



## MadSwap Strategy Memo

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Our objective is to create a student-to-student exchange website that will combine the functions of various exchange websites and pages across campus and incorporate them into easy, navigable, one-stop resource. **MadSwap** is designed exclusively for University of Wisconsin-Madison students and faculty, as users will be required to have a wisc.edu email account. The site features informative and entertaining content that not only complements the various exchanges, but also keeps readers engaged with our site. Here are a few examples of these stories:

- The Wisconsin fan experience
- Guts tutoring services and relationship with campus
- Furniture recycling- what do city dump drunks do with old furniture?
- Comparing Madison leasing companies
- Electronic waste- Buying electronics for a class and only using them once

Currently, if a UW-Madison student wanted to sell an old textbook, find a ride home for Thanksgiving and buy football tickets for their family, they must visit three separate websites. According to our proprietary market research, students find most exchange websites useful and secure, but they rarely visit these sites on daily, weekly or even monthly basis. Our site brings all of these exchanges and more into one website that keeps users coming back for more updated information.

There are sites on a national and local level that offer similar services. Nationally, Craigslist allows users to buy and sell anything they have to offer in their specific location. Despite its national success, according to our proprietary market research many of our respondents didn't find the site to be secure and nearly half of them described it as "creepy". On a local level, Wiscohub, provides UW-Madison students with a similar objective to our site. We consider Wiscohub to be an unmarketable product that lacks organization and fresh content. Above all, what separates us from Wiscohub will be the creative content that will complement our listings, which will keep users engaged with the site even when they aren't looking for exchanges, which in turn will make it more marketable to potential advertisers. There is nothing fundamentally wrong with these sites, they are just too cluttered and their sites do not lend themselves to visitor engagement.

MadSwap is effective because it will aggregate these multiple channels and sites into one exchange hub for students. We acknowledge that there are other exchange sites out there, local and nationally, but we believe that our proposed site will offer a unique experience for students beyond exchanges through our informative and entertainment content. Our marketing timeline will make the release of MadSwap

Other exchange sites have multiple barriers and shortcomings that we believe affect the user experience. For example, Facebook pages require a thorough search to locate the correct group offering the widest options for exchange. According to our market research, students described UW Ticket

Exchange as useful, but nearly a third of respondents described the site as cluttered. One of the main goals of our website is to make it easier to navigate and allow users to find their desired listing.

Our site will attract local and national advertisers that want to target college-age students. We expect high traffic to our website due to our marketing calendar that recognizes key opportunities to successfully promote MadSwap. Given the variety of services that our site will offer, we will be able to tailor advertisements to specific pages that will relate to their product. These are a list of some of the companies that we expect to advertise on our website, because our services compliment their overall objectives.

- Overture Center
- UW Athletic Department
- Majestic
- Lazybones
- Steve Brown, MPM

In summary, MadSwap will be the primary source of exchange on the UW-Madison campus through our services. Not only will the site offer students the opportunity to exchange a wide variety of things, but also the creative content on the site will keep users engaged when they are not actively exchanging.

Remember, “Swap, don’t shop”!