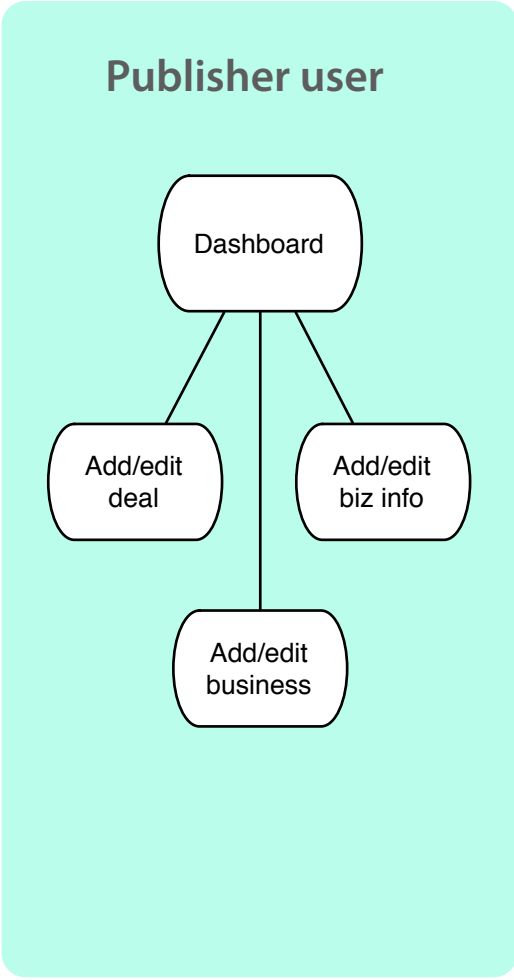
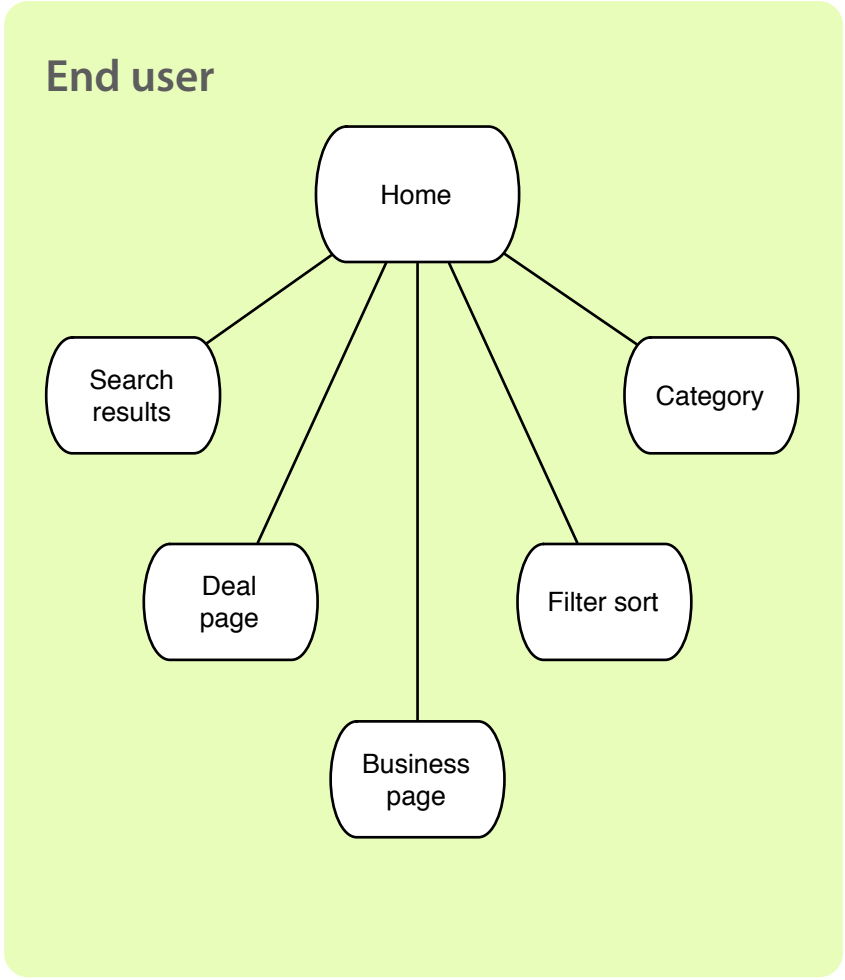
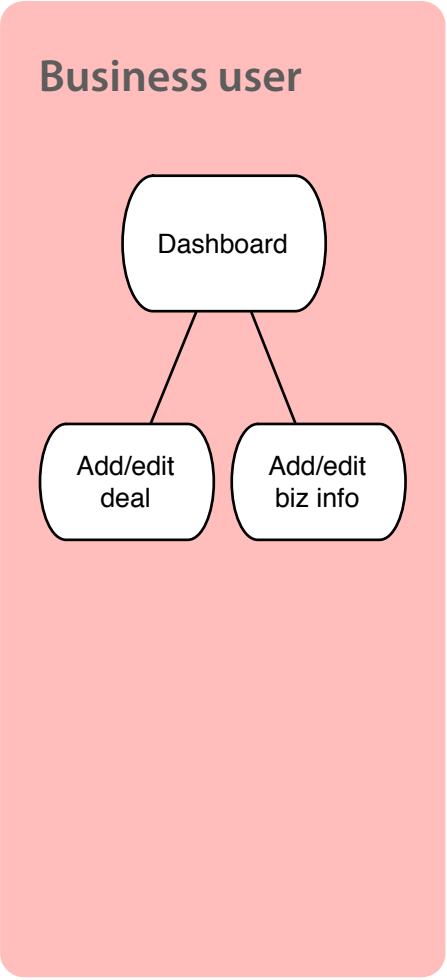


