

Flippa

Why strong merchandising is still the best conversion tool



Blake Hutchison
CEO Flippa.com

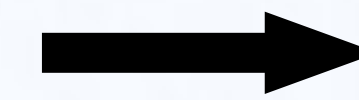
THEMES



Content converts when it is thought about as a 'sales function'



Content hierarchy is something you should know



Building a content team requires starting from a commercial angle

A STORY WE ALL KNOW...



"The photos were really bad. People were using camera phones and taking Craigslist-quality pictures. Surprise! No one was booking because you couldn't see what you were paying for."

Joe Gebbia - Airbnb

**Professional
Photographer Program**

2.5x More Likely to be
booked

HERE AT FLIPPA

We analyzed over 8000 listings concluding that listings with:

- A USP / Metrics led 'General Description'
- Full 12 month financials
- Connected GA data



WHAT BUYERS SAID:

57%

of Buyers stated financial metrics can't be hidden. Not something they are willing to wait to see.

62%

less likely to enquire on Private Listings.

75%

said "Longer descriptions preferred then shorter ones".

EXAMPLE: CROCHETKIM

Crochet site for sale on Flippa.com.
Received over 1000 buyer views and sold in just under 48 hours.

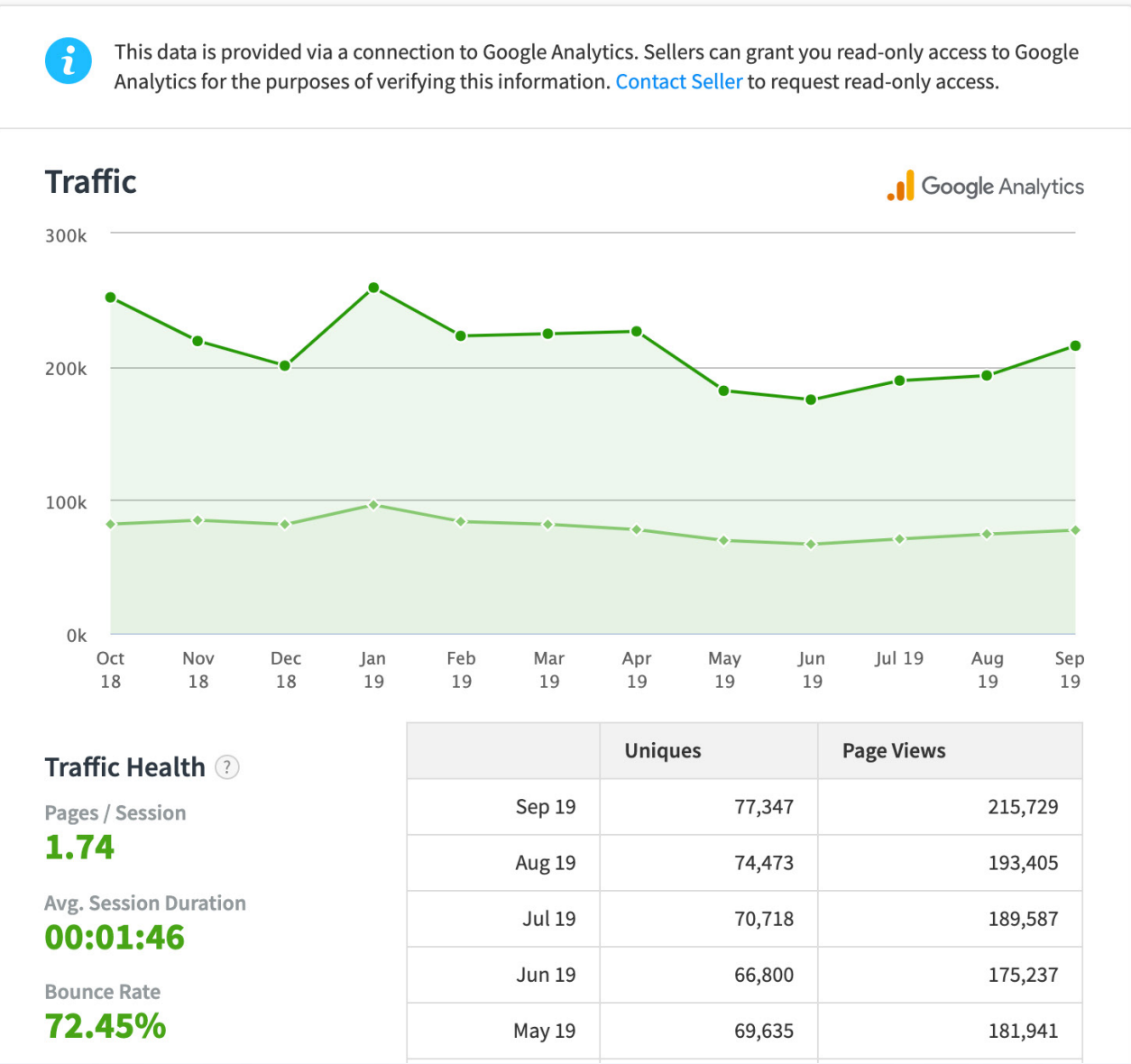
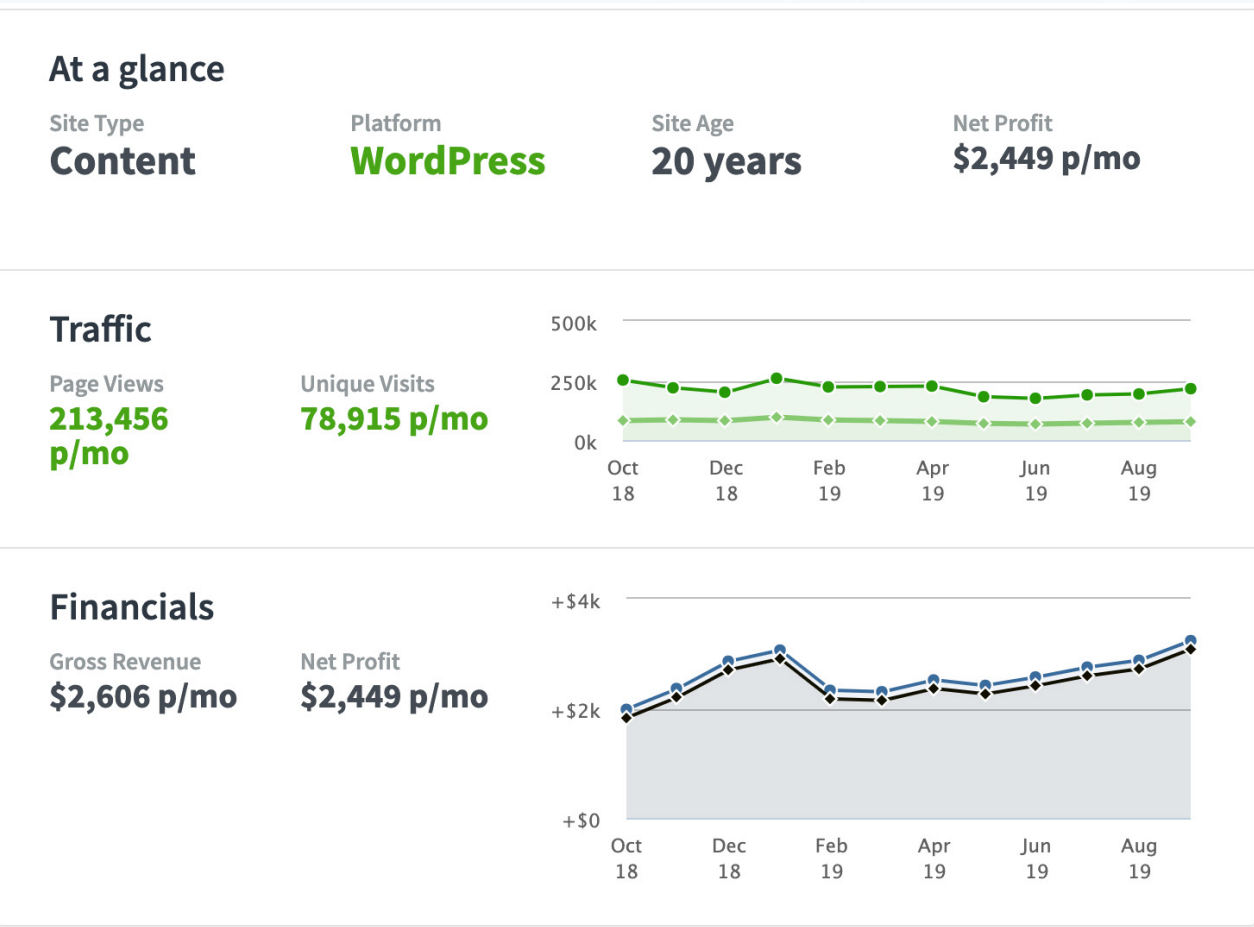
Why?

