Site: www.craigslist.com

**Value Proposition**
Craigslist is a classified advertisements website that has expanded worldwide. It is an online market place where users can buy or sell items. Craigslist users post more than 60 million new classified ads each month and more than 50 billion pages are viewed every month. The value proposition for buyers is that with such high volume user activity, Craigslist has classified ad posts for almost everything. Buyers are likely to find what they want on the site. The value proposition for sellers is just as good. Sellers can post items they no longer need/want in hopes that one will purchase them. Craigslist gives both buyers and sellers a forum to each to get what they want.

**Category of E-Commerce:**
Craigslist implements a Customer-to-Customer model. Sellers post items they wish to sell and buyers respond to the posts.

**Competitors**

1. **Oodles** – www.Oodle.com
   Oodles is a website which offers the same type of service as Craigslist. The site revenue model based on advertisers

2. **Olx.com** – www.olx.com
   Olx is a classified ad’s website much like Craigslist. The site’s revenue model is based on advertisers and partnerships

3. **Backpage** – [www.backpage.com](http://www.backpage.com)
   Backpage is another classified site much like Craigslist who revenue model is based off advertisements.

Craigslist is has been able to overshadow its competitors due because of it’s expansion around the world and the amount of user activity it sees. Craigslist’s monthly user activity is in the billions. Craigslist has been able to gain the public trust and the company has established its reputation.

**Channel Integration**
As there is no physical store for Craigslist, the site relies on its users to manage the transactions between themselves.
**Intended Customers**

Craigslist customers vary across demographics and have, at minimum, basic computer skills. As you can see in the figure below men tend to use the site more than women (although not by much). Users range from >18-65+ which the most active users between 18-54. The appeal of Craigslist is across the board. There is something on the site for everyone, which is why the site caters to such a vast audience.

**Marketing**

Craigslist has expanded worldwide. There is a Craigslist site for America, Africa, Asia, Europe, Middle East, and Oceania. The manner to which the site has expanded has helped it in attracting consumer. The marketing strategy to be available in different countries, states and cities around the world has effectively expanded the sites dominance.

With such a worldwide presence, one of the most powerful marketing tactics to attract new customers is to ensure current customers are satisfied with the service provided. Uses with great experiences tend to tell others and that is what I believe is Craigslist’s best marketing tool, the users themselves.

**Attracting Customers**

Craigslist attracts all three types of customers impulsive, patient, and analytical. Impulsive buyers tend purchase items quickly. So when an impulsive buyer is searching through the classified ads and they see a post of an item they want, they’ll buy it right away. Patient buyers are attracted to the site because the items for sale tend to be used. Items are not always new and tend to be cheaper than buying it retail. Patient users can check the classified ads for deals and purchase after comparing things. Analytical buyers tend to do research first before making a purchase. They are attracted to the site, much the same way Patient buyers are. Analytical buyers can compare prices and decide the best option for buying, either new or used.
**Customer Experience**

Craigslist has not implemented any real web 2.0 tools. The site allows for accounts to be created, but there is no personalization available. Craigslist itself is pretty dry in terms of visual appeal. So the user experience doesn't come from how it looks, but rather how it functions. Users have the ability to flag posts, which violate the site's Terms of Content. Craigslist also has a feedback form where users can post comments about their experiences with the site. The site also takes in user suggestions for changes they would like to see.

To enhance the user experience, Craigslist has expanded worldwide. Users have the ability to search for items locally to where you live. Along with the ability to buy locally, the content available on the site propels it forward. Users can find almost anything they need. That experience is critical to their appeal.

**Placement and Payment**

Craigslist does not actually sell directly to users. Users that buy and sell items using the website need to negotiate themselves and perform their own financial transactions.

**Delivery**

The delivery of goods between seller and buyer are their own responsibility. The buyer and seller decide the manner of how the goods are to be delivered or shipped. If users want to return items, they need to work that out themselves. Craigslist does offer advise to how transactions should take place, but ultimately the responsibility belongs to the customers.

**Support**

Craigslist posts the current site status on their website. The system status page details outages, scheduled maintenance, etc. If users encounter any other type of technical issues, users can contact Craigslist directly by filling out an online form. As Craigslist is worldwide, site supports languages in Catalan, Danish, Dutch, English, Filipino, French, German, Italian, Norwegian, Portuguese, Spanish, Swedish, and Turkish.

**Content**

The sites organization, I feel, is a reason why it has done so well. All classified ads are organized in Community, Personals, Discussion Forum, Housing, For Sale, Services, Jobs, Gigs, and resumes. Craigslist also lets you search for classified ads by location. The site allows you to search for classifieds by city, state, Canada, and worldwide (which include Africa, America, Asia, Europe, Middle East, and Oceania). The simplicity of the site is why it works so well.

**Experience**

Craigslist is geared towards Utilitarian users. People search through ads of the categorized items and buy something specific. These users are not in any particular rush to purchase something; rather they take their time and are patient.

The site is not geared towards hedonic shoppers. Craigslist is not visually appealing. The boring nature of the site would cause hedonic user to easily get bored and move to another e-commerce site.
**Improvement for Customer Loyalty**

The best way to ensure customer loyalty is to educate buyers on the potential dangers involved with buying from other users. Craigslist tries to keep users informed of potential scams and tries to alert users so they do not get scammed. These concerns for customers’ safety combined with positive user experiences reinforce loyalty in the site.

Reference:
www.craigslist.com/about/factsheet
http://siteslikecraigslist.com
http://www.quantcast.com/craigslist.org