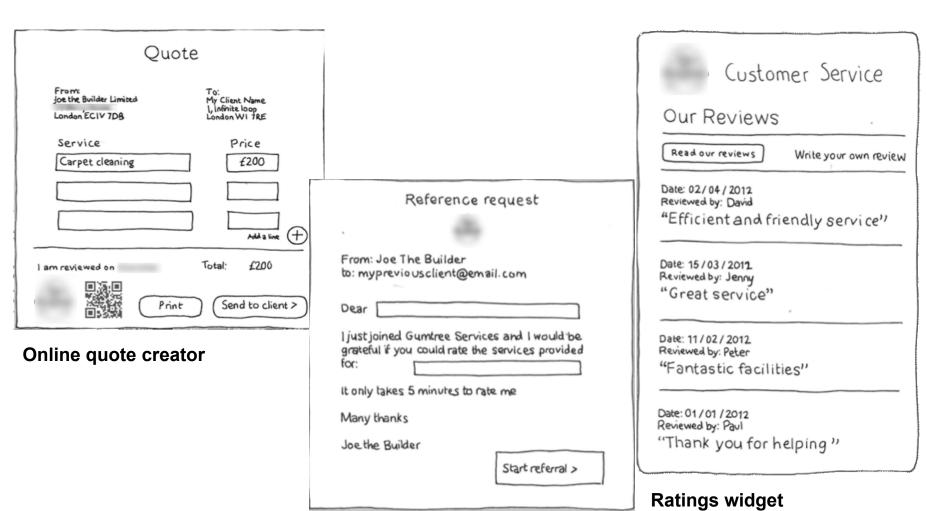# Merchants' toolkit - offline marketing materials (generated online)



**Branded flyers, business cards and stickers**

# Merchants' toolkit - supporting online tools



**Online quote creator**

**Reference request Web App and emails**

**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