



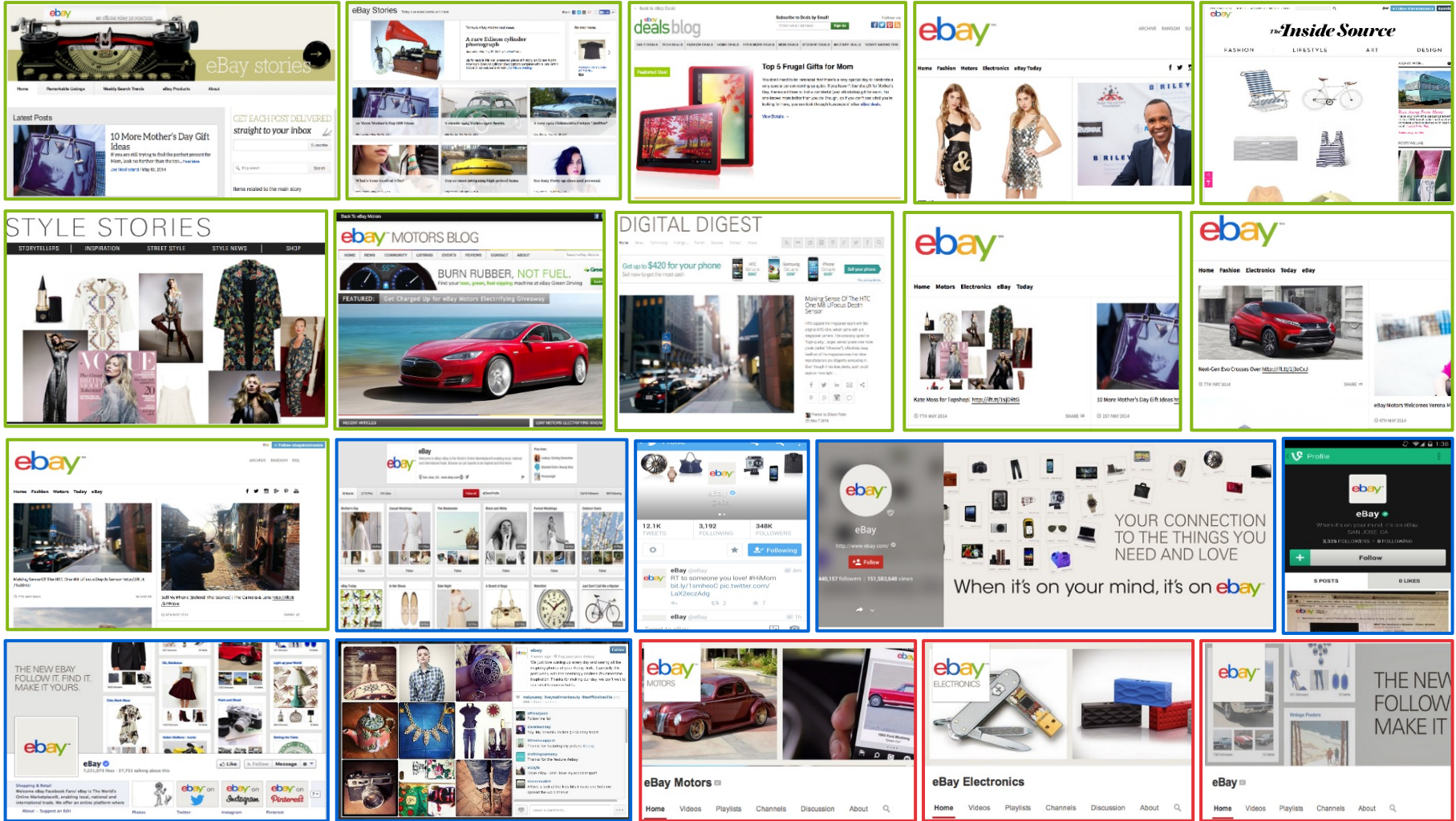
eBay Content Evaluation

June 17, 2014

AGENDA

- Evaluation Criteria
- Content Performance Overall
 - Social Overview
 - Blog Overview
 - Video Overview
- High-Level Implications

CONTENT EVALUATED



CONTENT EVALUATED

11

Blogs & Long Form

6

Social Platforms

3

YouTube Pages

Time Period for Assessment: Jan 1, 2014 – May 31, 2014

EVALUATION CRITERIA

Quality and Voice

- Customer Interests
- Overall Quality and Brand Personality
- Brand Positioning

Brand Standards

- Adheres to Brand Standards (Color, Design, Font, etc.)
- Photography and Imagery

Channel Fit

- Channel Best Practices
- Composition
- Shareability

RATING SYSTEM



CONTENT PERFORMANCE OVERALL

CONTENT OVERVIEW

- **eBay's content intentions are good**—However, the execution needs some improvement
- **The human element shines**—The best content contains emotion along with a lifestyle look, feel, and story
- **Inconsistent standards**—New eBay brand standards aren't fully implemented across all of the channels
- **Sales focus**—It's hard to build relationships with people when content is trying to drive conversion
- **Fragmented experience**—Channels are often broken apart by vertical rather than organized by mind-set

Quality and Voice

2

Brand Standards

2

Channel Fit

2

SOCIAL OVERVIEW

SOCIAL MEDIA EVALUATED

1. 

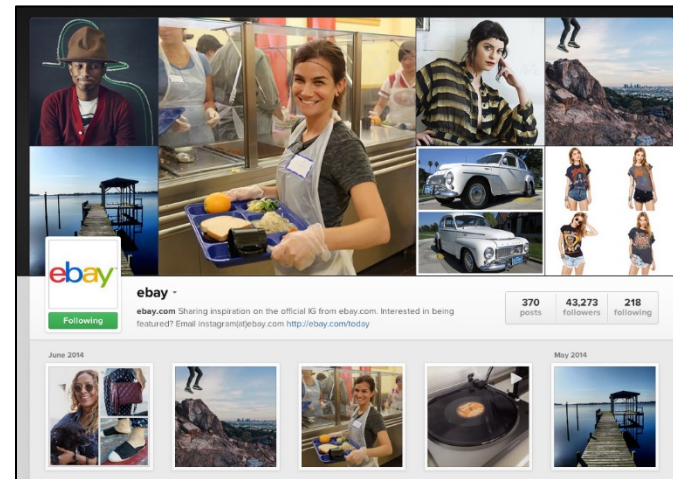
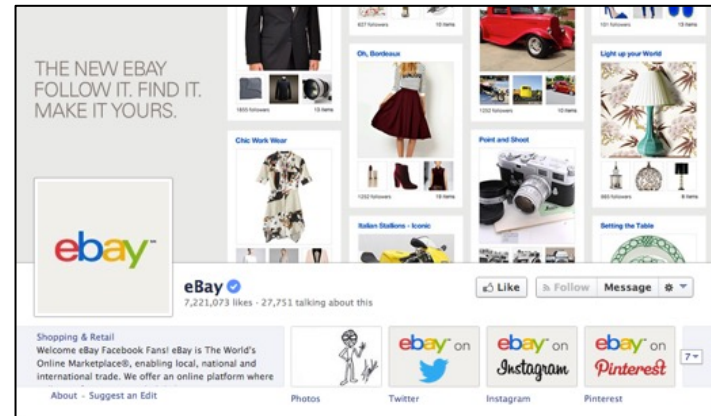
2. 

3. 

4. 

5. 

6. 

EBAY'S SOCIAL MEDIA

- eBay is active on all main social media platforms
- Beyond the main eBay social accounts, eBay has a social presence for several verticals (Fashion, Motors and Electronics)
- eBay has a decent social following, but fall short compared to their main competitors



• 7.2M Likes



• 43,333 Followers

Instagram



• 472,148 Followers



• 16,512 Followers



• 364,000 Followers



• 4,049 Followers

SOCIAL OVERVIEW

- **Personable channel**—Social is the most articulated form of eBay’s voice and vision
- **Broadcasting news**—Fans could be invited to contribute more often, which can also serve as valuable insight
- **Influencers are present**—These people make for quality content, but their equity isn’t fully leveraged
- **Fragmented engagement**—Vertical specific social accounts dilute engagement and reach rather than concentrate it
- **One size doesn’t fit all**—Reformatting and posting the same content across channels isn’t always appropriate

Quality and Voice

3

Brand Standards

2

Channel Fit

2

INSTAGRAM

Quality and Voice

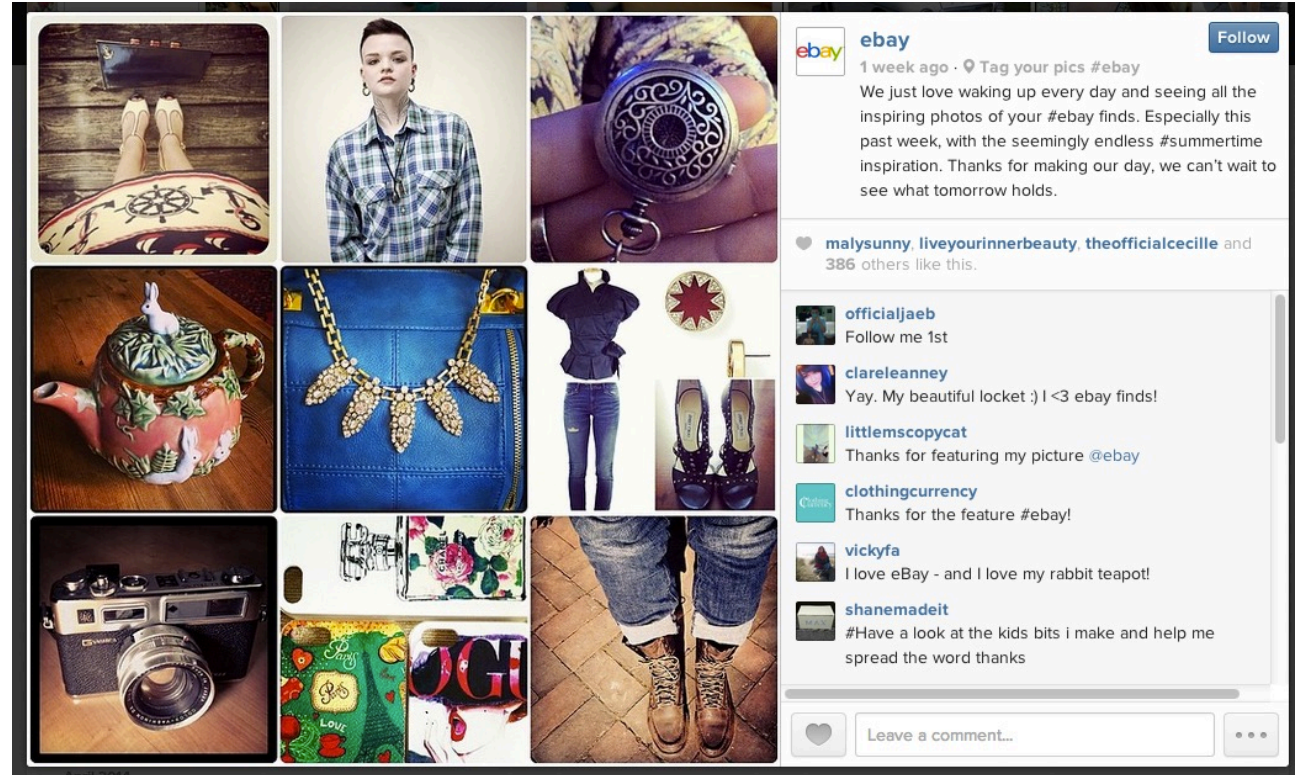
3

Brand Standards

2

Channel Fit

3



Generating comments is a good sign you've touched a nerve with fans.

Collage style feels off-brand, but still holds visual appeal.

Good use of hashtags and conversational style is befitting the Instagram channel.

TWITTER

Quality and Voice

2

Brand Standards

2

Channel Fit

2

Tweets speak at followers, rather than asking and engaging.

Several accounts in addition to the main @ebay fragments some communications.

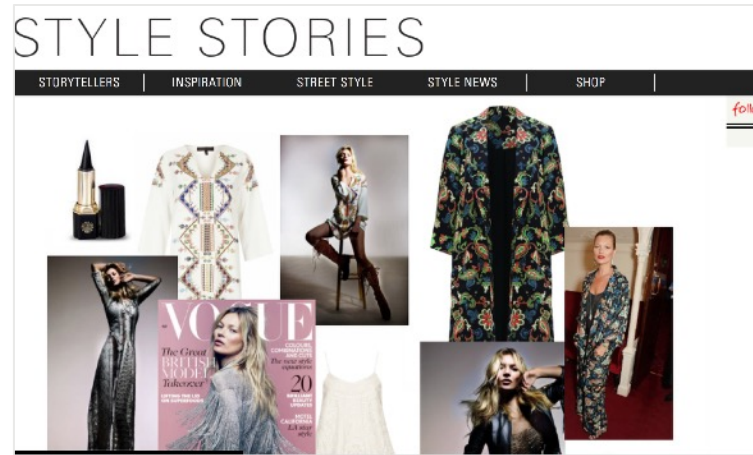
Hashtag lets users know how to find out more in the Twitterverse.



BLOG/TUMBLR OVERVIEW

BLOGS/TUMBLR EVALUATED

1. eBay Stories Blog
2. eBay Stories
3. eBay Electronics Blog
4. Style Stories
5. The Inside Source
6. eBay Motors Blog
7. Deals Blog
8. eBay Tumblr
9. eBay Electronics Tumblr
10. eBay Fashion Tumblr
11. eBay Motors Tumblr



EBAY'S BLOGS/TUMBLR

- Both the Blogs and Tumblr cover several of eBay's main verticals (Fashion, Motors and Electronics)
- eBay has little consumer interaction on all of their long form platforms
- eBay's Blogs and Tumblr accounts contain share functionality via other social platforms (Facebook, Twitter, etc.)

 MOTORS BLOG

DIGITAL DIGEST

STYLE STORIES

eBay stories 

 deals blog

BLOG OVERVIEW

- **Good variety**—Overall diversity of stories around items reinforces eBay’s strength in selection
- **Single vertical properties**—Blogs are fenced off by product type and do not align with the breadth of users’ interests
- **Disjointed presence**—Having 11+ different blogs leads to confusion, inconsistencies, and loss of interest
- **Inward focus**—Blogs highlight eBay items and promotions, but miss opportunities to address consumers’ needs and interests
- **Misalignment on brand standards**—New guidelines aren’t fully implemented

Quality and Voice

2

Brand Standards

1

Channel Fit

2

STRONG EXAMPLE: STYLE STORIES

STYLE STORIES

STORYTELLERS | INSPIRATION | STREET STYLE | STYLE NEWS | SHOP

Search: STYLE STORIES

STORYTELLERS

Jessie Engelhardt & Jamie Samples

FEATURED, STORYTELLERS BY AUDREY TUE 05.20.2014

MOST POPULAR

STYLE NEWS: Introducing the Sandal Shop

STREET STYLE: LA: Team Isabel

INSPIRATION: Look We Love: Pastel Prom

STREET STYLE: NYC: Nouveau Grunge

INSPIRATION: Coachella Checklist

STREET STYLE: SF: Music Man

CONTRIBUTORS

Megan O'Brien FASHION EDITOR

Quality and Voice

3

Brand Standards

2

Channel Fit

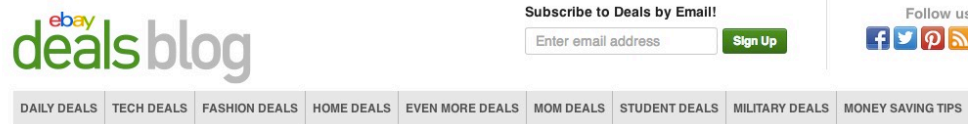
3

Good voice and mix of content that feels unique/authentic.

Good usage of borrowed equity.

Black & white color scheme is representative of fashion style but feels disconnected from eBay.

WEAK EXAMPLE: DEALS BLOG



Quality and Voice

1

Brand Standards

2

Channel Fit

3

Featured Deal



Save 77% on this Apple iPad Gen 1 Tablet

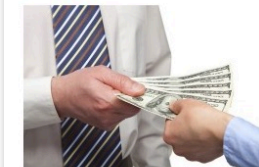
You save: \$459.01 (76.63%)

Compare at: ~~\$699.00~~

Price: US \$139.99

Want to get your first tablet at a phenomenal discount? Then this Apple iPad Gen 1 32 GB tablet is right up your alley at 77% off! This is the original first-generation Apple iPad, which is designed for Wi-Fi use anywhere. It's perfect for browsing the web, watching videos, and playing games.

[View Details →](#)



Everything Has Its Price: How Much Cash Would You Need To Do X?

Daily Deals Blog

May 19, 2014 6:45 am

You've probably played a game of "Would You Rather?" or been the subject of some crazy



Stock imagery lacks authenticity.

