

Essay on ediets and their revenue model

[Business](#), [Company](#)



According to their website, the Ediets company makes money in many different ways. First, it sells memberships to customers for their online weight-loss site that the company hosts and runs so people can join and try to lose weight. The company sells diet food, by signing people up for delivery of meals to their house in order to lose weight. The company also earns money by selling advertisements on their diet, fitness, and healthy lifestyle websites. It has an online store that sells diet, nutritional, and fitness products. The company even sells advice to other companies about the design of diet and nutritional websites that they use on their own sites. (“About Ediets. com”).

Based on this list, the Ediets company uses three types of revenue models: selling services, selling products, and advertising. The services are the online weight-loss program and design of other diet websites. The products are home-delivered meals (the delivery is a service) and diet, nutritional, and fitness products from their online store. Other companies pay Ediets to put ads about their company’s products or services on the Ediets website. That is a way to get their advertisements in front of people interested in losing weight so they can sell their own company’s products or services.

On his blog, Corbett Barr says that selling services usually brings the most money into a website business. Selling products is the next biggest way to make money. The least amount is for advertisement, but the more traffic a website has, the more money they can charge the advertisers. Ediets probably gets a lot of traffic because people have paid to visit with their memberships and they want to get their money’s worth. It is clear that the

Ediets company has found many ways to make money from their website in the diet business.

Works Cited

“ About Ediets. com.” Ediets. com. n. d. Web. 18 June 2013.

Barr, Corbett. “ An In-Depth Guide to Online Business Revenue Models for Lifestyle Entrepreneurs.” Think Traffic. 6 April 2010. Web. 18 June 2013.