

Storefront

Servicefront

Multimedia Ed.

Standard Ed.

Hospitalityfront

Community Marketplace

Multimedia Edition

Matchbin created the Community Marketplace Multimedia Edition as an unparalleled solution for those developing a community focused website. Whether you are a newspaper, special interest group, or professional organization, our NEW content management system has the features you need to drive traffic, keep people coming back and capitalize on your website.

Benefits of the Community Marketplace Multimedia Edition

All-inclusive Content Management System

Get the functionality of a high-end content management system usually reserved for major, corporate owned websites at a fraction of the price. Our low-cost solution makes it easy to establish an online presence, upload streaming audio & video and publish fresh content. Our content management system is simple, inexpensive and puts the power of professional multimedia publishing at your fingertips.

Monetize Your Online Community

Income from Matchbin Powered Community Marketplaces comes from building your online community. The number of people visiting your site determines advertising appeal. Matchbin powered websites are designed to turn casual users into interactive participants of your site. Reap the benefits of your online presence by capitalizing on those members.

"The new Community Marketplace Publishing system from Matchbin driving Gridiron Central (www.prepgameface.com) has allowed us to post content quickly and organize it in a way that allows viewers to find it easily. It is intuitive, easy to use and provides small newspapers with tools normally reserved for major chain-owned newspapers."

-Jim Alred, New Media Director, Rome News-Tribune-



Local Business Websites

Community Marketplaces are equipped with an online Business Directory where visitors can search listings. A Businessfront is a customizable web page designed to promote the products and services of a business. It is a powerful business advertising opportunity that enhances your marketplace business directory. Businessfronts provide targeted advertising for companies reaching out to community members and are an excellent source of revenue for community owners.

Banner Advertising Network

Banner ads are an excellent way to reach consumers who increasingly choose the Internet for their information needs. Matchbin makes it easy for you to tap into this systemic revenue. We partner with multiple national ad providers to deliver high quality, branded advertisements from around the world to your virtual doorstep. You have the ability to sell ad inventory directly to advertisers interested in the demographic you serve; allowing you to charge a premium. The more eyeballs your content brings, the more companies will pay to advertise on your site.

For additional information, visit us at Matchbin.com or email info@matchbin.com



Community Mkt.

Community Marketplace Multimedia Edition Features

E-commerce Marketplace

Each Community Marketplace provides innovative e-commerce capabilities. Individuals and businesses can buy, sell or trade items and services. With Matchbin's patented ActiveMatch technology, individuals receive instant matches to their listings. Local Listings come up first, cascading out geographically until the results include our national and global partners.

Business Directory

This feature provides your community with enhanced business listings for businesses, creates utility for members and provides an advertising opportunity for business owners.

Community Events Calendar

The event calendar presents the activities in your community posted by you and your members. When coupled with email, RSVP capabilities and mobile reminds it becomes the central nervous system of your community.

Self Service Classifieds

Classified ads online are quickly becoming the main source of revenue for newspapers. Consumers placing ads online spend more and are more likely to frequent your site. Matchbin provides an easy to use classified ad placement interface that uploads directly to all popular publishing programs. Our versatile system even allows for printed and online ad upgrades.

Social Networking

Matchbin Community Marketplaces come equipped with social networking and e-commerce tools. Combined, these tools allow individuals to create networks of business and personal contacts where they can: share information and files, discuss topics of interest, be informed of community events and buy, sell and trade with each other.

Content Management System

Supported Media

- Photos
- Video
- Text
- CSV
- Flash
- RSS Feeds

End-User Interaction

- User generated content
- Downloadable media files
- Media reviews
- Polls
- Ratings
- User Feedback
- Blogs
- Search Capability
- Surveys
- Business Reviews
- Movie Reviews
- User Posted Legal Notices
- User Posted Announcements
- Restaurant Reviews

Functionality

- Accepts ALL Popular Video & Audio Formats
- Embedded Media Players
- Geo-Coded Content
- Audio/Video Article Publishing
- Bulk Content Uploads
- Advertising Management
- Image Galleries
- Classified Ad Upgrades
- Business Web Pages
- Business Networking
- Mobile Capabilities
- Chat Capabilities
- E-commerce (Pay Pal, Authorize.net, etc)
- Content Filters
- Legal Notices
- Wys/Wyg Editor
- Flash Player
- Content Scheduling
- 250 GB Bandwidth
- 25 GB Storage Space