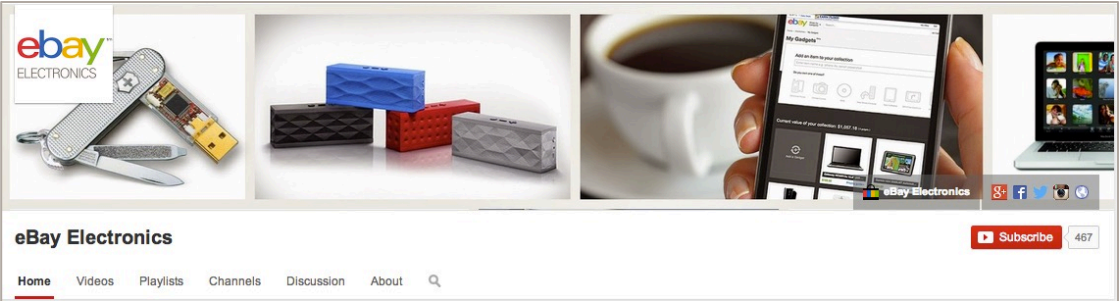
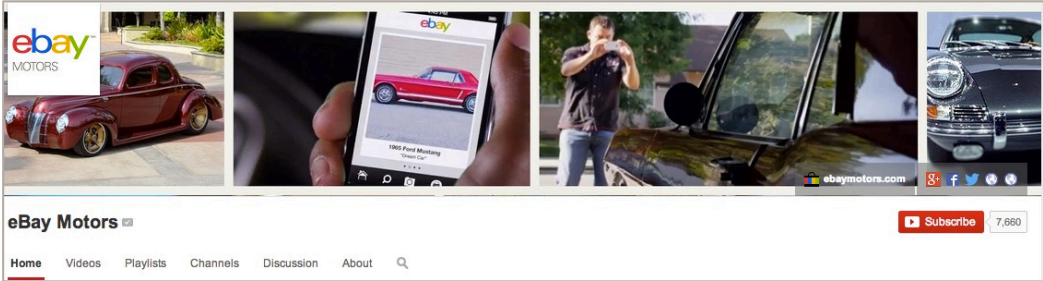
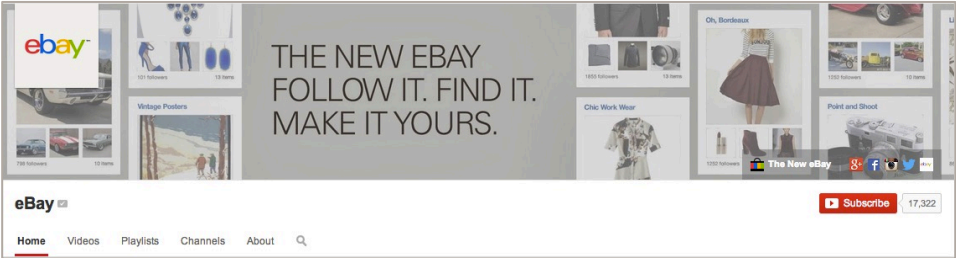
Content is in line with consumer interests, but lacks editorial appeal.

Heavy on pushing product deals, feels more like an ad.

VIDEO OVERVIEW

VIDEOS EVALUATED

- 1. eBay YouTube
- 2. eBay Motors YouTube
- 3. eBay Electronics YouTube



EBAY'S YOUTUBE CHANNELS

- The main eBay YouTube channel has 17,919 subscribers
 - Motors channel has 7,811 subscribers
 - Electronics channel has 502 subscribers
- eBay posts new videos to the main channel fairly regularly, with approximately 10+ posted each month



VIDEO OVERVIEW

- **Overwhelming volume**—YouTube is filled with excellent eBay content, however, much of it gets lost at the channel-level experience
- **Vertical oriented voice**—Brand voice and positioning is light, often with a heavy focus on verticals or new products
- **End-frame inconsistencies**—In the future, opening and end-frame assets could be more reflective of new brand standards
- **Conflicting channels**—Content on all three is good, but siloing channels by vertical could lead to confusion or bombardment of subscription feed

Quality and Voice

2

Brand Standards

2

Channel Fit

3

STRONG EXAMPLE: MOTORS “The Road Home”

Quality and Voice

3

Brand Standards

2

Channel Fit

3



Authentic content and leverages the equity of WCC.

Great use of emotion in content while balancing the purpose of Motors.

Good organization of content with playlists to encourage engagement across series.

WEAK EXAMPLE: ELECTRONICS

Quality and Voice

1

Brand Standards

2

Channel Fit

3



Pioneer DJ at 2014 NAMM

eBay Electronics · 40 videos

346 views

Good visuals and music help highlight new tech products.

Medium- to high-value production exceeds eBay's overall YouTube site.

Limited viewership underscores risk of multiple brand channels.

OVERALL EVALUATION TAKEAWAYS

TAKEAWAYS

- **Bring the eBay vision to life**—Use content as a proving ground for brand pillars, allowing consumers to experience them in a tangible and relatable manner.
- **Strategize and then consolidate**—Determine what accounts make sense and refocus resources in order to optimize engagement and reach.
- **Clarify the channel benefit**—Give people a clear reason to subscribe and come back.
- **Leverage channels to inspire lifestyle instead of selling vertical**—Going beyond products makes us even more relatable to consumers. Fuel life-commerce, not just ecommerce.

TAKEAWAYS

- **Emphasize the human element**—eBay is a marketplace that's fueled by people. This is a key differentiator that can't be lost.
- **Put your fans at the center**—Being interested makes a brand more interesting and leads to valuable insight.
- **Capitalize on real-time opportunities**—Make agile moves with social media and generate huge returns.

THANK YOU

APPENDIX

OVERALL BLOG/TUMBLR EVALUATION

OVERARCHING BLOG/TUMBLR SCORECARD

Criteria	Rating	Notes
Coherent with Brand Positioning & Brand Pillars	2.2	Overall, there's a ton of great content to be leveraged among eBay's blogs, and when presented properly, this channel will shine. However due to fragmentation, the impact is lost. Siloing isn't conducive to personalization, and a wide-spread footprint dilutes community connection. Engagement suffers when our internal resources are focused on 11 different blogs rather than on one big audience. A confusing user experience erodes trust, wasting one's time with repetition does not create value, and selection should mean cross vertical, not multiple versions.
Realizes Brand Personality & Overall Quality	1.8	Accessibility is threatened by fragmentation. Content is generally smart, especially when focused on a uniquely eBay benefit—however repetition in posts comes across as unknowing. Dynamic experience is threatened by duplicate posts and unpredictable post frequency. Some content inspires through interesting questions and ideas; however, much of it's observational. Imagination is dampened when there's a threat to buy now rather than a genuine intention to provide utility or entertainment.
Meets Customer Interests	1.7	Most blogs meet an interest, not interests (emphasis on plural). The blogs that succeed are not ones that address one interest, but many. People do not have passion that's singularly focused; instead, it spreads amongst many categories. The biggest detractor to this metric is how much of the content is focused on eBay and not the audience.
Adheres to both Brand and Best Practice	1.9	Headlines, logos, typography, ratios, and individual brand elements within the blog family do not consistently adhere to the new guidelines.
Adheres to Brand Photography & Imagery standards	2.4	Images often violate the new portraiture standard, but it appears steps are being taken to incorporate the approach.
Composition	2.3	Good mix of images, stories, and integration with some interesting eBay listings. Some articles could use clearer formatting and additional summary text to help the reader. Product spec formatting is weak.
Shareability	2.7	Could use a more consistent approach across all properties with sharing mechanism. Some areas are clunky. Overall, sharing is available, encouraged, and integrated.
Search Optimization	2.4	Semantic URLs; good inbound linking but inconsistently applied. Could use better tagging and categorization throughout. Some missing meta and alt tag descriptions.
Accessibility	2.1	Blogs are generally accessible, but attention to page structure could be improved throughout for screen readers.
Blog Content Best Practices	2.4	Some creative applications of the eBay ecommerce story and a real desire to drive conversation, although not consistently across all blogs. Weak application of TUMBLR, abandoned sections, and dated feel and functions bring down score.

Criteria Key:



Quality of Work and Brand Voice



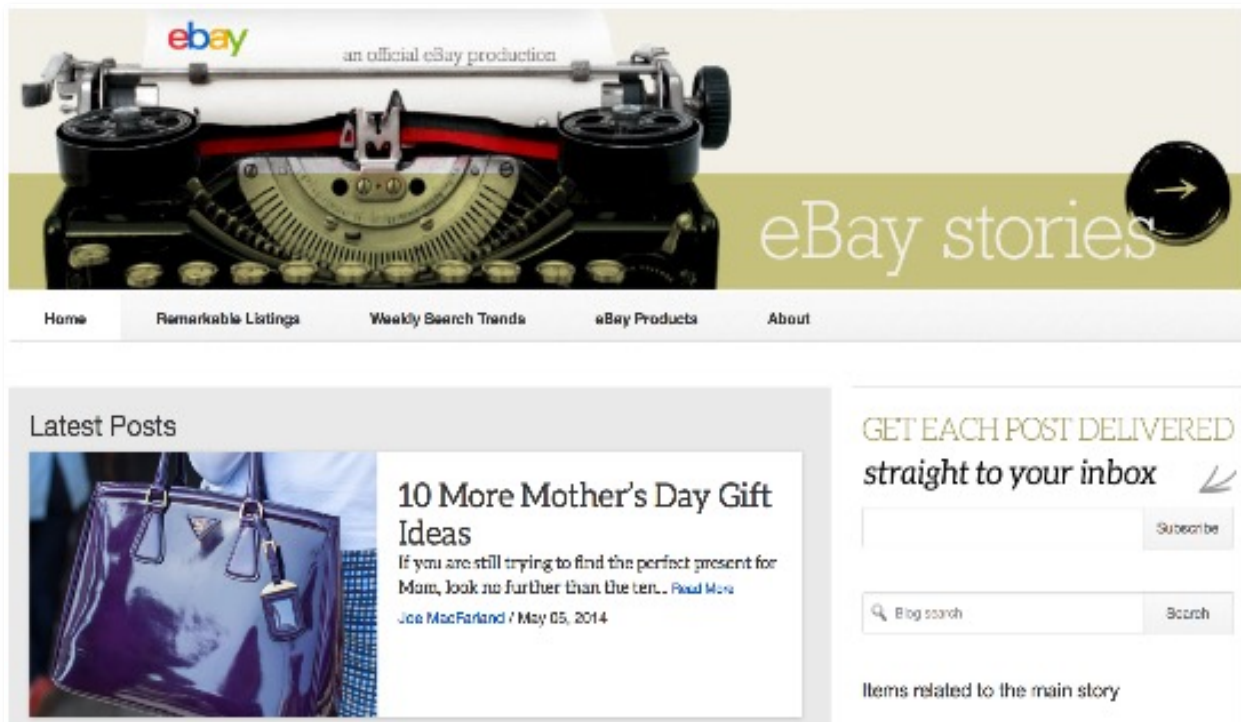
Brand Standards



Channel Fit

1. EBAY STORIES BLOG

WWW.EBAY.COM/BLOGS/STORIES



Home Remarkable Listings Weekly Search Trends eBay Products About

Latest Posts

10 More Mother's Day Gift Ideas
If you are still trying to find the perfect present for Mum, look no further than the ten... [Read More](#)
Joe MacFarland / May 05, 2014

GET EACH POST DELIVERED
straight to your inbox

Items related to the main story

EBAY STORIES BLOG SCORECARD

Criteria Key:

 Quality of Work and Brand Voice

 Brand Standards

 Channel Fit

Criteria	Rating	Notes
Coherent with Brand Positioning & Brand Pillars	3	Blog enables discovery of interesting items; however, heavy on self-centricity, content is missing an objective, and outdated in look.
Realizes Brand Personality & Overall Quality	2	Blog contains more observation than inspiration. Delivers on accessibility; however, feels like an ad when there's a heavy focus on products.
Meets Customer Interests	2	Content is outdated and item types could be more diversified. Needs a consumer focus.
Adheres to both Brand and Best Practice design, layout, color & typography standards	1	Headlines, fonts, and ratios do not appear to conform to brand standards. Uses Helvetica and sentence case for headlines.
Adheres to Brand Photography & Imagery standards	2	Violates journalistic portraiture style in most cases, although given the informal nature of the blog formatting, brand adherence does not seem to be on the radar.
Composition	1	Formatting often feels rushed, dated, and inconsistent. There is a nice mix of copy, images, and YouTube video embeds, but generally feels as if this was created from an earlier eBay era.
Shareability	2	Content can be shared on Facebook easily, but beyond that, options are limited or not tagged with content relevant to the article.
Search Optimization	2	Good linking strategy, semantic URLs, but dated content and re-use of existing blog content does not make this site scream, "I'm optimized!"
Accessibility	3	Structured for screen readers, no big contrast issues, and alt tags are applied to article images, but not to related post images.
Blog Content Best Practices	2	The "Remarkable Listings" content is strong and engaging. The overall design and formatting of this site needs work. Whole sections appear to have been abandoned.

Lack of inspiring content or imagery, e.g., flat headlines, pixelated imagery

eBay centric vs. people centric

Not following eBay Brand standards, e.g., Non-Universal Type, Color in header background and typography



Latest Posts



10 More Mother's Day Gift Ideas

If you are still trying to find the perfect present for Mom, look no further than the ten... [Read More](#)

[Joe MacFarland](#) / May 05, 2014

Advertorial-style writing, focused primarily on items and not customers

GET EACH POST DELIVERED
straight to your inbox

Items related to the main story

Not following eBay Brand standards, e.g., Non-Univers type, color in header background and typography.



Remarkable Listings is a great concept. Other sections, however, are no longer being updated.



The past and present Godzilla

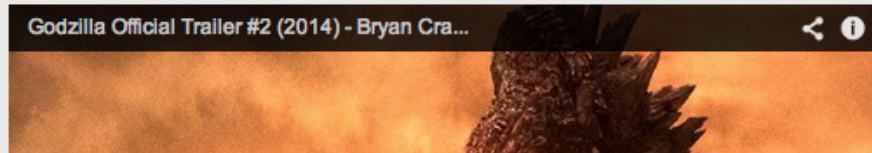
Joe MacFarland / May 15

Strange place to embed an image before a headline that needs more explanation and clarity.

Remember: single space after a period. Good mix of images and video.



oiderman 2 a couple of weeks ago heralded the beginning of the summer in my family that means two things: that the school year is almost over, and that bookbusters to look forward to as both an escape from the heat, and an escape from


To that end, we note that today the repagination of the original monster movie *Godzilla* is being released in movie theaters across the country. If the previews and early reviews are to be believed, this version is not so much about what has been come to be called "destructo-porn," but more about an intensely personal and scarier view of *Godzilla*. Take a peek at the movie trailer:







2. EBAY STORIES


HTTP://WWW.EBAY.COM/STORIES/

Hit Sign in or register | Daily Deals | Sell | Customer Support My eBay  

 Shop by category All Categories Advanced

eBay Stories

 Today's selected stories and news Share:    8+1  Like 427



Makes KING KONG look like a Midget!
SEE! GODZILLA
KING OF THE MONSTERS
A monstrous sea-beast . . . surging up from the ocean!
. . . a city of six-million wiped out by its death ray blast!
. . . Giant ships swamped! Jet planes swept from the skies!
Trains ripped from the rails!
CERT X ADULTS ONLY


Today's eBay stories and news

The past and present Godzilla


Updated on Thu, May 15, 2014 by Joe MacFarland

With the release of the new Godzilla movie, we dug deep into the eBay marketplace to find some cool vintage pieces from Godzilla's past and present. [Continue reading](#)




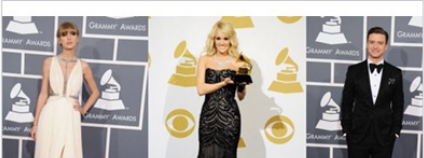
Related items



Porsche 911 Targa 1970...
\$19.9



We looked here, but did not expect these....



EBAY STORIES SCORECARD

Criteria	Rating	Notes
Coherent with Brand Positioning & Brand Pillars	3	Fits nicely with the discovery and imagination pillars. Updated look (feed-like), enables discovery of interesting items; however, heavy on self-centricity at times.
Realizes Brand Personality & Overall Quality	2	More observation than inspiration. Delivers on accessibility; however, feels like an advertorial when there's a heavy focus on products.
Meets Customer Interests	2	Content/ item types could be more diversified. Needs a consumer focus.
Adheres to both Brand and Best Practice design, layout, color & typography standards	1	The landing page does not adhere to the new brand guidelines. Subsequent articles are from the Stories blog and other blog sources, which are evaluated elsewhere.
Adheres to Brand Photography & Imagery standards	2	Inconsistent application of images reflects inconsistent application across properties, but given array of products and channels, some discrepancy is understandable
Composition	3	Composition of each piece varies. This site rolls up content from all the other blog sources. The actual landing page looks appealing.
Shareability	2	Limited number of share options in upper right corner. Logos are formatted incorrectly for FB share. You should be "liking" this page, not sharing it.
Search Optimization	2	There is no logical organization of this section. There is a no way for a user to know that this is a roll-up page of all the company's blogs.
Accessibility	3	Structured for screen readers, no big contrast issues; alt tags are applied to article images, but not related post images
Blog Content Best Practices	2	This is only a pass-through page that does not add value to the user looking for specific information. However, there is an element of discoverability. Not optimized for mobile.

Criteria Key:

 Quality of Work and Brand Voice

 Brand Standards

 Channel Fit

Rating Key:

4 – Excellent

2 – Needs Improvement

3 – Good

1 – Poor

Off-brand layout in simple "feed" template.



Duplicate content from the "Stories" blog, and also pulling in from "Style Stories".

...dollar!

Updated on Tue, May 20, 2014 by Joe MacFarland

In celebration of "Be a Millionaire for a Day..." day, we bring you a private island, a 1967 Ferrari Gran Turismo, and a few other goodies you could think of buying on a day like today. [Continue reading](#)

Related items pertinent to page content and not the consumer's actual interests & behaviors.

...with a million



Porsche men's polo shirt size...
\$24



A 1957 Chevrolet Bel Air wagon restomod

eBay Stories · Mon, May 19, 2014



Top 10 most intriguing high-priced items

eBay Stories · Sat, May 17, 2014



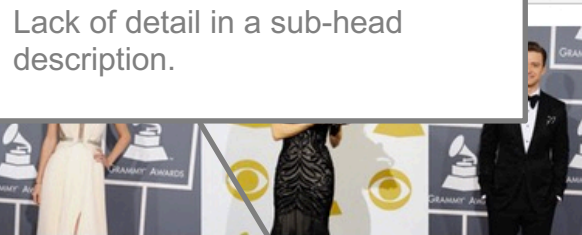
The past and present Godzilla

eBay S...



We looked here, but did not expect these....

