

# Demand media

Business



Designed for: Demand media Designed by: KEY PARTNERS News Corp Hearst Corporation. You tube. San Francisco Chronicle.

#### KEY ACTIVITIES

Selling advertisements.

Data collection and analysis.

#### VALUE PROPOSITIONS

Creating and hosting websites

Outsourcing jobs to freelancers.

#### CUSTOMER RELATIONSHIP

The charges on search engines were favorable.

They used social media

They made it easier for customers to get answers for their queries.

#### CUSTOMER SEGMENT

Internet Users

Advertisers.

Branding.

#### KEY RESOURCES

Internet providers.

Contracts

Human resources e. g. Tech

#### CHANNELS

Used company's website

Smart phone apps and social media

Print media and videos

#### COST STRUCTURE

Paying freelancers and company's employees

<https://assignbuster.com/demand-media/>

Purchasing websites e. g. eHow. com, answerbag, Expertbill

Search engine optimizations

REVENUE STREAM

Domain registrations.

Selling advertisements.

Sold websites e. g. about. com.

Partnership with Google.

The development of Demand Media has been hindered by several current developments. This, however, can be used as an opportunity to transform the firm. Little adjustments can be made to improve the firm.

In the current world, many people have turned to internet as reference.

(Chang7). This has provided ask. com, eHow, about. com and other sites that offer answers to internet users a great breakthrough. For instance, statistics show that the monthly view of ask. com increased by 348, 102, 000 from 2008 to 2010 (Chang 16). This implies that if the trend continues then views might increase even more.

Technologies like mobile apps have hit the market and have been a challenge to Demand Media. This can be reversed when those opportunities are used to create mobile apps. Their websites were created with an aim of performing a specific task or for a specific audience. Apps are, however, replicating these ideas. Demand Media can come up with algorithms and deice the mobile applications. (Chang1; 7)

Sales and marketing is one area that is more promising. Analysis indicates that income levels increased from 15, 400, 000 to 24, 400, 000 from 2008 to 2010. (Chang 13)Most of the companies are using their websites to offer their services and even sell their products. For instance, chron. com will  
<https://assignbuster.com/demand-media/>

provide customers with tips on creating business plans and usatoday. com will offer travelling tips (Chang14-15).

Social websites have received a lot of traffic recently, according to a survey by Demand Media, yahoo and Google sites are among the top websites that receive highest number of unique visitors per month (A. Chang, 2015, pg. 12). If this numbers continue to grow at the same rate, then it means that demand media will have a more promising future.