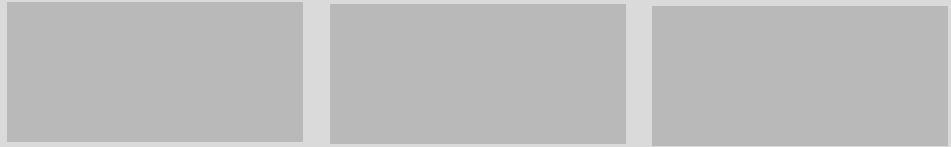
High-level sitemap

03.21.08 | Revenue 2.0



There are 1,800 deals available
Over \$20,000 in savings

Hottest deals
of the day



Latest Deals

Company lorem ipsum dolar sit amet
Topic, review, location 123 main street,
000-111-2222

Company lorem ipsum dolar sit amet
Topic, review, location 123 main street,
000-111-2222

Company lorem ipsum dolar sit amet
Topic, review, location 123 main street,
000-111-2222

Company lorem ipsum dolar sit amet
Topic, review, location 123 main street,
000-111-2222

Company lorem ipsum dolar sit amet
Topic, review, location 123 main street,
000-111-2222

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Deadline Deals

Deal pitch, company
Topic, company, location 123 main street, 000-111-2222

Deal pitch, company
Topic, company, location 123 main street, 000-111-2222

Deal pitch, company
Topic, company, location 123 main street, 000-111-2222

Deal pitch, company
Topic, company, location 123 main street, 000-111-2222

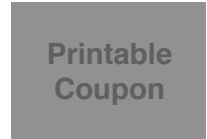
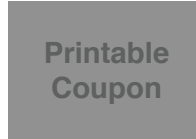
Deal pitch, company
Topic, company, location 123 main street, 000-111-2222