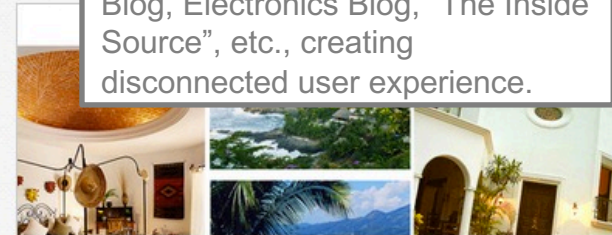
eBay Stories · Wed, May 14, 2014



Attend the Grammy's in 2015

eBay Stories · Wed, May 14, 2014

Click-through leads to "Stories" Blog, Electronics Blog, "The Inside Source", etc., creating disconnected user experience.



Spend one week at an exclusive ocean villa


eBay Stories · Tue, May 13, 2014

This article is about 5 remarkable items with a unifying theme. The headline does not convey this.



We looked here, but did not expect these....

Joe MacFarland / May 14

 Tweet 17

Limited sharing options.

 13

We found five items to ogle and ooh over. They couldn't be any more different, except for one detail. Can you spot it?

Guinea Pig Suit of Armor



The article links to other articles instead of linking to the listings.

Life for the ridiculously cute rodent can be a precarious one. From a misdirected leap to a failed escape from the clutches of the family's ferocious feline, the small, sweet, seemingly helpless guinea pig stares death in the face every day. So as soon as this precious pet gets up in the morning, owners would be wise to suit 'em up in [custom-sized chainmail armors](#) and tiny steel helmets. It's the only chance they've got to see another day.

3. EBAY ELECTRONICS BLOG

HTTP://EBAYELECTRONICSBLOG.COM/

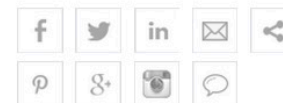
DIGITAL DIGEST

[Home](#) [News](#) [Community](#) [Listings](#) [Events](#) [Reviews](#) [Contact](#) [About](#)



Who is the hero in your life? The GoPro Hero3 camera

Who is the hero in your life? With Father's Day around the corner, we think a perfect gift for that father figure in your life is the GoPro Hero3. The GoPro Hero3 enables you to capture the memories of your experiences whether on the weekends or during vacation. A wearable, mountable design that allows for ...



Posted by eBay Electronics
May 19 2014

EBAY ELECTRONIC BLOG SCORECARD

Criteria	Rating	Notes
Coherent with Brand Positioning & Brand Pillars	2	Content is smart and innovative due to nature of subject matter. All connected channels siloed to electronics, which limits the imagination. Heavy focus on products and lacks a genuine human element.
Realizes Brand Personality & Overall Quality	2	Content is dynamic, as it's updated often and pertinent to season and product releases. Lacks a majority of aspirational brand traits (imaginative, inspiring).
Meets Customer Interests	2	Relevant for the enthusiast, however is limited to basic categories (photo, mobile, video games).
Adheres to both Brand and Best Practice design, layout, color & typography standards	2	Does not appear to follow brand standards for headlines, font, and ratios.
Adheres to Brand Photography & Imagery standards	3	It varies from article to article, but generally the photos are striving to align with standards, and the action shots are large and vivid.
Composition	3	Good mix of copy, images, videos. Could use captions and subheads and other summary copy to help frame and explain subject matter more effectively. Also, because electronics rely on specs to sell, more attention to specification formatting is needed.
Shareability	4	Full suite of options make it easy to share articles and follow eBay's electronics social channels.
Search Optimization	3	Articles are well-structured and drive to the eBay site. Keywords are usually in the links and the headlines include, generally, descriptive clues about the article. The navigation should be more tailored to tech enthusiasts.
Accessibility	3	Some global elements (links and images) require descriptive alt text.
Blog Content Best Practices	2	Writers show enthusiasm for subject matter and there is some valuable technical information for aficionados. However, some sections have not been updated in more than six months. Other tech blogs outshine this one.

Criteria Key:

 Quality of Work and Brand Voice

 Brand Standards

 Channel Fit

Rating Key:

4 – Excellent

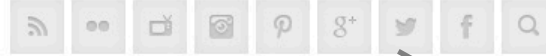
2 – Needs Improvement

3 – Good

1 – Poor

DIGITAL DIGEST

Home News Community Listings Events Reviews Contact About



Flat visual appearance, off-brand.

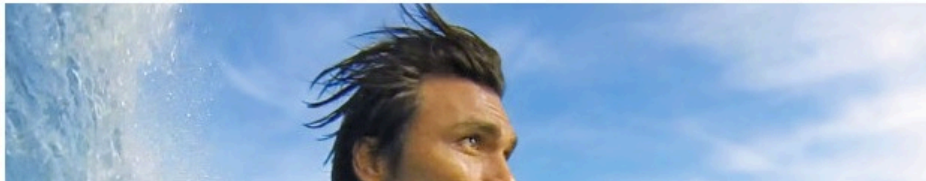
Links siloed to electronics-only pages.

Behind-the-scenes coverage of the impressive Arri Alexa cinema camera that was used in the Godzilla film that just debuted, we thought we'd provide additional still images from scenes recently received from Warner Brothers that show the versatility of the camera. The behind-the-scenes creative team consists of Oscar®-nominated ...

As we continue to expand our behind the scenes coverage of the impressive Arri Alexa cinema camera that was used in the Godzilla film that just debuted, we thought we'd provide additional still images from scenes recently received from Warner Brothers that show the versatility of the camera. The behind-the-scenes creative team consists of Oscar®-nominated ...



Posted by eBay Electronics
May 20 2014



Who is the hero in your life? The GoPro Hero3 camera

Majority of content is product focused, wrapped with some attempt at human centricity.

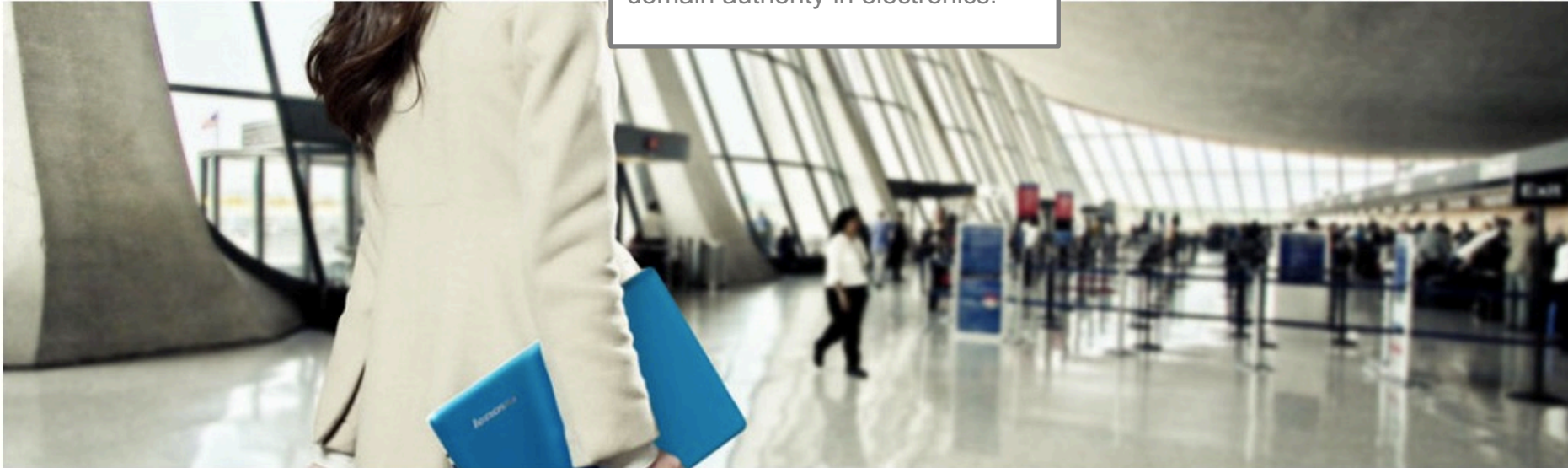
DIGITAL DIGEST

There is no clear correlation between this title and the name of the blog.

[Home](#) [News](#) [Community](#) [Listings](#) [Events](#) [Reviews](#) [Contact](#) [About](#)



The navigation doesn't establish domain authority in electronics.



The Lenovo® IdeaPad Story – “The World Traveler”

[Click here to search](#)



The Lenovo® IdeaPad Story – “The World Traveler”

This headline could use a verb. Headline style is all caps in the new brand guidelines.



Who is she? Where is she? Where is she going? Why do we care?

The fluff of this first paragraph could be cut for most tech readers.

Summarize and pull out what's great about the laptop so I know at a glance. Add a clear CTA to view the product.

We can remember when preparing for air travel, we go through our packing list and ask ourselves each time, are we using the lightest, more efficient method of packing. This scenario gets played out for better or for worse when we arrive at the airport and find that laptops must be separated from our carry-on luggage, the weight becomes a hassle and find that our choice may not be the one we wanted and start pursuing alternatives.

One laptop that we find weighs less than the rest and is just under 4 pounds and less than an inch thick is the [Lenovo® IdeaPad U310](#). This traveler friendly laptop has everything you can want including this really interesting feature to display your screen via wireless to a big screen, perfect for those professionals needing to present and can't be bothered to carry yet additional cables.

Formatting specifications in pre-defined tables for desktop and mobile would improve reading experience.

KEY SPECIFICATIONS

Icon-blank

- 3rd gen Intel® Core™ i5-3337U processor
- Windows 8
- 13.3" HD LED backlight (1366×768) display with 10-point multi-touch, 16:9 aspect ratio
- Integrated Intel® 4000 HD graphics
- 4GB DDR3 memory, 500GB HDD storage & 24GB SSD cache
- 802.11b/g/n WiFi, 10/100 Ethernet, Bluetooth
- 720p HD Webcam

RESPONSIVE FEATURES

- Instant Resume – wake up your PC from Sleep mode in just over a second
- Stereo speakers with Dolby Home Theatre v4 audio certification for immersive sound

SIMPLIFIED SOLUTIONS

- Enjoy greater accuracy with the 10-point multi-touch display optimized for the new Windows 8 interface
- Long Life Battery for extended use on the move; up to 6hrs
- Energy Management protects the long-term durability of the battery and uses advanced energy-saving technology to increase time spent between charges

COMFORTABLE HANDLING

- Ultra-portable design for easy mobility; just .71" (18mm) thick & weighing 3.7 lbs (1.75kg)
- AccuType keyboard with individual rounded keys for comfortable and accurate typing
- Multi-touch touchpad

4. STYLE STORIES

HTTP://STYLESTORIES.EBAY.COM/

The screenshot shows the eBay Style Stories website. At the top, there is an eBay logo with a search bar and navigation links. The main header features the text "STYLE STORIES" and a navigation menu with categories: STORYTELLERS, INSPIRATION, STREET STYLE, STYLE NEWS, and SHOP. A search bar for "STYLE STORIES" is also present. The main content area is dominated by a large image of two women, Jessie Engelhardt and Jamie Samples, wearing stylish outfits. Below the image, the text "STORYTELLERS" is displayed with a hanger icon, followed by the names "Jessie Engelhardt & Jamie Samples". A small text line below reads "FEATURED, STORYTELLERS BY AUDREY TUE 05.20.2014". To the right of the main image, there is a "MOST POPULAR" section with a refresh icon. This section contains a grid of six small images, each with a category label and a brief description: "STYLE NEWS Introducing the Sandal Shop", "STREET STYLE LA: Team Isabel", "INSPIRATION Look We Love: Pastel Prom", "STREET STYLE NYC: Nouveau Grunge", "INSPIRATION Coachella Checklist", and "STREET STYLE SF: Music Man". Below this is a "CONTRIBUTORS" section with a refresh icon, featuring "Megan O'Brien FASHION EDITOR".

ebay Shop by category Search... All Categories Search Advanced

STYLE STORIES

STORYTELLERS | INSPIRATION | STREET STYLE | STYLE NEWS | SHOP

Search STYLE STORIES

MOST POPULAR

STYLE NEWS Introducing the Sandal Shop

STREET STYLE LA: Team Isabel

INSPIRATION Look We Love: Pastel Prom

STREET STYLE NYC: Nouveau Grunge

INSPIRATION Coachella Checklist

STREET STYLE SF: Music Man

CONTRIBUTORS

Megan O'Brien FASHION EDITOR

STORYTELLERS

Jessie Engelhardt & Jamie Samples

FEATURED, STORYTELLERS BY AUDREY TUE 05.20.2014

Most: Jessie and Jamie, two sisters who share a love and a love of decoration

EBAY STYLE STORIES SCORECARD

Criteria Key:

 Quality of Work and Brand Voice

 Brand Standards

 Channel Fit

Criteria	Rating	Notes
Coherent with Brand Positioning & Brand Pillars	3	Brand pillars of discovery, selection, trust, are present but could be further integrated within content. Brand ties aren't immediately apparent; black and white fashion style feels foreign.
Realizes Brand Personality & Overall Quality	2	Good balance of content, however lacking a level of aspiration versus observation. Fashion advice is accessible as it often ties to shoppable items and influencer recommendations.
Meets Customer Interests	2	At a high level content is relevant, however not as geographic/granular as other fashion pubs (e.g., west coast vs. east coast)
Adheres to both Brand and Best Practice design, layout, color & typography standards	2	Headlines, fonts, ratios all seem arbitrary and not aligned to brand standards; Missing official favicon.
Adheres to Brand Photography & Imagery standards	3	Images are strong and some of them are in line with the portraiture approach; still a bit posed on occasion.
Composition	2	Despite the stylish look of this blog, the information hierarchy on the article pages can be a little confusing. Identify elements of the page more clearly for Q&A's, pull quotes, sidebars, etc. Also distinguish headlines, subheads, questions, links, and other attributes more clearly; don't underline links.
Shareability	4	Good use of icons at the top and bottom of the article with embedded statistics about how many people have shared to a specific channel.
Search Optimization	2	No meta descriptions; good approach to keywords in links and most headlines, although they could be more descriptive and semantic. Could use better structure in mark-up.
Accessibility	3	Good except side rail content includes headers with no text and missing alt text.
Blog Content Best Practices	3	Good use of ensemble fashion and collections to drive people to specific listings. Compelling content for the style-conscious makes this blog tailored perfectly to the growing fashionistas on the eBay platform. Just needs some attention to detail.

STYLE STORIES

Black & white color scheme is representative of fashion style but feels disconnected from eBay.

STORYTELLERS

INSPIRATION

STREET STYLE

STYLE NEWS

SHOP

Search STYLE STORIES



Good mix of content that feels unique/authentic.

STORYTELLERS

Jessie Engelhardt & Jamie Samples

FEATURED, STORYTELLERS BY AUDREY TUE 05.20.2014

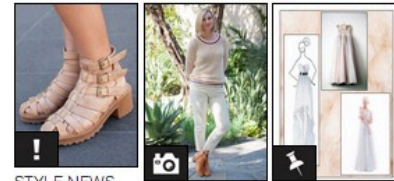
Meet Jessie and Jamie, two sisters who share a blog and a love of decorating.

COMMENTS 0



Borrows equity but eBay benefit isn't immediately apparent.

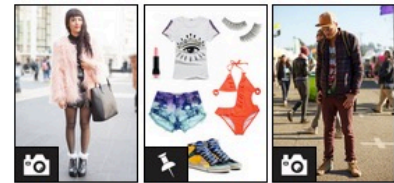
MOST POPULAR



STYLE NEWS
Introducing the Sandal Shop

STREET STYLE
LA: Team Isabel

INSPIRATION
Look We Love: Pastel Prom



STREET STYLE
Beau ge

INSPIRATION
Coachella Checklist

STREET STYLE
SF: Music Man

CONTRIBUTORS

Megan O'Brien FASHION EDITOR



Carolina Loiacono

MEET CAROLINA, A BOUTIQUE OWNER WHO LOVES EVERYTHING AND ANYTHING ISABEL MARANT.

FEATURED, STORYTELLERS BY AUDREY MON
04.21.2014



OCCUPATION:

Shop owner at Carolina Boutique

*WHAT SHE'S WEARING:

Vince blazer, Cynthia Vincent blouse, J Brand mid-rise capri, Sam Edelman heeled sandals

HOMETOWN:

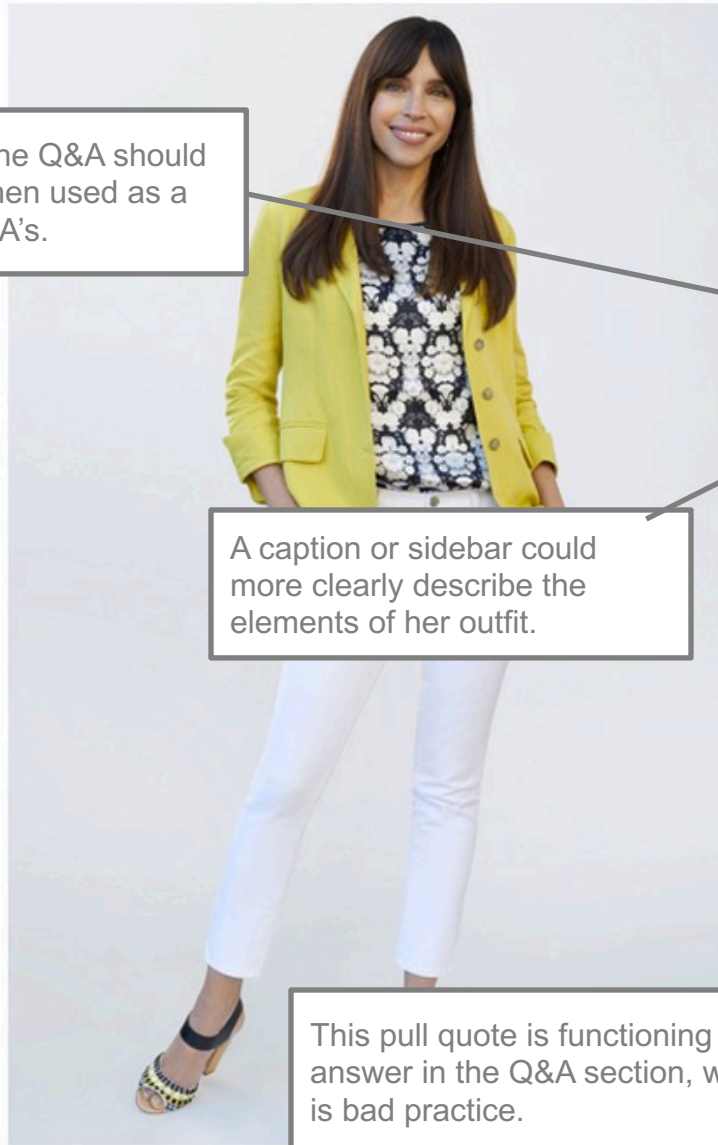
Arcadia, CA

DESCRIBE YOUR STYLE:

California cool. I wear tailored yet easy-to-wear tops, skinny jeans, flats, and anything to accentuate my long legs.

