

The Barter Shop
Marketing strategy
and research

Defining Bartering & Approach: Professional Bartering

Consumers engaging in professional bartering, trading professional goods and services, have distinct characteristics.

- Scope of Professional Bartering:
 - Description: Consumers trading professional services with potential for national or international reach.
 - Opportunity: Overcoming geographical obstacles, especially for services that can be delivered electronically.
 - Example: Graphic artist exchanging services for a local salon's professional hair services.
- Targeting Entrepreneur Support Groups:
 - Strategy: Target entrepreneurs through support groups, emphasizing exposure to new audiences.
 - Example: Successful outreach through groups like Builders and Backers and church networks.
- Utility for Professional Users:
 - Utility Value: Professional users benefit from Barter Shop's utility by expanding their reach beyond local communities.
 - Concerns: Ensuring a critical mass of users to sustain long-term utility and success.



Defining Bartering & Approach: *Personal Bartering*

Consumers involved in personal bartering, trading smaller-scale personal items and services, have specific considerations.

- Localized Trading for Personal Goods:
 - Description: Consumers are more likely to trade locally, with existing platforms like local Facebook groups.
 - Challenge: Scale and specificity are crucial, with potential limitations in finding suitable trades.
- Challenges in Personal Bartering:
 - Concerns: Bartering for higher-value items may be challenging due to issues such as transparency and exhausting negotiations.
 - Solution: Encourage users to create specific lists of what they are willing to barter, streamlining the process.



Consumer Profiles for The Barter Shop

Potential consumers of The Barter Shop share common worldviews and motivations. The primary targets include individuals who already engage in bartering in their daily lives, whether formally or informally.



Barterpreneurs

- Description: Entrepreneurs trading goods and services, especially within their supply chain or with tight-knit associates.
- Behavior: Regular bartering is common, often viewed as mutual support rather than a formal exchange.
- Motivation: High trust levels and low financial risk drive these bartering behaviors.
- Need: Low barrier access to tools they didn't know they needed for their entrepreneurial journey.



“You just don’t know what you need until you talk to people, I talked to someone who had experience in social media and the website.”

-Barter Bae Event Attendee

Economic Rebels

- Description: Consumers seeking control over their economic choices.
- Behavior: Willing to explore alternative economic systems and platforms that empower individuals.
- Motivation: Desire for autonomy and control over financial decisions.
- Need: Be affirmed in their rebellious activity.



“A lot of people who joined BNote (Baltimore Currency Association) did it for the power and exposure it gave them, because we published a list of local businesses that were participating. That way people could explore businesses they hadn’t gone to before.”

-Former Employee of BNote