

The Online Directory Business Model

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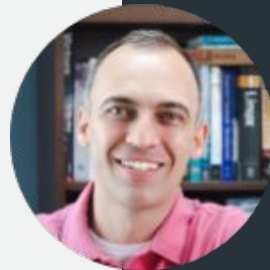
Webinar Wednesdays

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edirectory

What is an Online Directory?

Types of directories:

- Local Guide
- B2B Vendor Directory
- Niche industry Directory
 - Lawyers
 - Doctors
 - Contractors
 - Weddings
 - Travel
- Curated for a certain Group
 - Luxury
 - Family Friendly

Advantages of the Online Directory Business Model

- Provides a valuable service to people making a purchase decision
- Low cost to setup and maintain
 - User Generated Content
 - Content Doesn't go stale quickly
- High Margin Recurring Revenue

Power of Curation

- Identify your audience and their requisites
- Value is often in what is NOT included

Basics of Building
and
Running the business

1. Build your initial content

- **Start with the data**
 - Set a goal: what fields and how many listings
 - Acquire a database
 - Build out listings with images and descriptions
- **Add Related Content (articles, blogs, event listings)**

2. Build an audience

Drive traffic with:

- **Great content**
- **SEO**
- **backlinks**
- **newsletters**
- **Social media**

3. Reach out and engage businesses

- **Business owners Claim their Listings**
- **Read and Respond to Reviews**

4. Upsell from Free to Paid Listings

5. Bundle other Services

- **Marketing Service**
- **Video Creation and Photos of Products**
- **Website and email hosting**
- **Be creative**

5. Repeat

To Learn More about eDirectory

Receive a demo and private consultation

sales@edirectory.com