HOW DO YOU TRANSLATE YOUR LOOK FROM THE WORKPLACE TO THE WEEKEND?

I am known for throwing on a blazer with almost anything. Mixing a masculine blazer with a feminine top or dress is a very empowering look.



The formatting of the Q&A should be designed and then used as a template for all Q&A's.

A caption or sidebar could more clearly describe the elements of her outfit.

This pull quote is functioning as an answer in the Q&A section, which is bad practice.

5. MOTORS BLOG

HTTP://WWW.EBAYMOTORSBLOG.COM/

ebay™ MOTORS BLOG

HOME NEWS COMMUNITY LISTINGS EVENTS REVIEWS CONTACT ABOUT Search eBay Motors

FIND YOUR NEXT RIDE
AND PEACE OF MIND
with Certified Pre-Owned Vehicles on eBay



ebay
MOTORS CERTIFIED PRE-OWNED
Shop now

FEATURED: Custom-Built 1967 Shelby GT500 Ready for Power Tour



RECENT ARTICLES



RECENT COMMENTS

- sarah poltra on Steve McQueen's 1941 Chevrolet Pickup on eBay
WHAT IS THE PRICE UP TO AS OF NOW?
- sarah poltra on 1941 Chevy Ethanol Hot Rod
HOW MUCH?

EBAY MOTORS BLOG SCORECARD

Criteria	Rating	Notes
Coherent with Brand Positioning & Brand Pillars	2	Focused on discovery and passion of cars, however doesn't connect with community.
Realizes Brand Personality & Overall Quality	2	Lacking a clear connection to eBay's key differentiators. Text heavy content tends to overwhelm; images are mostly steel and lack humans.
Meets Customer Interests	2	Focuses mostly on the "enthusiast", daily driver and DIY interests are ignored.
Adheres to both Brand and Best Practice design, layout, color & typography standards	2	Headlines, fonts, and ratios do not appear to conform to brand standards. Uses Helvetica and sentence case for headlines. Missing official favicon.
Adheres to Brand Photography & Imagery standards	2	Most photos feel canned due to the nature of auto show settings. Generally speaking, however, the car photography is of a high quality.
Composition	3	Content is supplemented by lots of imagery - feels like a full experience. Content drives user deeper into listings. More breakout graphics/tables about car specs would enable users to make quicker decisions about the cars, especially in the review section. Breadcrumbs are weak as only page affordance.
Shareability	2	Top sharing options are highlighted at the top of the article on desktop, but sharing options are cut off on Android and iPhone, and gone on the iPad.
Search Optimization	3	Post titles are <h2>, would normally expect them as <h1>. Good interlinking approach to main site and site is regularly updated with interesting content. Some duplicate links.
Accessibility	2	Missing alt tags and no <h1> for screen readers; no huge contrast errors.
Blog Content Best Practices	3	Content is aimed at and written for motor enthusiasts. A fairly active community comments on articles and there is pretty effective social and core site integration.

Criteria Key:

 Quality of Work and Brand Voice

 Brand Standards

 Channel Fit

Rating Key:

4 – Excellent

2 – Needs Improvement

3 – Good

1 – Poor

Ad space conflicts with subject matter focus (new cars versus classics).

Social buttons are siloed to motors channels.

FIND YOUR NEXT RIDE AND PEACE OF MIND
with Certified Pre-Owned Vehicles on eBay



ebay™
MOTORS CERTIFIED PRE-OWNED
Shop now

FEATURED: 1939 Lincoln Zephyr Convertible – Gone with the Wind



Lots of shiny steel, but devoid of human element.

Comments and community appear to be under-engaged.

RECENT ARTICLES



RECENT COMMENTS

 sarah poitra
on Steve McQueen's 1941 Chevrolet Pickup on eBay

WHAT IS THE PRICE UP TO AS OF NOW?

 sarah poitra
on 1941 Chevy Ethanol Hot Rod

HOW MUCH?

> Get Your Irish On with Help from Stuttgart

**FIND YOUR NEXT RIDE
AND PEACE OF MIND**
with Certified Pre-Owned Vehicles on eBay



ebay™
MOTORS CERTIFIED PRE-OWNED

Shop now

These recent comments are relevant only to other articles.

Let the content drive users to your site, not through banner ads.



6
AY Get Your Irish On with Help from Stuttgart

Share 3 Tweet 1 Pinterest 0 Email 5 ShareThis 13

by Neil J. Helfgot

eBay Listing: 1966 Porsche 912

Porsche – the very name conjures up images of racing cars like the 356, the 911, the 914-6, the 917 race car, the Carrera GT, and now the 918 Hybrid. They constantly are upping their game to create race bred sports cars and super cars. Yet, they're still diverse enough to put out SUV's on occasion or sedans as of late. But, in the words of a street racer from a fictional yet famous film franchise, "It don't matter if you win by an inch or a mile, winnings winning." And, as the old adage goes, if you win on Sunday you sell on Monday. At least that is how it used to be.

RECENT COMMENTS

Motorradbekleidung
on Don't Mess With a Predator on a Motorcycle
I don't think that this kind of helmet is perfect for everyone. Only a few rough looking bikers would buy this kind of disgusting designs.

Brenda Priddy
on PART 1: All Roads Lead to Volvo
Don, Paul, and everyone else - Thank you for all the well-wishes. The car was delivered last night and I haven't stopped smiling yet :)

Joshua Reyes
on 1970 Chevrolet Corvette Stingray Convertible 454
Absolutely Gorgeous. I've always wanted to own one of these.

EBAY GARAGE

ebay GARAGE

Explore amazing vehicles in the community. Find parts, talk with fellow enthusiasts and share photos.

ebay GARAGE

#eBayMotorsBlog



6. DEALS BLOG

HTTP://DEALS.EBAY.COM/BLOG/

ebay
dealsblog

Subscribe to Deals by Email!

Enter email address

Sign Up

Follow us



DAILY DEALS | TECH DEALS | FASHION DEALS | HOME DEALS | EVEN MORE DEALS | MOM DEALS | STUDENT DEALS | MILITARY DEALS | MONEY SAVING TIPS

Featured Deal



Save 77% on this Apple iPad Gen 1 Tablet

You save: **\$459.01 (76.63%)**

Compare at: ~~\$599.00~~

Price: **US \$139.99**

Want to get your first tablet at a phenomenal discount? Then this [Apple iPad Gen 1 32 GB](#) tablet is right up your alley at **77% off!** This is the original first-generation Apple iPad, which is designed for Wi-Fi use anywhere. It's perfect for browsing the web, watching videos, and playing games.

[View Details](#) →



Everything Has Its Price: How Much Cash Would You Need To Do X?

Daily Deals Blog

May 19, 2014 6:45 am

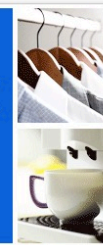
You've probably played a game of "Would You Rather?" or been the subject of some crazy

ebay deals
**BIG BRANDS.
BIG SAVINGS.**

Great deals on home,
tech, fashion, and more

Always Free Shipping

[Shop now](#)



EBAY DEALS BLOG SCORECARD

Criteria	Rating	Notes
Coherent with Brand Positioning & Brand Pillars	1	Lacks emotional content to connect with; this is basically a second page to highlight daily deals—potentially confusing
Realizes Brand Personality & Overall Quality	1	Highlights deals, but doesn't inspire. FOMO is a key element here instead of creating greater accessibility.
Meets Customer Interests	1	Doesn't deliver on an interest/idea around saving online, only tactically with item based promotions
Adheres to both Brand and Best Practice design, layout, color & typography standards	2	Not using correct fonts, headlines, or ratios according to guidelines.
Adheres to Brand Photography & Imagery standards	2	Not using journalistic portraiture.
Composition	2	Nice chunking of content and good information presentation of pricing and deal timing. Duplicate breadcrumbs is a strange touch on the category landing pages. Not really a modern deals site, feels dated, redundant.
Shareability	4	Full featured sharing across the main channels. Global social buttons drive to eBay core (FB) or Deals channels (Pinterest).
Search Optimization	3	Good inbound strategy. Don't need to make headline for each listed items links if the link appears in the body copy.
Accessibility	3	Confirms to accessibilities tool validation check except logo could be converted to text instead of image.
Blog Content Best Practices	2	This is clearly a utilitarian blog appealing to a certain type of utilitarian user looking for deals. But more robust deal tracking software is probably the preferred way to track deals through notifications and personalization sites.

Criteria Key:

 Quality of Work and Brand Voice

 Brand Standards

 Channel Fit

Featured Deal



Save 77% on this Apple iPad Gen 1 Tablet

You save: **\$459.01 (76.63%)**

Compare at: ~~\$599.00~~

Price: **US \$139.99**

Heavy on the pushing product deals, feels more like ad.

Want to get your first tablet at a phenomenal discount? Then this [Apple iPad Gen 1 32 GB](#) tablet is right up your alley at **77% off!** This is the original first-generation Apple iPad, which is designed for Wi-Fi use anywhere. It's perfect for browsing the web, watching videos, and playing games.

[View Details](#) →

Stock imagery lacks authenticity.



Everything Has Its Price: How Much Cash Would You Need To Do X?

Daily Deals Blog

May 19, 2014 6:45 am

You've probably played a game of "Would You Rather?" or been the subject of some crazy dare. People love to push their limits and

Content is inline with consumer interests, but lacks authentic lifestyle appeal.

ebay deals
BIG BRANDS.
BIG SAVINGS.

Shop now



Top 5 Deals of the Week on eBay

May 19, 2014 7:03 am

Safe to assume these deals are on eBay; Use the headline to instead describe a deal here or in a subhead.



When you mix free shipping, convenient at-home shopping, and discounts of at least 50%, you'll get this week's roundup of the top five deals on eBay! If you don't see what you need on this list, search through products by category or enter what you need into the easy-to-use search bar at the bottom of the [eBay deals](#) page.

1. 16-Piece Dinnerware Set

Duplicate links look unintentionally like spam.

Set the table with this [16-Piece Dinnerware Set](#) for only **\$27.99** while it's **53% off**. This set comes with four dinner plates, four salad plates, four bowls, and four mugs, so you'll have just about everything you need to serve your next three-course dinner.

16-Piece Dinnerware Set



Good job capturing savings and price for deal-conscious consumers but a blog may not be the place for this. Apps and technology tools track deals more effectively.





2. Furry Pet Bed

Find a place for your dog or cat to settle in for their morning (and afternoon and probably evening) naps with this [Furry Pet Bed](#) for **\$17.99**. Pick the size that best fits your pooch or kitty and **save 55% off**. You won't have to worry about dirty paw prints and persistent pet smells since this bed is also machine washable.



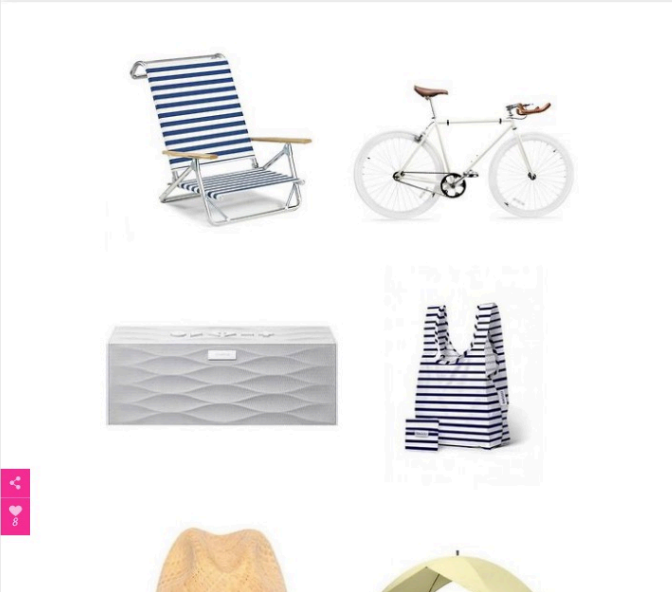
7. THE INSIDE SOURCE



HTTP://THEINSIDESOURCE.TUMBLR.COM/


PRESENTED BY  ABOUT | ARCHIVES | MOBILE | RSS   + Follow theinsidesource 

The Inside Source

FASHION | LIFESTYLE | ART | DESIGN




A CHAT WITH...  



Run Away From Home
Have your own little *Badlands* adventure in this 1964 travel trailer that has been completely reconditioned with heart and soul. Available on eBay.

trailer, ebay, insider

POSTS WE LIKE



INSIDE SOURCE TUMBLR BLOG SCORECARD

Criteria	Rating	Notes
Coherent with Brand Positioning & Brand Pillars	3	In line with positioning, somewhat weak on the community/connection elements.
Realizes Brand Personality & Overall Quality	4	Delivers on majority of brand pillars / personality traits—imaginative, dynamic, smart, inspiring. Could have more of a face/persona.
Meets Customer Interests	3	Content is diversified, seasonally and culturally relevant, unique & re-postable.
Adheres to both Brand and Best Practice design, layout, color & typography standards	2	Headline style (sentence case), font (Helvetica), and ratios do not appear to conform to brand standards.
Adheres to Brand Photography & Imagery standards	2	Adheres to journalistic portraiture style more recently, but still lots of posing and posed shots.
Composition	3	Smart, sophisticated TUMBLR that uses white space and design restraint to good effect. Additional copy might help bring additional flavor to the TUMBLR, but definitely the best one of the lot.
Share-ability	2	Each piece of content can be shared to the big three social networks (FB, Twitter, Pinterest). Might make sense to leverage “Share This” widget already used across other properties. Also, shareable blurb write-ups are not personalized per article.
Search Optimization	2	Some optimized inbound links while others use frowned upon “click here” approach. TUMBLR theme being used does not appear to be SEO-friendly as posts can’t be crawled by crawling tool.
Accessibility	1	Only <H3> used (no structure to site for screen readers). Missing alt copy for images and contrast issues are being reported by the WAVE accessibility tool.
Blog Content Best Practices	3	The overall design and approach to curated content make this TUMBLR stand out from its peers despite some optimization issues. Lots of engaging posts and relatively high levels of engagement judging by number of notes and “hearts”.

Criteria Key:

 Quality of Work and Brand Voice

 Brand Standards

 Channel Fit

Rating Key:

4 – Excellent

2 – Needs Improvement

3 – Good

1 – Poor

The Inside Source

FASHION

LIFESTYLE

ART

DESIGN



Seasonally relevant content that links to specific Collection.



Differentiated imagery creates contrast.



A CHAT WITH...



Editorialized posts allow for intrigue.

Run Away From Home

Have your own little *Badlands* adventure in this 1964 travel trailer that has been completely reconditioned with heart and soul. *Available on eBay.*

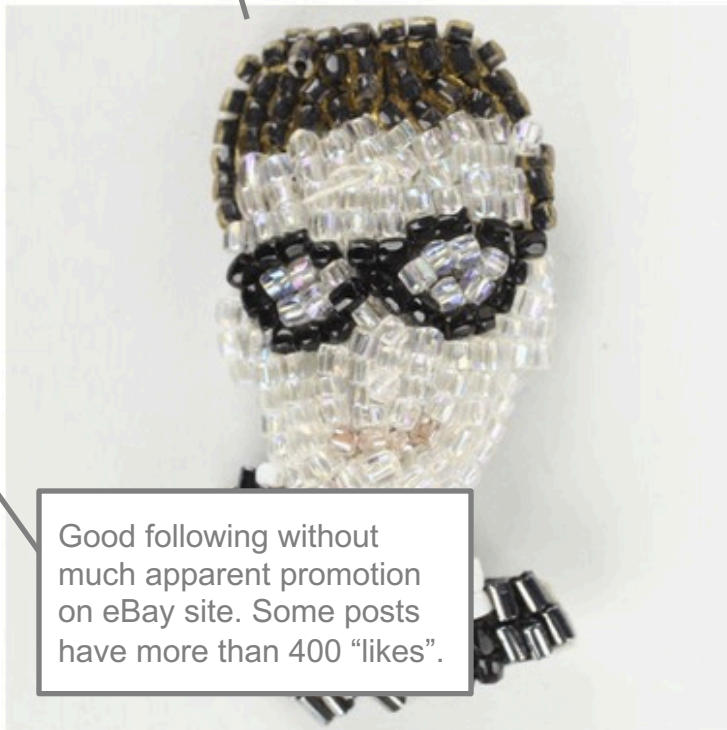
trailer, ebay, insider

POSTS WE LIKE



The investment in curating content makes this TUMBLR feel smart and often sophisticated.

It's possible to mask the subdomain and use TUMBLR theme customization to make this site feel more blog-like if desired.

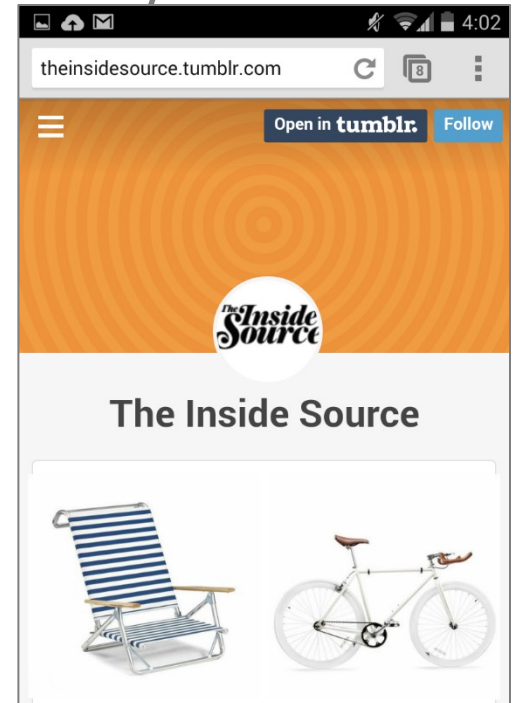


Good following without much apparent promotion on eBay site. Some posts have more than 400 "likes".

