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MyNewMarketplace.com On The Grow

mnroush

GLITR, Technology
8/2/2010
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Described as a cross between “eBay without the auction” and “Craigslist without the creeps,” the new Michigan-based Web site MyNewMarketplace.com has been launched to help individuals and businesses buy and sell almost anything in their local markets with up to nationwide visibility.

The creators of MyNewMarketplace.com are using social media, in combination with traditional public relations and marketing, as a way to attract visitors to the site.

Michigan residents Michelle Plucinsky and Donna Hay were recently announced as winners of the Web site’s social media [contest](#) that began in late June and ended on July 31.

Winners were selected based on the greatest number of ads placed and Web site referrals and will receive credit of \$1,000 each toward future advertising on MyNewMarketplace.com. A new contest is underway during the month of August.

“As we work to attract more visitors to the website, there will no charge for any ads placed,” said entrepreneur Peder Blohm, the Web site’s founder. “After that, we will charge only low fees to help keep out the ‘riff raff.’”

Blohm added that charging fees will help to ensure accountability and prevent people from hiding behind fake identities that have plagued other Web sites such as Craigslist.

MyNewMarketplace.com offers easy navigation and a variety of options to buy and sell products and services, promote new businesses, post and search job openings, and support the local economy. The site does not include personal ads.

One of the Web site’s unique features is the ability to search by counties, state and the entire United States, unlike Craigslist, which provides only a limited number of cities.

“We want MyNewMarketplace.com to give individuals and businesses located in Michigan’s Upper Peninsula and less populated areas around the state and throughout the U.S. greater access and visibility,” Blohm said.

For more information, to place ads and to participate in the social media contest, visit www.mynewmarketplace.com or e-mail sales@mynewmarketplace.com.

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Flickr’s photo page redesign now live for all
Five weeks ago Flickr released a new faster and larger version of its photo pages as an opt-in beta to its users, with the intent of bringing it to everyone. That day has arrived.

Facebook says ad spending is rocketing
While not so long ago social networks were considered poor destinations for ad dollars, it looks like Madison Avenue has finally warmed up to Facebook.

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