Deal pitch, company
Topic, company, location 123 main street, 000-111-2222

Deal pitch, company
Topic, company, location 123 main street, 000-111-2222

Deal pitch, company
Topic, company, location 123 main street, 000-111-2222

Most Printed Coupons

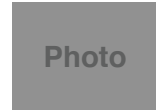
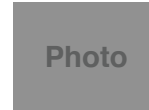
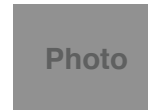


[View All coupons](#)

Anytown News Advertiser Index

Jim's landscaping company

5555 main street. | ph. 111-22-3333
Anytown, State 00000 | jim@landscape.com



- profile
- reviews
- coupons

Balakrishna Hebbar - My socialmedian Newsmakers
[Magitam submitted: GOOD ADVICE: Get twice as much from landscaping by adding fruits and vegetables....](#)
2 hours ago - socialmedian.com - [Link](#)

Vicky McVale - identi.ca
"New blog post: 3 Focus Areas for Green Landscaping <http://www.diogeneslamp.net/re...>"
2 hours ago - [Link](#)

Vicky McVale - Diogenes Lamp
[3 Focus Areas for Green Landscaping](#)
2 hours ago - diogeneslamp.net - [Link](#)

Choose or Snooze Political News: Instapundit
[GOOD ADVICE: Get twice as much from landscaping by adding fruits and vegetables....](#)
3 hours ago - pajamasmedia.com - [Link](#)

Derrick Fogle - Twitter
"@rickras20 what? you were going to come help me with landscaping work, remember? :-)"