Yves Saint Laurent in Beads

Marianne Battle is an artist. She can make any iconic face with beads and embroidery. She sometimes makes the face of Prince or Michael Jackson. In this case, she created the elegant master himself, Yves Saint Laurent, in the form of a brooch. We discovered one of Marianne's magical art pieces on eBay. [Check it here.](#)

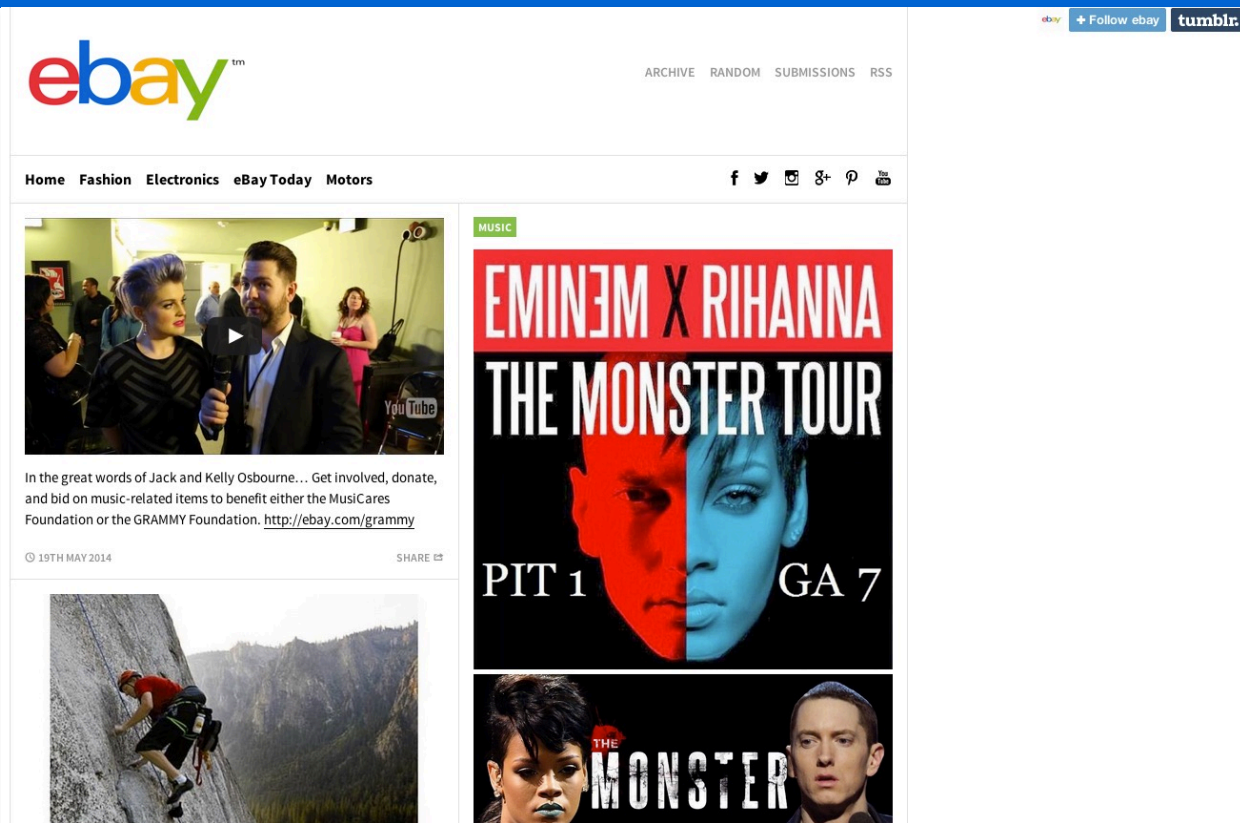
May 20, 2014 | yves saint laurent , YSL , marianne battle , art , brooch , pin , ebay



Remember to optimize inbound links to eBay and to spell "brooch" correctly in tags (versus "broach").

8. EBAY TUMBLR

HTTP://EBAY.TUMBLR.COM/



The screenshot shows the eBay Tumblr blog interface. At the top left is the eBay logo. To the right are navigation links: ARCHIVE, RANDOM, SUBMISSIONS, and RSS. Below the logo is a navigation bar with links for Home, Fashion, Electronics, eBay Today, and Motors. On the far right of this bar are social media icons for Facebook, Twitter, Instagram, Google+, Pinterest, and YouTube. In the top right corner, there are buttons for '+ Follow ebay' and 'tumblr:'. The main content area features a video player showing Jack and Kelly Osbourne. Below the video is a text block with a call to action to bid on music-related items for charity, with a link to 'http://ebay.com/grammy'. To the right of the video is a large promotional image for 'EMINEM X RIHANNA THE MONSTER TOUR' with dates 'PIT 1' and 'GA 7'. Below the video is a smaller image of a person rock climbing. At the bottom left of the screenshot is the eBay logo.

ebay™

ARCHIVE RANDOM SUBMISSIONS RSS

Home Fashion Electronics eBay Today Motors

f t i g+ p y

ebay + Follow ebay tumblr

MUSIC

EMINEM X RIHANNA
THE MONSTER TOUR

PIT 1 GA 7

THE MONSTER

In the great words of Jack and Kelly Osbourne... Get involved, donate, and bid on music-related items to benefit either the MusiCares Foundation or the GRAMMY Foundation. <http://ebay.com/grammy>

© 19TH MAY 2014 SHARE

ebay™

EBAY TUMBLR SCORECARD

Criteria	Rating	Notes
Coherent with Brand Positioning & Brand Pillars	2	Content is aggregated and has a nice balance of variety, but it ultimately lacks a human-centric focus.
Realizes Brand Personality & Overall Quality	2	Pulls in from multiple verticals, but not multiple brand pillars. Overly focused on items and lacks a voice with smart, imaginative eBay traits.
Meets Customer Interests	2	With enough time & digging one could find interest; however, it's not informed <u>by</u> interests.
Adheres to both Brand and Best Practice design, layout, color & typography standards	2	Does not adhere to headlines, fonts, ratios, etc.
Adheres to Brand Photography & Imagery standards	3	Appears to be following image standards in more recent posts.
Composition	3	Content is chunked nicely and generally feels appropriate for medium. Lots of great images. Could use videos and GIFs for TUMBLR feel. The navigation is a bit confusing as it takes you to other TUMBLRs. Would be great to have an eBay TUMBLR description in the header to describe its purpose more clearly.
Shareability	3	Drives to the big six eBay channels. Has limited sharing per post (FB, Twitter, G+).
Search Optimization	3	Good tagging approach for Tumblr. Inbound links to eBay site are consistent and well chosen but could include more keywords in the links. Meta description is good but <title> should be more descriptive for search engine results. No <H1>. Don't get cute with URLs.
Accessibility	2	Not ideally structured for screen readers, but this is a limitation of the medium. Some contrast issues in secondary navigation.
Blog Content Best Practices	3	Could use infinite scroll and GIFs and videos to feel more like a part of the quirky TUMBLR community. Content is generally very compelling and expresses the infinite potential for unique storytelling through the eBay platform. Quirky and fun.

Criteria Key:

 Quality of Work and Brand Voice

 Brand Standards

 Channel Fit

Rating Key:

4 – Excellent

2 – Needs Improvement

3 – Good

1 – Poor

Mixed size creates hierarchy.



In the great words of Jack and Kelly Osbourne... Get involved, donate, and bid on music-related items to benefit either the MusiCares Foundation or the GRAMMY Foundation. <http://ebay.com/grammy>

© 19TH MAY 2014

MUSIC



Post images are native to the blog, creating more content pieces to engage with.

Mix of content coming from multiple sources, a good aggregate.



Good use of three-image approach for a Collections promo.



Optimize to "View the full Goonies memorabilia collection" for people searching for "Goonies" movie memorabilia.

Although not native to Tumblr, a headline here would help user and searching in Tumblr.

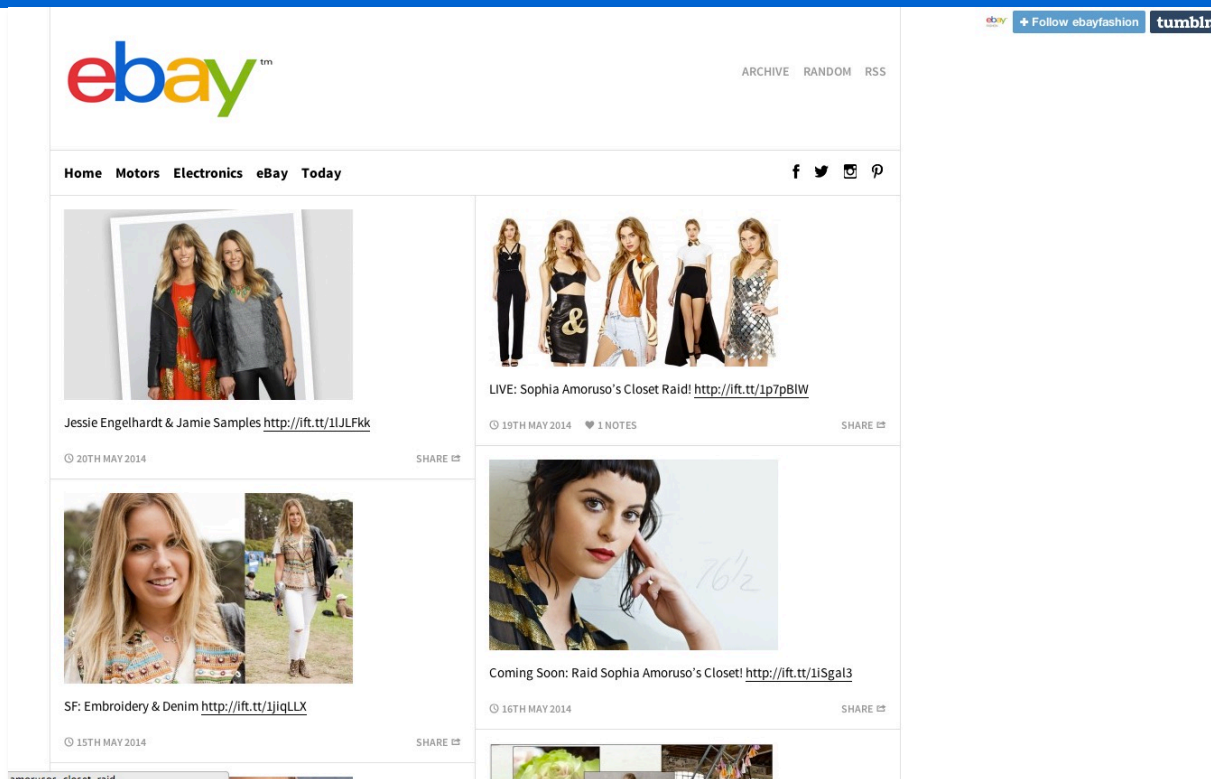


The pirate maps. The booby traps. The truffle shuffle. Time to break out the microwave popcorn and revisit The Goonies!

Can you view the full collection without yelling "HEY YOU GUYS!"?

9. EBAY FASHION TUMBLR

HTTP://EBAYFASHION.TUMBLR.COM/



The screenshot displays the eBay Fashion Tumblr page. At the top left is the eBay logo. In the top right corner, there are links for 'ARCHIVE', 'RANDOM', and 'RSS'. Below the logo is a navigation bar with 'Home', 'Motors', 'Electronics', 'eBay', and 'Today'. To the right of this bar are social media icons for Facebook, Twitter, Instagram, and Pinterest. The main content area features a grid of posts. The top-left post shows two women, Jessie Engelhardt and Jamie Samples, with a caption and a link. The top-right post is a 'LIVE' event titled 'Sophia Amoruso's Closet Raid!' with a link and a date of 19th May 2014. The bottom-left post is titled 'SF: Embroidery & Denim' with a link and a date of 15th May 2014. The bottom-right post is titled 'Coming Soon: Raid Sophia Amoruso's Closet!' with a link and a date of 16th May 2014. A 'Follow ebayfashion' button and a 'tumblr.' logo are visible in the top right corner of the page.

ebay™ ARCHIVE RANDOM RSS

Home Motors Electronics eBay Today f t i p

Jessie Engelhardt & Jamie Samples <http://ift.tt/1JLFkk>

© 20TH MAY 2014 SHARE

LIVE: Sophia Amoruso's Closet Raid! <http://ift.tt/1p7pBIW>

© 19TH MAY 2014 ♥ 1 NOTES SHARE

SF: Embroidery & Denim <http://ift.tt/1JlqLLX>

© 15TH MAY 2014 SHARE

Coming Soon: Raid Sophia Amoruso's Closet! <http://ift.tt/1lSga13>

© 16TH MAY 2014 SHARE

Follow ebayfashion tumblr.

amorosos-closet-raid

EBAY FASHION TUMBLR SCORECARD

Criteria Key:

 Quality of Work and Brand Voice

 Brand Standards

 Channel Fit

Criteria	Rating	Notes
Coherent with Brand Positioning & Brand Pillars	2	Focused on fashion discovery, however lacks an emotional incentive to connect; no focus in messaging for this tumblr.
Realizes Brand Personality & Overall Quality	1	Lacks ties to the brand personality; content feels devoid of differentiators. Mostly repeated posts from other blogs; façade of posts create unnecessary steps
Meets Customer Interests	1	No post engagement implies a lack of interest/attention
Adheres to both Brand and Best Practice design, layout, color & typography standards	2	Does not adhere to headlines, fonts, ratios, etc.
Adheres to Brand Photography & Imagery standards	2	Tends to use collage style images in lieu of approved guidelines.
Composition	2	This is a pass-through site to the eBay Style blog. Composition is dependent on the content from that blog. Composition is generally lacking, although this is mostly due to the use of older TUMBLR theme.
Shareability	3	Drives to the four eBay fashion channels and you can share to those same channels.
Search Optimization	2	Inbound links are helping the eBay Fashion blog, but the TUMBLR itself is not optimized. Would prefer semantic links to mask link shortened links.
Accessibility	1	No <H1>, No alt tile for the eBay logo, contrast issues, empty links, missing alt text.
Blog Content Best Practices	2	There is a schizophrenic quality here between really sexy and conservative. Would consider leveraging a fashion theme and get some more GIFs into the mix. Commit to an on-brand style.



Jessie Engelhardt & Jamie Samples <http://ift.tt/1JLFkk>

20TH MAY 2014

SHARE

No hierarchy in layout creates competition amongst posts.

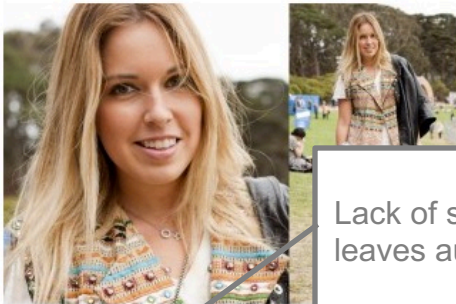


LIVE: Sophia Amoruso's Closet Raid! <http://ift.tt/1p7pBlW>

19TH MAY 2014 1 NOTE

SHARE

Duplicate content from Style Stories blog.



SF: Embroidery & Denim <http://ift.tt/1jjiQLX>

15TH MAY 2014

SHARE

Lack of sub-title / description leaves audiences guessing.



id Sophia Amoruso's Closet! <http://ift.tt/1iSgal3>

16TH MAY 2014

SHARE

amoruso-closet-raid



Collage image style and posing violates guidelines.

A Nod to NEON <http://ift.tt/1kgwCwp>

Share



Use a consistent approach to capitalization and formatting.

🕒 30th April 2014

💬 0 Comments

🏷️ ebay, ebayfashion, Style Stories » ebay fashion blog

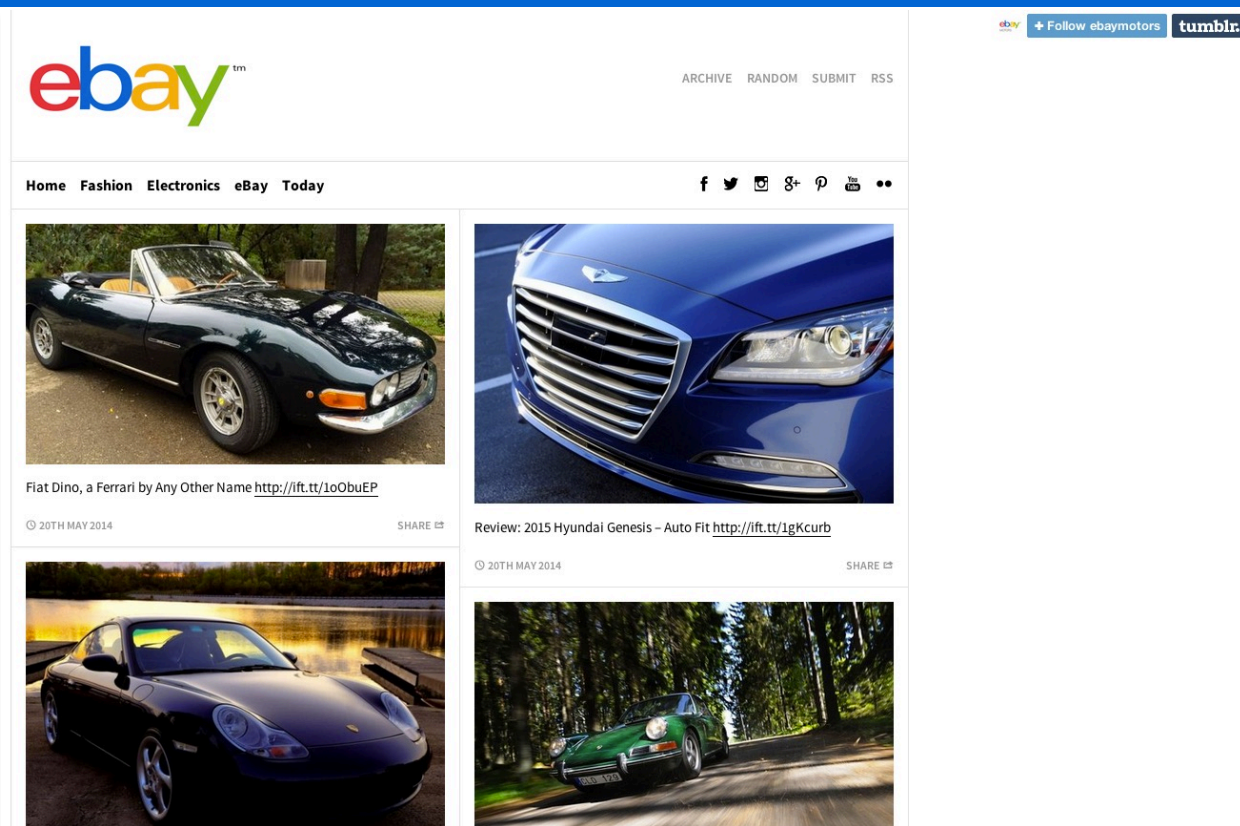
← Previous Post

Next Post →

Consider tagging with the name of clothing, designer, season, etc.

