1)

Comparing the Exchange to Equine Now, many differences are immediately apparent. From a design perspective, Equine Now definitely has a more modern appearance. Equine Now, on top of offering services for buying horses, also offers listings for saddles, horse trailers, and real estate available for numerous uses. On top of these, Equine Now also boasts a user account system, allowing users to more easily keep track of listings they wish to follow. On the other hand, the Exchange offers videos and lineage information for all their horses. Lineage information could strongly attract high end buyers over any of the services offered by Equine Now.

2)

The Exchange brand has used social media sites such as Facebook, Twitter, and YouTube. Their ads on these sites grab potential customer’s attention, increase brand visibility, while customer feedback validates the business and helps to improve services. Being present on Facebook has been very successful in finding leads. People who follow The Exchange has gotten more followers on their Facebook page than any other social media site.

3)

Professionals:

* Provides copy-writing services
* Edits videos for client
* Sale barn option for more flexibility
* Can link to seller’s social media
* Discount for international sellers

Customers:

* Provides search filters to help find right horse
* Advertises through social media posts to reach larger customer base
* Moved away from YouTube to eliminate video ads
* Requires high quality listings, photo, and video for best customer experience