- Strong and detailed quantitative insight – financials
- Less is not more in this context - attachments & transparency
- Emotional connection with the seller and niche

The screenshot shows the Flippa.com interface. At the top, the Flippa logo and a search bar are visible. Below the navigation bar, the listing for 'Crochet Kim' is displayed. The listing title is 'You sold crochetkim.com to Simps31 for \$90,000'. Below this, a message reads: 'Congratulations! All you have to do now is: Go to the Sale Completion Area to finalize the sale.' A summary bar shows the following statistics: Current Price: \$90,000, 1 Accepted Offer, 1 Comments, 48 Watchers, 1,159 Views, and -19 Discussions (33 unread). Below the summary bar, the listing details are shown: 'Website for sale in the Hobbies and Games industry', 'Crochet Kim (https://crochetkim.com)', and a photo of a hand holding a cup of hot chocolate. To the right of the listing details, the text 'Sold by Web Classified' is shown, followed by the price '\$90,000 USD' and 'Ended 21 days ago'. Below this, there are buttons for 'CONTACT SELLER' and 'WATCH'. At the bottom right, the 'About The Seller' section shows the seller's name 'Kim Guzman', their location 'United States of America', and links to 'Watch Seller', 'Other listings by this seller', and 'Contact Seller'.

Flippa

EXAMPLE: CROCHETKIM



Seller verification complete ✓

- ✓ Email address
- ✓ Phone Number
- ✓ Government ID

Buying Advice

Flippa's platform is free for buyers. Here are our tips for first-time buyers:

Before making an offer ▼

After a successful offer ▼

BUYER SERVICES

FlippaFinder

A simpler way for first-time buyers to find and acquire online businesses.

[Learn More](#)

BUYERS ALSO LIKE

HomeBusiness.net	\$11
couponlawn.com	\$10,200
CONFIDENTIAL	\$10,000
CONFIDENTIAL	\$1,190,000
southbayevents.com	\$21,600
CONFIDENTIAL	\$3,000
ayurbottle.com	\$16,000
MN-Shop.com	\$20,000
marketmommy.com	\$5,000
CONFIDENTIAL	\$22,000

Seller's Notes

Overview

Crochet Kim (<https://crochetkim.com>) was established in 1997 by Kim Guzman. Kim is extremely passionate about crocheting and is said to be rarely seen without a crochet hook or knitting needle in her hands. She is also a published author having written nearly two dozen crochet pattern and technique books including 'The Ultimate Beginner's Guide to Tunisian Crochet' and 'Tunisian Cables to Crochet.'

This incredibly popular, 20-year-old blog is all about crochet and has 375 FREE published crochet patterns — from shawls and scarfs to beanies, baby dresses and blankets. Crochet Kim also has approximately 70 crochet patterns available for sale and download in easy-to-read, ad-free PDF format for USD\$3. The website is monetized via AdThrive, the Amazon Affiliate Program and the sale of crochet patterns transacted via [Etsy](#) and [Ravelry](#), a popular yarn and pattern database for knitters and crocheters.

The site has fantastic domain authority in crochet and knit instruction and currently generates avg. revenue per month of USD\$2606 and avg. profit per month of USD\$2,449.

Key Points

- Founded in 1997.
- Trendy, growing niche.
- 375 free published crochet patterns and 70 paid, PDF versions.
- USD\$2606 avg. revenue p/mo.
- USD\$2,449 avg. profit p/mo.
- 213,456 avg. page views p/mo.
- 78,915 avg. unique visits p/mo.
- 5000 email subscribers.
- 49,910 FB followers.
- 50,165 FB likes.
- 7,337 IG followers.

Sources of Revenue

Crochet Kim generates revenue via AdThrive (video and content advertising), the Amazon Affiliate Program and the sale of downloadable, PDF crochet patterns.

Why Buy This Business

Like knitting, crocheting is a process of creating a fabric by interlocking strands of yarn until they form a textile. Formerly the arena of grannies, the handmade fiber is experiencing a resurgence. Crochet first hit the high-fashion scene in December 2018 with designers like Oscar de la Renta and Michael Kors showing crochet pieces at New York Fashion Week. It has again appeared alongside printed maxis and bell sleeves on Spring 2020 fashion

STEPS TO SETTING UP

- Ask buyers what order they want to see the constituent parts and rank their importance
- Order by design
- Understand the impact. A/B test different approaches
- Recruit as a dual function initially, i.e. Content as a function of the sales or account management role

LET'S CONNECT



Blake Hutchison

Linkedin: [linkedin.com/in/blakehutchison](https://www.linkedin.com/in/blakehutchison)

Twitter: twitter.com/blakenow

Check us out at [Flippa.com](https://www.flippa.com)

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