10. EBAY MOTORS TUMBLR

HTTP://EBAYMOTORS.TUMBLR.COM/



The screenshot shows the eBay Motors Tumblr blog interface. At the top left is the eBay logo. To the right are navigation links: ARCHIVE, RANDOM, SUBMIT, and RSS. In the top right corner, there are buttons for '+ Follow ebaymotors' and 'tumblr:'. Below the navigation is a menu with 'Home', 'Fashion', 'Electronics', 'eBay', and 'Today', along with social media icons for Facebook, Twitter, Instagram, Google+, Pinterest, YouTube, and a generic share icon. The main content area features four car-related posts:

- Post 1:** A dark green Fiat Dino convertible. Caption: "Fiat Dino, a Ferrari by Any Other Name <http://ift.tt/1oObuEP>". Date: 20TH MAY 2014. Includes a 'SHARE' button.
- Post 2:** A close-up of the front of a blue 2015 Hyundai Genesis. Caption: "Review: 2015 Hyundai Genesis – Auto Fit <http://ift.tt/1gKcurb>". Date: 20TH MAY 2014. Includes a 'SHARE' button.
- Post 3:** A dark blue Ferrari sports car parked by a lake at sunset.
- Post 4:** A green classic car driving on a road through a forest.

The eBay logo is also visible in the bottom left corner of the page.

EBAY MOTORS TUMBLR SCORECARD

Criteria	Rating	Notes
Coherent with Brand Positioning & Brand Pillars	2	Focused on autos, however lacks an emotional incentive to connect; posts feel automated due to duplicates.
Realizes Brand Personality & Overall Quality	1	Lacks ties to the brand personality; content feels devoid of differentiators. Mostly regurgitated posts from other blogs, façade of posts create unnecessary steps.
Meets Customer Interests	1	No post engagement implies a lack of interest/attention.
Adheres to both Brand and Best Practice design, layout, color & typography standards	2	Does not adhere to headlines, fonts, ratios, etc.
Adheres to Brand Photography & Imagery standards	3	Appears to be following image standards in more recent posts.
Composition	2	This is a pass-through site to the eBay Motors blog. Composition is dependent on the content from that blog. Composition is generally lacking, although the images are nicely chosen, well-curated. Would be great to head a Motors TUMBLR header.
Shareability	3	Drives to the 7 eBay Motors channels. Can share to 4 of those channels.
Search Optimization	2	Inbound links are helping the eBay Motors blog, but the TUMBLR itself is not optimized.
Accessibility	1	No <H1>, No alt tile for the eBay logo, contrast issues, empty links, Missing alt text.
Blog Content Best Practices	2	This should feel more like infinite scroll car porn. A more experimental theme would be appropriate to capture passions of motor lovers.

Criteria Key:

 Quality of Work and Brand Voice

 Brand Standards

 Channel Fit



Fiat Dino, a Ferrari by Any Other Name <http://ift.tt/1oObuEP>

20TH MAY 2014

SHARE

No hierarchy in layout creates competition among posts.



Review: 2015 Hyundai Genesis – Auto Fit <http://ift.tt/1gKcurb>

20TH MAY 2014

SHARE

Duplicate content from Motors blog—posts are a façade for original.



Lack of sub-title / description leaves audiences guessing.



Good attempt to adhere to brand image guidelines.



Tips to Increase the Resale Value of Your Modern Classic <http://ift.tt/1leo4b2>

Make it clear where the link is headed with keyword-rich link.

Considering tagging specific to the type of car, year, features.

🕒 14th May 2014

👤 by ebaymotors

💬 0 Comments

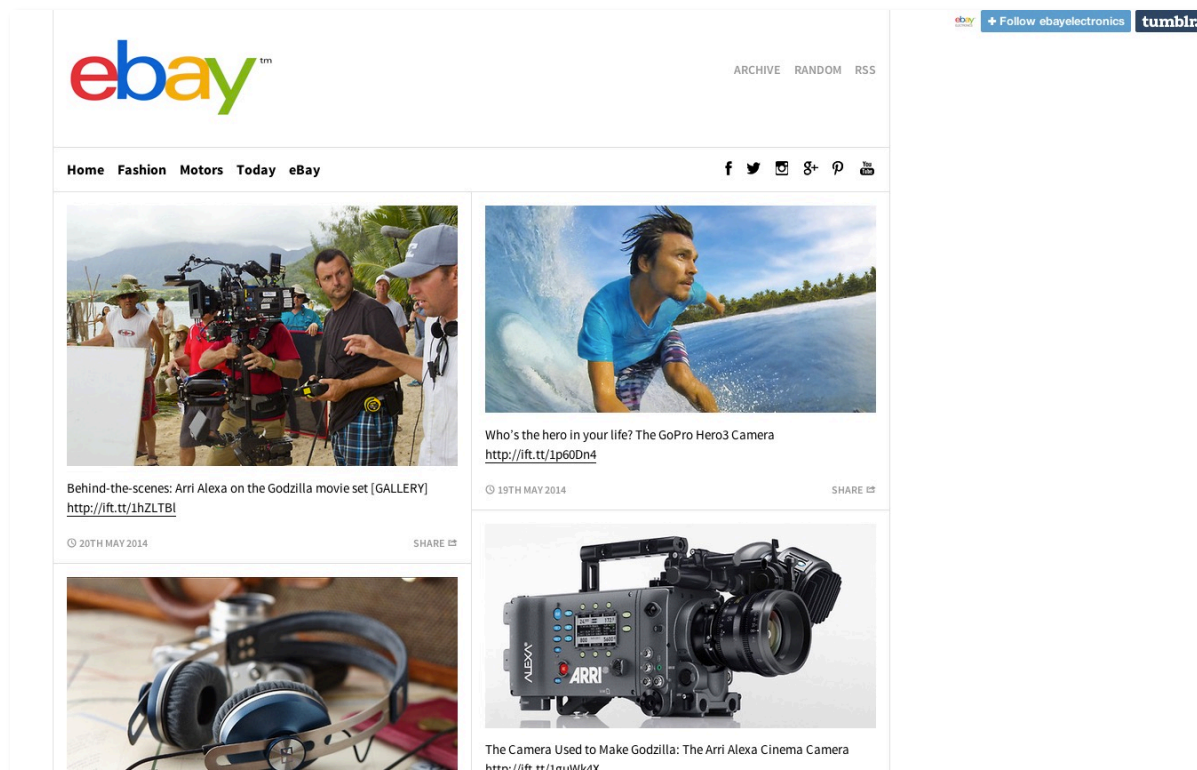
🏷️ ebay, ebaymotors, eBay Motors Blog

← Previous Post

Next Post →

11. EBAY ELECTRONICS TUMBLR

HTTP://EBAYELECTRONICS.TUMBLR.COM/



The screenshot shows the eBay Electronics Tumblr blog interface. At the top left is the eBay logo. To the right are navigation links for 'ARCHIVE', 'RANDOM', and 'RSS'. Below the logo is a navigation bar with 'Home', 'Fashion', 'Motors', 'Today', and 'eBay'. Social media icons for Facebook, Twitter, Instagram, Google+, and YouTube are also present. The main content area features three posts:

- Post 1:** A photograph of a film set with an Arri Alexa camera. The caption reads: "Behind-the-scenes: Arri Alexa on the Godzilla movie set [GALLERY] <http://ift.tt/1hZLTBI>". It is dated "© 20TH MAY 2014" and has a "SHARE" button.
- Post 2:** A photograph of a man surfing. The caption reads: "Who's the hero in your life? The GoPro Hero3 Camera <http://ift.tt/1p60Dn4>". It is dated "© 19TH MAY 2014" and has a "SHARE" button.
- Post 3:** A photograph of an Arri Alexa camera. The caption reads: "The Camera Used to Make Godzilla: The Arri Alexa Cinema Camera <http://ift.tt/1ouMk4X>".

In the top right corner of the page, there is a button to "Follow ebayelectronics" and a "tumblr" logo.

EBAY ELECTRONICS TUMBLR SCORECARD

Criteria	Rating	Notes
Coherent with Brand Positioning & Brand Pillars	2	Focused on electronics, however lacks an emotional incentive to connect; posts feel automated due to duplicates.
Realizes Brand Personality & Overall Quality	1	Repeated content from other blogs, façade of posts create unnecessary steps and clicks.
Meets Customer Interests	1	No post engagement implies a lack of interest/attention.
Adheres to both Brand and Best Practice design, layout, color & typography standards	2	Does not adhere to headlines, fonts, ratios, etc.
Adheres to Brand Photography & Imagery standards	3	Appears to be following image standards in more recent posts.
Composition	2	This is a pass-through site to the eBay Electronics blog. Composition is dependent on the content from that blog. Composition is generally lacking, although the images are nicely chosen, well-curated. Would be great to have an Electronics TUMBLR header.
Shareability	3	Drives to the six eBay Electronics channels. Can share to 4 main channels (FB, Twitter, G+, Pinterest).
Search Optimization	2	You can use link shorteners to measure click-through metrics, but the links themselves should include keywords and be relevant to the article. In general this site is being used as a pass-through to the eBay Electronics Blog so it should be helping the blog. The TUMBLR itself is not optimized.
Accessibility	1	No <H1>, No alt tile for the eBay logo, contrast issues, empty links, missing alt text.
Blog Content Best Practices	2	This site has nice tech images, but is not truly leveraging the TUMBLR medium. Needs new theme, new approach.

Criteria Key:

 Quality of Work and Brand Voice

 Brand Standards

 Channel Fit

Competing posts due to same size.



Behind-the-scenes: Arri Alexa on the Godzilla movie set [GALLERY]
<http://ift.tt/1hZLTBI>

© 20TH MAY 2014

SHARE ↗



Who's the hero in your life? The GoPro Hero3 Camera
<http://ift.tt/1p60Dn4>

© 19TH MAY 2014

SHARE ↗

Duplicate content—façade post click through creates unnecessary steps.



The Camera Used to Make Godzilla: The Arri Alexa C
<http://ift.tt/1gUWk4Y>

Imagery feels stock and generic.

Could better align with brand photography standards.



Additional summary content might improve click-through rates.

🕒 16th May 2014

👤 by ebayelectronics

💬 0 Comments

🏷️ ebay, ebayelectronics

← Previous Post

The Camera Used to Make Godzilla: The Arri Alexa Cinema Camera <http://ift.tt/1guWk4X>

Share

👍 Like 0

🐦 Tweet 0

👤 +1 0

📌 Pin it

Semantic links help the user know what they are clicking on.

SOCIAL EVALUATION

EBAY SOCIAL SCORECARD

Criteria Key:

 Quality of Work and Brand Voice

 Brand Standards

 Channel Fit

Criteria	Rating	Notes
Coherent with Brand Positioning & Brand Pillars	2.3	Despite being a very personal channel, eBay's social outlets tend to be inward-focused and personalization lacks because of this. Connection is inherent to social and it looks like people are interested in following eBay. Why people should connect could probably be more clear, which will lead to further engagement. Until then, it looks as if social is not a holistic part of eBay's overall communications strategy.
Realizes Brand Personality & Overall Quality	2.2	Content is rich and plenty—however, there needs to be more diligence in assigning the appropriate topics to certain channels. Accessibility is present, however could be amplified by tailoring to the appropriate channel. Social is also dynamic—leveraging real-time trends, but could be improved with more frequent real-time reactions. Imagination is teased, but aspirational is an area for growth.
Meets Customer Interests	1.8	Social needs to be more social—interact with those who have displayed interest by following you and ask them what they want. Social is not just another broadcast channel, consumers have full control over your brand.
Adheres to both Brand and Best Practice Photography & Imagery	2.3	Most images are pulled from listings or blog sites, so social channels are basically beholden to what others are doing given current content strategy.
Adheres to both Brand and Best Practice design, layout, color & typography standards	2.6	The design, layout, color and typography standards are constrained by the channels, so this is mostly a non-issue.
Channel Alignment	2.5	Despite leaning on blogs for content, the content is usually appropriate for the social medium.
Cadence/Frequency	3	Posts are frequent and spread out in appropriate intervals for most channels.
Stock and Flow	2.6	There is a good mix of off-the-cuff pop culture material and content specifically designed to drive to listings or blog posts.
Influencers	2.4	For a company of eBay's prominence, a more thoughtful application of influencers across the channels is merited.
Direct Messaging & Response	2.2	eBay is not embracing the notion of social being a two-way dialogue between brand and customer.
Shareability	2.8	Most of the channels create content worth sharing, with Facebook, Pinterest, and under-used Vine leading the way.

1. EBAY FACEBOOK

HTTPS://WWW.FACEBOOK.COM/EBAY

The screenshot shows the eBay Facebook page layout. At the top left is a large banner with the text "THE NEW EBAY FOLLOW IT. FIND IT. MAKE IT YOURS." and the eBay logo. Below this is a grid of featured items, each with a small image, title, and follower count. The items include a black blazer (1855 followers), a red skirt (427 followers), a red vintage car (101 followers), a lamp (1252 followers), a floral dress (1252 followers), a camera (865 followers), and a table setting (865 followers). Below the grid is the eBay profile header, showing the name "eBay" with a verified badge, 7,227,435 likes, and 26,319 people talking about this. To the right of the header are buttons for "Liked", "Following", and "Message". Below the header is a section for "Shopping & Retail" with a welcome message and social media links for "eBay on Twitter", "eBay on Instagram", and "eBay on Pinterest". A "Highlights" dropdown menu is visible below the social links. On the right side of the page is a "Create Page" button and a "Recent" list of years from 2014 to 1996, with "Founded" listed below. At the bottom left is a "Post" section with a text input field and a "Write something on this Page..." button. Below the post section is a notification from eBay, dated 5 hours ago, stating: "eBay is asking all users to change their passwords due to a cyberattack that compromised a database containing encrypted passwords and other non-financial data. For more information, please visit:". On the bottom right is a "9 Friends Like eBay" section with a row of profile pictures and an "Invite Your Friends to Like This Page" section with a search input field and an "Invite" button. Below the invite section are two friend suggestions: Megan Wegmann and Jordan Westley Burkhart, each with an "Invite" button.



EBAY FACEBOOK SCORECARD

Criteria	Rating	Notes
Coherent with Brand Positioning & Brand Pillars	2	Connecting with and enjoying the things that matter is delivered on—however, true personalization is lacking. Much of the content has eBay’s agenda in mind, rather than satisfying the desires of our fans.
Realizes Brand Personality & Overall Quality	3	Content is good; however, a true brand personality isn’t yet actualized on Facebook. The page content is interesting; however, the way it’s presented feels removed.
Meets Customer Interests	2	When control is handed to fans, then it will truly deliver on interests. Because Facebook aggregates multiple categories, it is close to broad appeal.
Adheres to both Brand and Best Practice design, layout, color & typography standards	2	Images rarely conform to the guidelines. There’s an imbalance of canned or lack spontaneity, but there are still some great photos that fit with brand.
Adheres to Brand Photography & Imagery standards	2	The main banner doesn't conform to the brand standards.
Composition	2	Short, insightful posts with strong images generally define the eBay FB page. The weak CTAs keep it from perfection.
Shareability	3	Good cadence and regular posts; frequently refreshed with interesting content. Good use of blogs and cool listings.
Search Optimization	3	Good mix of timely pop culture references and planned posts pulled from the blog universe.
Accessibility	2	Don't see company spokesperson integrated in FB, although using celebs to help with good causes is in play.
Blog Content Best Practices	1	It doesn't appear that anyone from eBay is joining in on the conversations/comments to further the dialogue and add to brand's perceived authenticity in social channel.

Criteria Key:

 Quality of Work and Brand Voice

 Brand Standards

 Channel Fit

Rating Key:

4 – Excellent 3 – Good
2 – Needs Improvement 1 – Poor

 eBay shared a link.
7 hours ago 

A clearer call-to-action would drive more click-throughs to the site.

Last week's top 10 most expensive items included one that went viral on social media because of a celeb selfie gone wrong. <http://bit.ly/1gWqMzD>

Engaging content piques the user's interest to find out more.




Three-image style integrated into Facebook post feels on-brand.

Last week's most expensive item: Jaguar supercar, Mickey Mantle card, or the phone Rihanna broke?
www.ebay.com

Like · Comment · Share

 56 people like this.