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LinkedIn example

Concept map: deal data

03.21.08 | Revenue 2.0

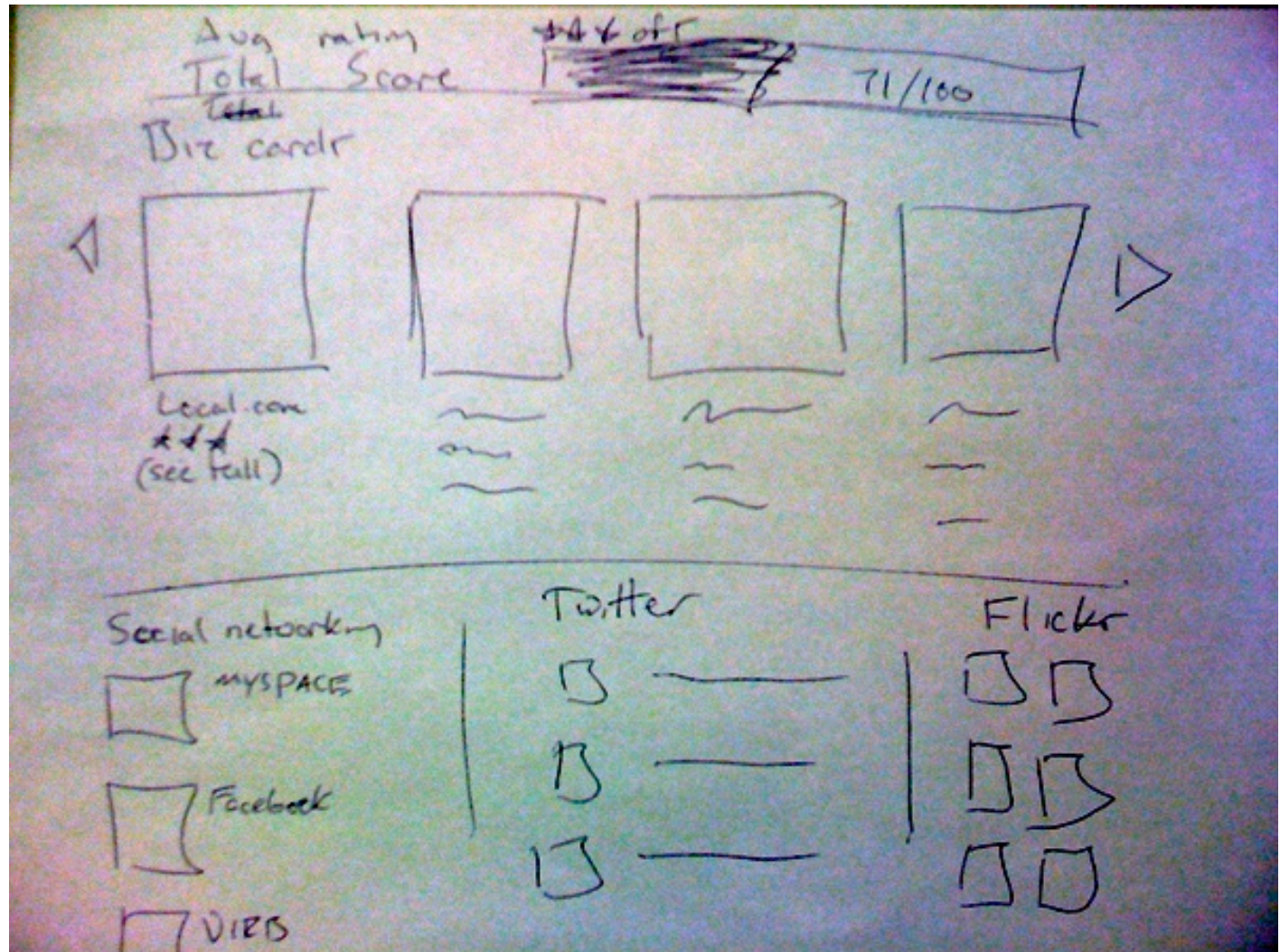


Objective:

Make a tool that helps sales reps find and manage information on a business quickly and easily.

Steps:

- 1) The sales rep types in the business name.
- 2) The program finds all the yellow page like sites with the business listing and shows the rep with the average rating total.
- 3) The program finds the company's social networking stamp and pulls relevant content.
- 4) The sales rep has a leverage whatever the data shows.



Flow for a typical advertiser

Dr. Joseph Jones, Optometrist, Anytown, USA

STEP 1

Dr. Jones works with a newspaper.com account representative to establish budget and specific needs and expectations.

STEP 2

Advertising program begins with banner campaigns and landing page, geared for SEO and lending part of the newspaper.com reputation to advertisers.

STEP 3

Dr. Jones commences a special offer with the banner campaign, which newspaper.com lists in its Deals database, indexed for browsing or searching. 20 percent off complete single-prescription eyeglasses.

STEP 4

Dr. Jones' special offer could be promoted on the Deals page any of several ways:

- One of the latest deals
- If time sensitive, one of the deadline deals
- If coupon popular, one of the most printed coupons
- If editors choice, also one of the hottest deals of the day

In addition, selected items from each promoted list could wind up in the Deals widget distributed throughout the site and maybe even syndicated to other sites.

STEP 5

Dr. Jones may choose to pull user ratings and reviews from other sites that may house a listing for him onto his landing page. Possible upsell. We will have aggregated these reviews anyway as part of the reputation management service we can offer him.

STEP 6

We offer periodic, semi-custom reputation management to Dr. Jones in two forms:

- Listing management on yellow pages and other local directories (business card data)
- Advisory service about comments, reviews and ratings on that business on other sites

Example of the type of comment we think Dr. Jones would want to know about:

“Dr. Jones is fantastic! I've been seeing him or his father for many years! Unfortunately, his staff at the front is always comprised of at least one person who meets the description of unprofessional and inappropriately rude to the point of being juvenile. My insurance claim was thoroughly balled up this recent time and I will be out \$140 when I should have paid nothing at all. I wrote the doctor a letter explaining my complaint but received no contact in return. I will never visit their office again. It's a shame when you try to fight chainstore takeovers but the very businesses you try to support don't want your support. Now I go to Dr. Smith. :(“

POSSIBLE OTHER STEPS

- Mobile
- SEM
- Resyndication (Google Base, Oodle, Craigslist etc.)