

10 things
I've learned in the
last year

1
TRAFFIC

2
PRINT ISN'T
DEAD

3
SCRUM

4
CONTENT

5
GOOGLE
ADSENSE

6
ONLINE SALES
STAFF
Are not a special breed

7
VIDEO

8
SELF SERVICE

9
USABILITY

10
**TRANSFERRABLE
SKILLS**



**FROM
AEROSPACE
ENGINEERS TO
PEKINGESE
PUPPIES**

**Niche
Opportunities**

**How did we get
into niche?**

by accident!





Why niche?

search
less competition
relevancy

Multiple revenue streams



recruitment,
placement, data,
sponsorship, banners,
courses, merchandise,
events, affiliates,
accommodation,
newsletters, publication

Just classifieds?

No

Community

forums
events
news
UGC
functionality



UTILITY

“When you create a utility, you’re creating something that gives people time back. It becomes less about information as pollution and more about information to help people get through life.”

Nick Law
Chief Creative Officer, North America
R/GA
March 2008

Sold advertising

do not rely on network advertising

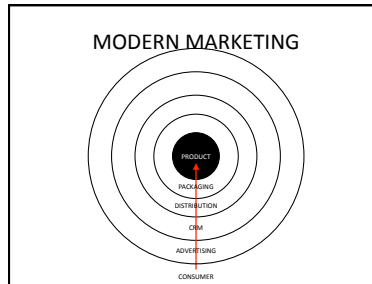
Super niche



How small?



The future of advertising?



NICHE =

**engagement
targeted
interaction
less noise**



A TIME FOR CHANGE

“We’re not in the business of keeping the media companies alive. We’re in the business of connecting with consumers.”

Trevor Edwards
Vice President, Global Brand & Category Management
Nike
October 2007

Source: Nike Inc. From: Nike (October 2007) 2007 Business Development Summit

What next?

**super niche
complete marketplaces
open platforms
network effect**