 View 2 more comments

2. EBAY INSTAGRAM

[HTTPS://WWW.INSTAGRAM.COM/EBAY](https://www.instagram.com/ebay)

ebay ·
ebay.com Sharing inspiration on the official IG from ebay.com. Interested in being featured? Email instagram@ebay.com <http://ebay.com/today>

362 posts 41,139 followers 218 following

May 2014

EBAY INSTAGRAM BLOG SCORECARD

Criteria Key:

 Quality of Work and Brand Voice

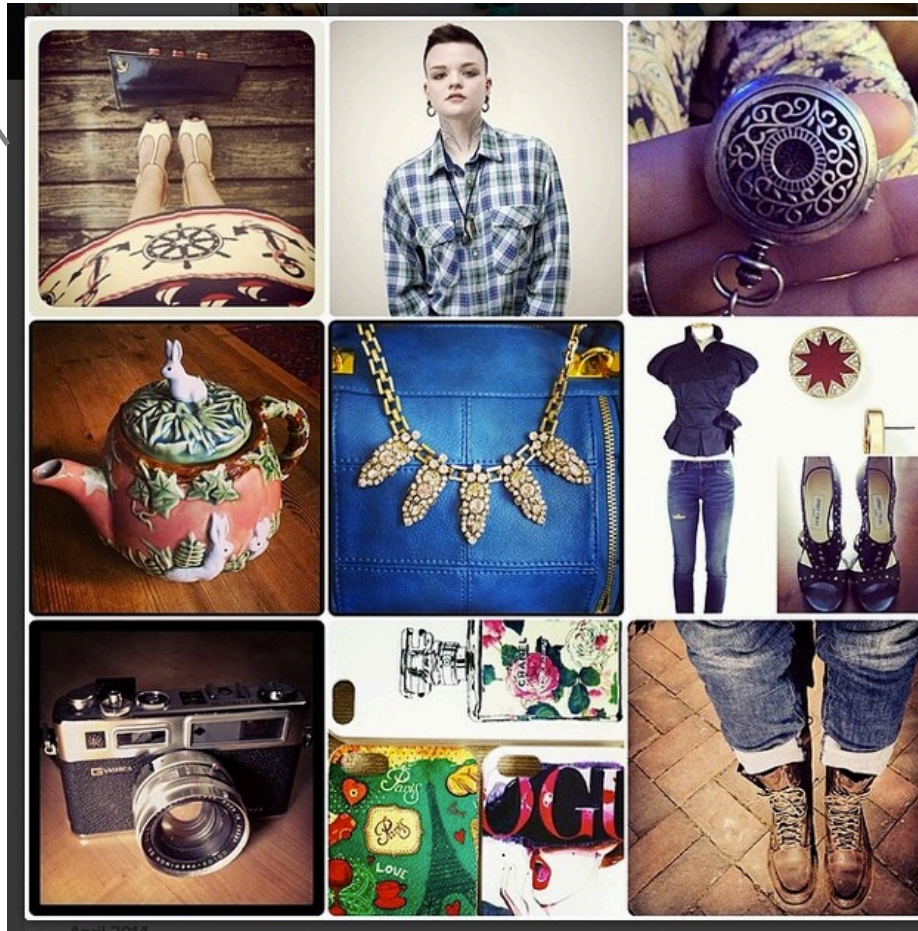
 Brand Standards

 Channel Fit

Criteria	Rating	Notes
Coherent with Brand Positioning & Brand Pillars	3	Posts that focus on “eBay Finds” are a true celebration of uniquely eBay elements and native to Instagram. Enabling more of this type of content is key in order to make “meaningful connections”.
Realizes Brand Personality & Overall Quality	2	Pharrell is a brand ambassador, but should not be the brand. Posts heavily borrow his equity. Overall content feels dynamic and imaginative.
Meets Customer Interests	2	Shines best when content reflects consumer mind-sets. Posts that feature followers are excellent, and overall content spans many topics to be interested in.
Adheres to both Brand and Best Practice design, layout, color & typography standards	2	Images rarely conform to the guidelines. Most images feel canned or lack spontaneity although some do.
Adheres to Brand Photography & Imagery standards	2	The main banner doesn't conform to the brand standards.
Composition	2	Doesn't really take the Instagram best practices to heart: "Post photos that users can't see anywhere else – behind the scenes photos or sneak peeks of what's to come. Don't be afraid to experiment, and pay attention to what users like and comment on most" Mostly matching luggage from other eBay channels.
Shareability	3	Pretty regular pattern of every other day.
Search Optimization	2	Seems to be mostly canned from other properties. Nothing really posted in reaction to a cool event or backstage access.
Accessibility	3	Leveraging some key partnerships through the images being posted.
Blog Content Best Practices	2	Don't see eBay having a dialogue with followers.

Collage style feels off-brand, but still holds visual appeal.

Good use of hashtags and conversational style befitting Instagram channel.



ebay 1 week ago · Tag your pics #ebay

We just love waking up every day and seeing all the inspiring photos of your #ebay finds. Especially this past week, with the seemingly endless #summertime inspiration. Thanks for making our day, we can't wait to see what tomorrow holds.

malysunny, liveyourinnerbeauty, theofficialcecille and 386 others like this.

officialjaeb Follow me 1st

clareleanney Yay. My beautiful locket :) I <3 ebay finds!

littlescopycat Thanks for featuring my picture @ebay

clothingcurrency Thanks for the feature #ebay!

vickyfa I love eBay - and I love my rabbit teapot!

shanemadeit #Have a look at the kids bits i make and help me spread the word thanks

Leave a comment...

Generating comments is a good sign you've touched a nerve with fans.

3. EBAY TWITTER

HTTPS://TWITTER.COM/EBAY

The screenshot displays the eBay Twitter profile page. The profile header includes the eBay logo, the name 'eBay', and the handle '@eBay'. The bio reads 'When it's on your mind, it's on eBay.' and lists the location as San Jose, CA, the website as ebay.com, and the join date as January 2009. There are 1,703 photos and videos associated with the profile. The navigation bar shows 12.4K tweets, 1,703 photos/videos, 3,192 following, 354K followers, and 2,075 favorites. A 'Follow' button is visible in the top right.

The main content area shows a tweet from eBay (@eBay) posted 8 hours ago. The tweet text is: 'eBay asks all users to change passwords due to cyberattack that compromised non-financial info in a database: ebayinc.com/in_the_news/st...'. The tweet has 1.5K retweets and 166 likes. Below the tweet, there are two retweets by eBay Inc. (@ebayinc):

- A retweet from 4 hours ago: 'For latest updates and FAQ on eBay password reset go to info.ebayinc.com'. It has 58 retweets and 13 likes.
- A retweet from 7 hours ago: 'PayPal account holder information was not accessed or compromised. Learn more: bit.ly/1JuzPAW'. It has 142 retweets and 30 likes. A 'View summary' link is present.

Below these retweets is another tweet from eBay (@eBay) posted 8 hours ago: 'eBay has no evidence of unauthorized access to credit card or financial info of eBay users. More: ebayinc.com/in_the_news/st...'. It has 102 retweets and 20 likes.

On the right side of the page, there is a 'Follow eBay' section with input fields for 'Full name', 'Email', and 'Password', and a yellow 'Sign up for Twitter' button. Below that is a 'Worldwide Trends' section with a list of trending hashtags: #MiPlatonicoEs, #HappySuhDay, #NoPuedoResistirmeA, #BuSaattenSonraa, #LoDijeronLosDeCjs, Dawn of Justice, OmurgasizSürüngen YOzdil, Theresa Heaney, Coca-Cola Syrup, and Saw II.

At the bottom of the page, there is a copyright notice: '© 2014 Twitter About Help Ads info'.



EBAY TWITTER SCORECARD

Criteria Key:

 Quality of Work and Brand Voice

 Brand Standards

 Channel Fit

Criteria	Rating	Notes
Coherent with Brand Positioning & Brand Pillars	2	Personality feels forced in the medium. Meaningful connections on Twitter are different than on Facebook; content should reflect this. Identify content objective to better position around brand pillars.
Realizes Brand Personality & Overall Quality	2	Brand could be more dynamic by interacting natively on Twitter. Content would be smart to include collections imagery. Consider defining a voice and style for the handle.
Meets Customer Interests	2	Occasionally, leverages hashtags; Influencers are leveraged occasionally; Pop cultural happenings are an opportunity to leverage.
Adheres to both Brand and Best Practice design, layout, color & typography standards	2	It's a mixed bag on the imagery. Some looks natural, others are simply using canned product shots. Consider updating main banner.
Adheres to Brand Photography & Imagery standards	3	Fits with the channel.
Composition	2	Inconsistent use of URL shorteners; otherwise, effective wit/versation or get out. h hashtags, CTAs, and general fun conversational tone. Make it more real time. More relevant. Get in on the conversation.
Shareability	2	A little heavy on the frequency. Save your best stuff and don't be afraid to repost it at peak traffic times.
Search Optimization	2	Conversational pop-culture referenced material with a good deal of planned, drive-me-to eBay posts as well. Not a very dynamic brand newsroom approach for such a big brand.
Accessibility	3	Pretty good spokesperson and celeb integration for positive brand association.
Blog Content Best Practices	3	Not a lot of back and forth on the main eBay feed, but this seems to be handled by the @AskeBay handle

Several accounts in addition to the main @ebay fragments some communications (@AskeBay, @eBayElectronics and @eBay_Fashion).

Telling followers, rather than asking and engaging.


Notifications

Discover

Me

ebay eBay @eBay

Make @Pharrell smile and bid on one of these: bit.ly/1jEXbxz They're all up for grabs & benefiting #FOHTA



5/19/14, 11:03 AM

2 RETWEETS

Andre @AM01228 @eBay @Pharrell naw he just want dough! 2h

This picture captures the subdued, cool style eBay is going for. Nice.


Hashtag lets user know how to find out more in the Twitterverse.



4. EBAY GOOGLE+

[HTTPS://PLUS.GOOGLE.COM/+EBAY/POSTS](https://plus.google.com/+EBAY/POSTS)

Profile ▾ Hangouts




eBay
<http://www.ebay.com/>
Follow
442,842 followers | 152,231,516 views

About Posts


eBay Shared publicly - Yesterday 6:01 PM #eBayDad

What would Dad do with \$500? It shouldn't take him too long to decide from the ideas in this collection and dozens of other collections celebrating Dads everywhere! Create your #eBayDad collection – and you could win him \$500!
<http://www.ebay.com/celebratecollections>






eBay Shared publicly - Yester #GRAMMYFoundation

If #DaxShepard says to bid high and send money to a very noble cause, then heck, go for it! Bid on these original, signed music items, and 100% of the proceeds will benefit #MusiCares and the #GRAMMYFoundation . <http://ebay.com/grammy>



In their circles 39 people

-  John Bodine + Add
-  Angry Birds + Follow
-  eBay Radio + Follow

Build your following on Google+



EBAY GOOGLE+ BLOG SCORECARD

Criteria	Rating	Notes
Coherent with Brand Positioning & Brand Pillars	2	Leveraging Google+'s audience affinity for technology is a wise move and flexes the smart and innovative qualities of eBay. Some content feels more broadcasted rather than calculated.
Realizes Brand Personality & Overall Quality	2	Mixed tone prevents a bold and tangible personality; however, writing captures interest.
Meets Customer Interests	2	Leveraging the circles capability—a native Google+ function—would allow the page to further target influencer audiences.
Adheres to both Brand and Best Practice design, layout, color & typography standards	2	Main banner seems to use old brand style and tagline. Other images come from blogs and listings and are not being re-done to fit into brand guidelines.
Adheres to Brand Photography & Imagery standards	3	Constrained by platform, so no major issues.
Composition	2	This needs to be more aligned with a techie persona. Content should come mostly from eBay Electronics Blog or from tech listings that will generate nostalgia (N64, Atari, Intellivision, etc.).
Shareability	3	Good cadence and regular posts - About 2-3 times a day.
Search Optimization	2	Seems to be mostly planned from existing blog properties and new Collections.
Accessibility	2	Need to identify influential tech bloggers or bloggers from the Electronics blog who might have clout to establish a voice here if Google+ continues to be worth pursuing.
Blog Content Best Practices	2	There aren't enough comments to require dialogue.

Criteria Key:

 Quality of Work and Brand Voice

 Brand Standards

 Channel Fit



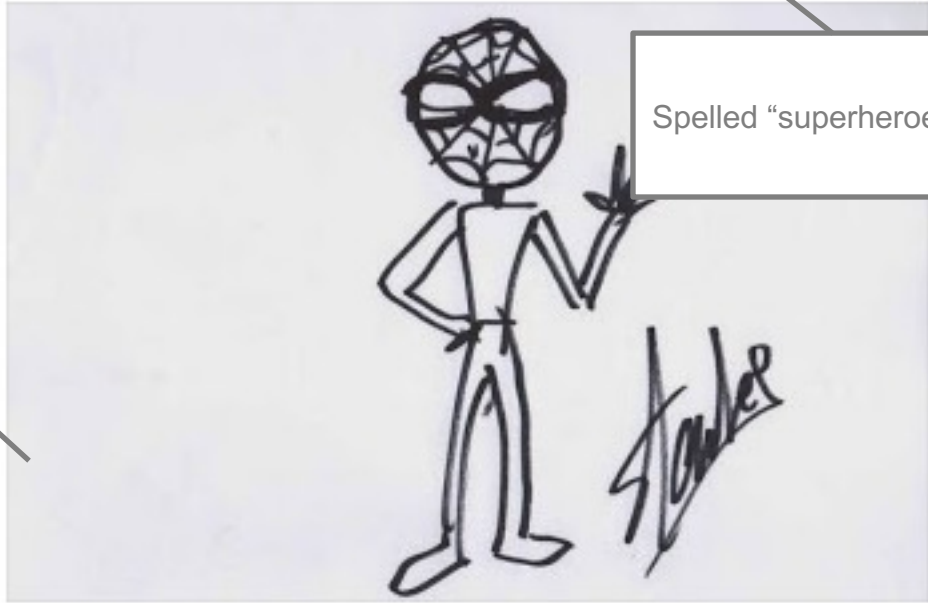
eBay

Shared publicly - May 17, 2014

#StanLee

Stan Lee and his super heroes have inspired imaginations for generations, and his art is iconic. How much would you pay to own an original piece by the co-creator of favorites like Spider-Man and the X-Men? <http://www.ebay.com/itm/Stan-Lee-Original-Doodle-/251524452972>

Content is appropriate for the audience, which skews techie.



Spelled "superheroes".

Original, authentic art from a master. Score.

+26

➦ 1

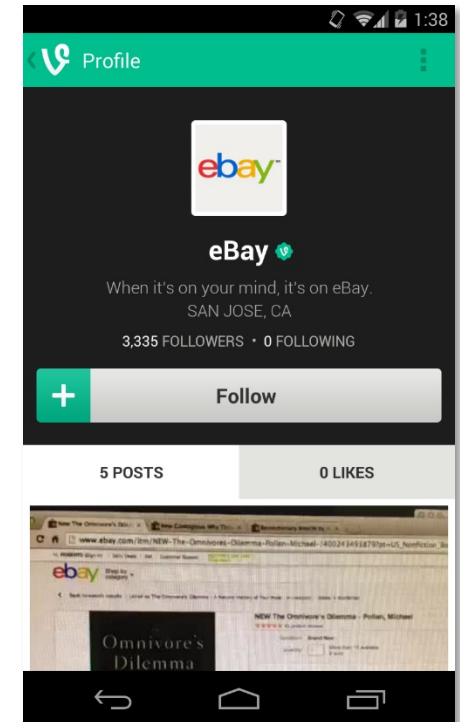
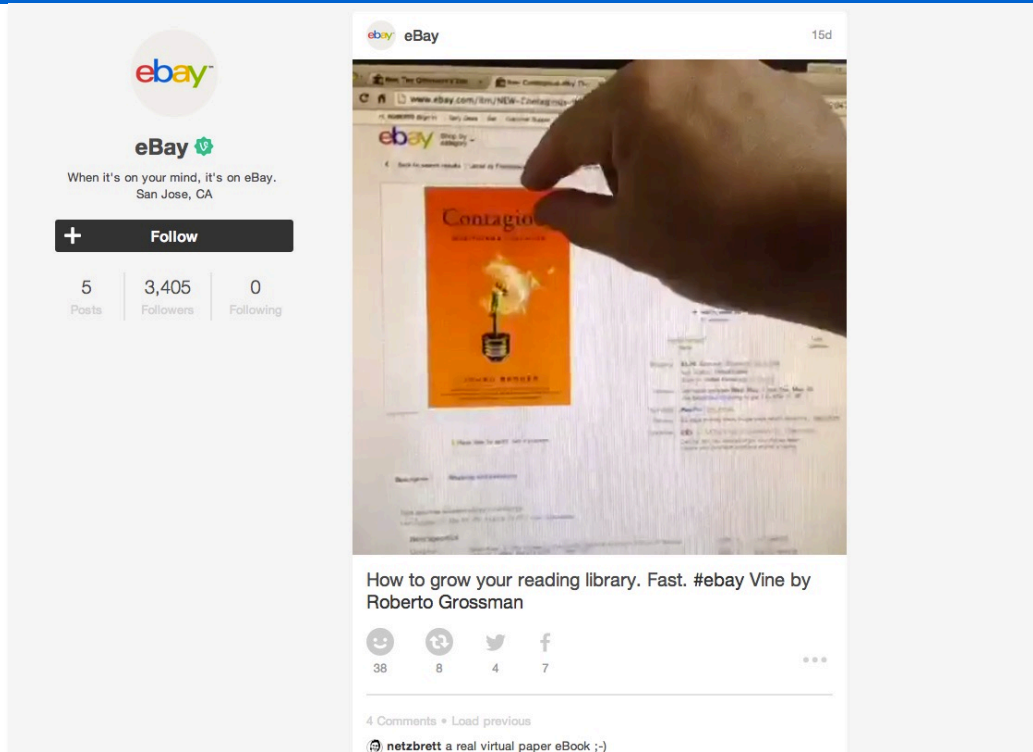


2 comments ▾



5. EBAY VINE

[HTTPS://VINE.CO/EBAY](https://vine.co/ebay)



EBAY VINE BLOG SCORECARD

Criteria	Rating	Notes
Coherent with Brand Positioning & Brand Pillars	2	It's right for eBay to experiment with the channel; however, investment and thoughtfulness is required to do it right. Vine needs an objective.
Realizes Brand Personality & Overall Quality	2	Content format is right; however, subject matter could push eBay less and promote unique eBay ideas that are relevant for Vine users more.
Meets Customer Interests	2	Channel could be more interactive in order to gauge audience interests
Adheres to both Brand and Best Practice design, layout, color & typography standards	3	Logo is up to date – old tagline online.
Adheres to Brand Photography & Imagery standards	N/A	Mobile app doesn't offer extensive customization, limiting branding opportunities.
Composition	3	Very creative Vines. Well done and well produced. Clever videos.
Shareability	3	Only 5 posts, but has a regular cadence so far since starting in April. Late to the game.
Search Optimization	N/A	Too soon to tell
Accessibility	N/A	Too soon to tell
Blog Content Best Practices	N/A	Too soon to tell

Criteria Key:

 Quality of Work and Brand Voice

 Brand Standards

 Channel Fit

Rating Key:

4 – Excellent 3 – Good
2 – Needs Improvement 1 – Poor

5 POSTS

0 LIKES

A very technical, creatively adept use of Vine.

