

# ExperienceCurve

Customer Experience, Marketing, & Social Media Strategy

<http://blog.experiencecurve.com/archives/co-commerce-co-creation-ecommerce>

## CO-COMMERCE (CO-CREATION + ECOMMERCE)

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AS I NOTED PREVIOUSLY IN “CONTENT WILL FOLLOW THE MONEY“, GETTING PAID TO POST VIDEOS BEATS POSTING VIDEOS FOR FREE ANY DAY OF THE WEEK. WELL ALL THOSE BLOGGERS THAT ARE PIMPING AMAZON BOOKS FOR A COUPLE OF % WILL NOT HANG AROUND LONG IF THEY CAN GET 50% OF THE PROFIT THROUGH ME-COMMERCE, POWERED BY GOODSTORM. ME-COMMERCE IS ESSENTIALLY LIKE THE ASSOCIATES PROGRAM AT AMAZON, EXCEPT FOR THE 50% OF THE PROFIT PART :-)

GOODSTORM IS CURRENTLY A CO-CREATIVE T-SHIRT SHOP, BUT THEY CERTAINLY HAVE HIGHER ASPIRATIONS: THE COMPANY DEVELOPS AND PROVIDES FREE TOOLS, TECHNOLOGIES AND SOCIAL-NETWORKING FUNCTIONALITY FOR SELLERS—RANGING FROM NONPROFIT, POLITICAL AND EDUCATIONAL ORGANIZATIONS, TO CORPORATIONS AND INDIVIDUALS—TO CREATE ONLINE STORES MARKETING PRINT-ON-DEMAND APPAREL AND CO-BRANDED MERCHANDISE THROUGH GOODSTORM.COM.

EVEN THOUGH I’VE USED THE TERM CO-COMMERCE IN A RATHER TONGUE IN CHEEK FASHION, I THINK IT’S ACTUALLY A PRETTY GOOD DESCRIPTION OF THE LESS ALTRUISTIC CO-CREATION WHERE THE COMPANY ACTUALLY CREATES A FRAMEWORK FOR COMMERCE. I GUESS EBAY IS THE BEST EXAMPLE OF CO-COMMERCE.

### **BIG TIP OF THE HAT**

EXPERIENCECURVE GENERATES ABOUT \$100 A MONTH FROM 8 SMALL TEXT LINKS ADS, IF YOU WANT TO PROMOTE A SITE, OR COVER THE HOSTING FOR YOUR BLOG YOU SHOULD CHECK THEM OUT.