Such cleverness deserves some recognition... Tough medium to thrive in without promotion.



Short. Pithy. Clever. Perfect for Vine.



eBay

06 May

How to grow your reading library. Fast. #ebay Vine by Roberto Grossman

6. EBAY PINTEREST

[HTTP://WWW.PINTEREST.COM/EBAY/](http://www.pinterest.com/ebay/)

The screenshot displays the eBay profile on Pinterest. At the top, the eBay logo is on the left, and the profile name 'eBay' is in the center. Below the name is a bio: 'Welcome to eBay! eBay is the World's Online Marketplace® enabling local, national and international trade. Browse our pin boards to be inspired and find items'. The location is listed as 'San Jose, CA' with a link to 'www.ebay.com'. On the right, there is a 'Pins from:' section listing three users: Barbara Egeberg, Kate Arends I Wit + Delight, and Katherine McMillan.

Below the profile information, there are statistics: '36 Boards', '2,822 Pins', and '315 Likes'. There are buttons for 'Follow All' and 'Send Profile'. On the far right, it shows '16,107 Followers' and '909 Following'.

The main content area is a grid of boards. Each board has a title, a main image, a pin count, and a 'Follow' button. The boards shown are:

- Casual Weddings**: 197 Pins
- The Weekender**: 111 Pins
- Black and White**: 34 Pins
- Sporty Chic**: 35 Pins
- Business Class**: 49 Pins
- Date Night**: 122 Pins
- eBay Today**: 164 Pins
- Grill Mastery**: 42 Pins
- Dorm Life**: 83 Pins
- Outdoor Oasis**: 51 Pins
- In Her Shoes**: 87 Pins
- A Board of Bags**: 93 Pins



EBAY PINTEREST BLOG SCORECARD

Criteria Key:

 Quality of Work and Brand Voice

 Brand Standards

 Channel Fit

Criteria	Rating	Notes
Coherent with Brand Positioning & Brand Pillars	3	A great channel for inspiration and content is evolving; however, it must continue to explore new categories and potential boards.
Realizes Brand Personality & Overall Quality	2	Quality can be improved by taking a stylistic note from collections. Content is right, but the storytelling is missing.
Meets Customer Interests	2	Following is lacking compared to similar boards—invest in the community more and gain momentum via on-site integration.
Adheres to both Brand and Best Practice design, layout, color & typography standards	3	Images look mostly natural and placed in context. This is improving with more recent pins for the most part, although exceptions remain.
Adheres to Brand Photography & Imagery standards	3	Seems to adhere for areas that can be controlled.
Composition	4	The focus on fashion and a female audience is spot-on. The boards are a bit eclectic and could possibly be better organized, but it really has a great, Pinteresty feel.
Shareability	4	Good rhythm to publication approach.
Search Optimization	4	Good mix of planned pins and some that drive to other sites besides eBay to add element of authentic curation.
Accessibility	2	Lacking influencer presence, could consider more guest
Blog Content Best Practices	3	Pretty good at following worthy pinners, but not necessarily an active eBay voice in the community.



Image in a natural setting would feel more on brand.

More description would help convince and convert.

Having the price on Pinterest is a great way to entice the buyer.

Found on ebay.com

John Derian Inc. Nautilus Tray

In Stock • \$89

 eBay

VIDEO EVALUATION

EBAY VIDEO SCORECARD

Criteria	Rating	Notes
Coherent with Brand Positioning & Brand Pillars	1.8	eBay fuels passion with appropriate subject matter; however, could do more to connect with audiences by positioning it in a more compelling way. Content feels more promotional and broadcast oriented. Trust is eroded when content isn't clearly outlined and time is wasted on fluff. Ultimately, value is the most clear when video focuses on utility and entertainment.
Realizes Brand Personality & Overall Quality	2	There are pieces of content that deliver wonderful quality and hit on personality. Brand personality isn't fully realized due to the over-focus on category. A story arc is needed to engage and tell the fully articulated eBay story.
Meets Customer Interests	2	Occasionally, some content appears to have general appeal, and then some is force-fed to audiences/subscribers. Online video isn't interacted with like traditional TV; Strategy should be tailored accordingly.
Adheres to both Brand and Best Practice design, layout, color & typography standards	2	There are closing poster frames that violate guidelines. Otherwise, intro frames appear to align with guidelines.
Composition	2.3	Not fully leveraging YouTube in-video tools; videos are generally short and digestible and grouped into playlists that could use some refinement and additional tagging.
Share-ability	2.3	A natural extension of "engagement", share-ability falls flat here.
Engagement	2.3	Not enough storytelling or compelling narratives. Very linear and not engaging.
Production	2.7	Varies depending on channel. Motors and Electronics seem to put more investment in quality of production.
Accessibility	N/A	Would need to provide transcripts on eBay site; not an embedded feature in YouTube.

Criteria Key:

 Quality of Work and Brand Voice

 Brand Standards

 Channel Fit

1. EBAY YOUTUBE

[HTTPS://WWW.YOUTUBE.COM/USER/EBAY](https://www.youtube.com/user/ebay)

The screenshot shows the eBay YouTube channel page. At the top, there is a banner with the eBay logo on the left and the text "THE NEW EBAY FOLLOW IT. FIND IT. MAKE IT YOURS." in the center. Below the banner, there are several video thumbnails with titles and follower counts: "Vintage Posters" (101 followers, 13 items), "Chic Work Wear" (1855 followers, 13 items), "Oh, Bordeaux" (1257 followers), and "Point and Shoot" (1257 followers). The channel name "eBay" is displayed below the banner, along with a "Subscribe" button and a follower count of 17,322. The navigation menu includes "Home", "Videos", "Playlists", "Channels", and "About".

EBAY YOUTUBE SCORECARD

Criteria	Rating	Notes
Coherent with Brand Positioning & Brand Pillars	2	Currently the eBay YouTube channel skin is focused on the collections/3.0 launch. After the initial impression, there isn't a lot reinforcing eBay's brand pillars and positioning.
Realizes Brand Personality & Overall Quality	2	The human, warm, innovative personality of eBay is lacking in appearance, feels very promotional with the text-heavy banner. The content is good, but overall lacking a focus.
Meets Customer Interests	3	It appears that eBay is addressing interests with video, mostly from the utilitarian approach (how-to's, etc.). Could use a balance of more entertainment-based content as well.
Adheres to both Brand and Best Practice design, layout, color & typography standards	2	Seems to conform with the logo and font, but the introductory poster frame feels off-brand.
Composition	2	Most videos are short and well-paced, but none in 2014 are attracting substantial views. Poster frames and closing logo sequences are included, but in-video annotations and CTAs are missing.
Shareability	2	Content is not compelling enough to merit widespread sharing. Videos from earlier years are tracking with much higher viewership. Could set "Share" as default view at video detail pages.
Engagement	2	Lukewarm content without compelling narratives derail the 2014 eBay YouTube experience.
Production	2	Mixed bag of low-value production with Studio B voice actors and repackaged webinars.
Accessibility	N/A	Accessibility is built into the YouTube player. If legally required, eBay should add links directed to video transcripts.

Criteria Key:

 Quality of Work and Brand Voice

 Brand Standards

 Channel Fit



It's definitely authentic, and seems to resonate w/ sellers, although production value is low.

This is one of the longer videos you'll ever find on a brand channel. Good info for budding sellers.

Selling Advice From an eBay Seller



eBay · 557 videos

17,321

2,008 views

25 3

Like

About

Share

Published on May 1, 2014

Vault Wholesale, <http://stores.ebay.com/vaultwholesale> is run by the Coin Brothers (Joshua & Joel), and they are a Top Rated Plus eBay Platinum Powerseller. Since their inception in 2008, they have earned almost 10,000 positive feedback with 100% satisfaction rating and \$35 million in sales overall.

[Show more](#)

This video received very positive feedback for its usefulness, despite its duration.



The clip art in this poster frame for Buyer Guide videos feels off-brand.

No clear theme or method to the eBay YouTube experience is readily apparent.



Neil Portnow in Support of MusiCares MAP Fund...
80 views 5 days ago



Jeff Greenberg in Support of MusiCares MAP Fund...
92 views 5 days ago



Beth Hart in Support of MusiCares MAP Fund...
118 views 5 days ago



Dax Shepard in Support of MusiCares MAP Fund...
114 views 5 days ago



eBay - Manage your promotions. How to...
177 views 5 days ago



Warren Buffett - The Power of One Lunch
427 views 5 days ago



Jack and Kelly Osbourne in Support of MusiCares MA...
174 views 6 days ago



Selling Advice From an eBay Seller
2,126 views 2 weeks ago



Get Your Kicks: Women's Nike Shoes for Runners
293 views 1 month ago



Things You Should Know Before Buying a Dutch Oven
197 views 1 month ago



Choose the Best Xbox 360 for Your Gaming Style
111 views 1 month ago



Shopping for Sony Vaio Laptops Made Easy
120 views 1 month ago



Style for All Seasons: Ralph Lauren Sweaters
85 views 1 month ago



Protect Your Eyes with Oakley Sunglasses
83 views 1 month ago



Choosing a Timeless Men's Citizen Watch
78 views 1 month ago



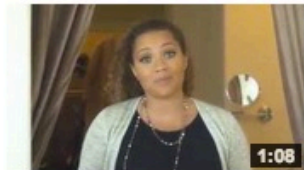
Nike Dri-FIT Gear for All Occasions
43 views 1 month ago



How to Build Your Postage Stamp Collection
103 views 1 month ago



Why You Need a Mini PC
79 views 1 month ago



Style for All Seasons: Ralph Lauren Sweaters
85 views 1 month ago



Protect Your Eyes with Oakley Sunglasses
83 views 1 month ago



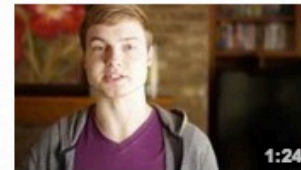
Choosing a Timeless Men's Citizen Watch
78 views 1 month ago



Nike Dri-FIT Gear for All Occasions
43 views 1 month ago



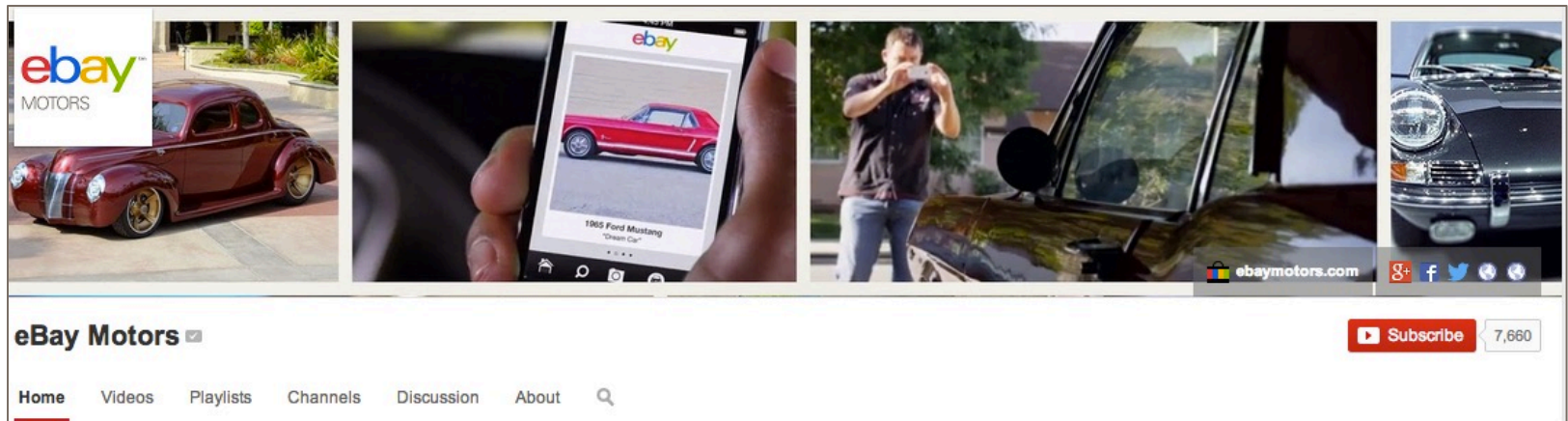
How to Build Your Postage Stamp Collection
103 views 1 month ago



Why You Need a Mini PC
79 views 1 month ago

2. EBAY MOTORS YOUTUBE

[HTTPS://WWW.YOUTUBE.COM/USER/EBAYMOTORS](https://www.youtube.com/user/ebaymotors)



EBAY MOTORS YOUTUBE SCORECARD

Criteria	Rating	Notes
Coherent with Brand Positioning & Brand Pillars	2	Perceived as eBay, but doesn't champion a specific positioning or brand pillar.
Realizes Brand Personality & Overall Quality	2	Some of the content is great, for example "The Road Home" connects with audiences by focusing on veterans and their dream cars. However other content isn't as reflective of personality.
Meets Customer Interests	2	Lack of clear organization/objective for the channel leaves the audience asking "why", e.g., content relevant to dealers shouldn't be mixed with consumer content.
Adheres to both Brand and Best Practice design, layout, color & typography standards	2	On-brand poster frames and layover titles - but closing frame is logo on black background.
Composition	2	Music can overwhelm voice in the mix. Overuse of electronic house music could alienate the average customer looking for information about cars.
Shareability	2	Content does not have the dynamic, unique, human qualities typically associated with shareable content.
Engagement	2	More flash than substance in most of these videos.
Production	3	Solid editing, transitions, use of occasional graphic, and general feel is high-quality.
Accessibility	N/A	Accessibility is built into the YouTube player. If legally required, eBay should add links directed to video transcripts.

Criteria Key:

 Quality of Work and Brand Voice

 Brand Standards

 Channel Fit

Content this year has focused on Auto Shows and a sweepstakes.

Not a lot of how-to content this year to help eBay Motors buyers and sellers.



2015 GMC Canyon @ 2014 NAIAS

eBay Motors · 197 videos

1,728 views



Subscribe

7,655

2 1

Good cross-promotion to the blog.



Like



About

Share

Add to



Published on Jan 12, 2014


Check out all of the details here! <http://www.ebaymotorsblog.com/?p=224524>



On the eve of the North American International Auto Show, the new 2015 GMC Canyon midsize pickup made its world debut on

3. EBAY ELECTRONICS YOUTUBE

[HTTPS://WWW.YOUTUBE.COM/USER/EBAYELECTRONICS1](https://www.youtube.com/user/EBAYELECTRONICS1)



The banner image is a collage of four panels. The first panel on the left shows the eBay Electronics logo above a silver Swiss Army knife with a yellow USB drive attached to its handle. The second panel shows several colorful (blue, red, black, grey) rectangular electronic components or cases. The third panel shows a hand holding a smartphone displaying the eBay mobile app interface, with a white coffee cup in the background. The fourth panel on the right shows a laptop screen displaying a grid of product images.

eBay Electronics

Home Videos Playlists Channels Discussion About

Subscribe 467

EBAY ELECTRONICS YOUTUBE SCORECARD

Criteria	Rating	Notes
Coherent with Brand Positioning & Brand Pillars	1.5	Heavy focus on products. Content appears to have been dynamic in its time (events, recent announcement coverage, etc.). However, it looks like there hasn't been new content uploaded for a year.
Realizes Brand Personality & Overall Quality	2	Aligned in regard to innovation/imagination of the future, although the content lacks a relatable, human element. Mostly focused on selling electronics products.
Meets Customer Interests	1.5	No long-standing consumer interest/appeal. Most content is topical/time-sensitive. Not much lifestyle appeal—mainly niche.
Adheres to both Brand and Best Practice design, layout, color & typography standards	2	Appears to have the right font and color scheme in opening poster frame, but closing frame places logo on black backdrop.
Composition	3	Short, well-produced, and generally instructive. Could use annotations and CTAs in-video.
Shareability	3	Good job conveying "sexiness" of tech products. For true fans, there is some sharable content in here. (See the Sennheiser headphone video, for example.)
Engagement	2	There is a real enthusiasm evident in the video work done for this channel and has good potential for engagement.
Productions	3	Smooth transitions, good audio levels, and generally solid production values.
Accessibility	N/A	Accessibility is built into the YouTube player. If legally required, eBay should add links directed to video transcripts.

Criteria Key:

 Quality of Work and Brand Voice

 Brand Standards

 Channel Fit



Medium- to high-value production exceeds parent's YouTube site.

Good visuals and music help highlight new tech products.

Pioneer DJ at 2014 NAMM

 eBay Electronics · 40 videos

346 views

 Like 

Limited viewership underscores risk of multiple brand channels.

Published on Feb 6, 2014

Pioneer DJ Mark Gallo demonstrates the new DDJ-SZ Controller at 2014 NAMM.





The logo on black violates new guidelines

