

RCU Cast #102 – YOUR MARKETING ROI – For Past Advertisers!

Hello, my name is Erick Royer, and I am the Business Development Director for RCUuniverse.com. My primary job here is to serve as your company's personal sales and marketing consultant. Basically what that means is that I am here to make sure that every advertising dollar that you invest with RCUuniverse generates a solid return for your company.

At RCUuniverse, we've tried various methods of reaching out to our advertisers, potential advertisers, and to our user base. These methods vary from email and phone calls to web videos, and now our new Audio Casts. We realize that you are very busy and not everyone has the time to read emails, or spend time with me on the phone during business hours when you would rather be on the phone with your customers. This led us to using the Audiocast format, to which you can listen to at your leisure. Our Audiocasts are produced to get information to you that is designed to help your business GROW!

Today I wanted to talk to you about "YOUR MARKETING ROI"

Yes, the primary goal of every business is to make a profit – you work hard and you deserve to end each day with a profit. While there are many ways to make a profit in business they basically fall into two main categories: Making sales and managing expenses. Fortunately if you decide to start advertising with RCUuniverse.com again, we can help you with both more now than every before! For the moment, I want to dedicate this Audiocast to the task of managing your marketing related expenses.

In January of this year, we spent a lot of time deciphering our statistics, member numbers, and the impact that your advertising campaign can and will have on RCUuniverse. We also gather data from a few of the primary hobby magazines in the industry to use as a basis of comparison. We managed to put this all together into a presentation that I would love to take 20 minutes of your time on the phone to share with you, as I think it could be the most worth while 20 minutes that you can spend this month. The presentation will give you insight on your overall marketing plan and the value of what you investing into each media.

Now I understand that you were an advertiser on RCUuniverse.com in the past and for one reason or another you decided not to continue. There are many reasons that I hear, but the most common one is that companies feel that they are not getting enough sales to justify the expense. There are a lot of things that I have control over to help you with your advertising on RCUuniverse, but making the sale for you is a little out of the realm of what I can do. My job is to the lead the horse to water, and it is your job to make him drink. The good news is that every month RCUuniverse sees more and more growth which means a lot more horses coming to your pond.

Let me share some of this data with you as I am sure it will raise your ears a bit and surly leave you thinking that there a lot of potential business on RCUuniverse that you are missing out on.

For instance, as of January 3, 2007, RCUniverse had 300,834 registered members. As of today, February 15th 2007 we have 312,836 members. That's over 12,000 new members in just over a month.

We average over 300 new members every day, so that means that every month that you are not advertising on RCUniverse there are around 10,000 new people who will NOT be seeing your product or service advertisement. Let me ask you, what do you think that letting 10,000 new people every month know about your product or service could do for your business?

While these are impressive numbers, I am not done yet. We took a snapshot of the first week of January to monitor the traffic on RCUniverse. During that week we averaged 70,000 unique visitors on the site every day. These stats, by the way, are not invented by me; they are derived from a third party called Google Analytics.

70,000 visitors a day! Is your business being exposed to this traffic? Let me put this into perspective. While I can not promise that every person will see your ad every day, imagine you are a business store front in a shopping mall, and the mall has 70,000 people walking through it every day. Can you agree that it would in your company's best interest to have a sign in front of your space front to try to drive these people into your store?

During that same week, RCUniverse averaged 575,000 page views each day. This number is important to you because this is our inventory. Since every page has ads on it, you can see that there is a ton of exposure available to you and your company each day. The best part is that if we look at the trends for the last 6-12 months, this number continues to grow month after month as more and more people use the site.

During the month of December 2006, RCUniverse had 687,000 unique visitors come to the site. Let me ask you again, is your business being exposed to these people? Imagine if you just picked up 40 to 50 new customers, at the very least each month. What would that do to your bottom line? I am certain that you can see the potential of this happening with over 687,000 visitors on the site every month.

I know you might be thinking – I was on RCU before and it just didn't work. Let me ask you, how long ago was that? 2 months, 5 months, a year or more? Take those months and multiply it by 10,000 new members each month. Heck, even if you multiplied it by ½ that amount – can you see all the potential prospects that you are missing out on?

Perhaps you are thinking that RCU has too many ads and my ad would get lost? This is not possible! With 70,000 visitors to the site every day, your ads run in rotation with other advertisers. While you will not hit all 70,000 in one day, but you can however hit 10,000 or 20,000, of which you will hit a whole different group the next day and the day after that. It is all about playing the odds. The more pulls of the slot machine you have, the better your chance to be a winner!

Another reason that I've heard in the past is that we do not have the large market share in cars, electric flight, etc, as compared to other websites or print media. There might be some truth to this as we most likely will not have the same number of dedicated electric flight, or dedicated helicopter, or dedicated car users as a site that only caters to those genres. But, yep, you guessed it, I do have numbers to share with you for this as well because every member is required to tell us his/her personal interest area in the hobby. We also have the option of them choosing "ALL areas". Of the 300,000+ members that we've had in the beginning of January, 104,387 members had chosen airplanes and electric flight as their primary interest area, 23,696 members were dedicated to helicopters, while 60,904 members had chosen cars. The remaining 106,335 members told us that they are interested in ALL areas of the hobby. This is of HUGE importance to you. Why? Because these people are your Cross marketing potential. These are the people that you do not hit when you are on an electric-only or heli-only website. These are the people that will help your business grow – as you are marketing outside the box to a whole new world of hobbyists.

To put this into perspective, if you sell an RC airplane product, would you, or could you afford to run an ad in an RC Car magazine to promote to new people? Even if the magazine would allow this, which I am sure that most don't, the cost would be much more than the return as the people who buy the RC Car magazines are RC Car only people, so there is little chance that they would have interest in your airplane product.

But the people on RCUniverse, who selected ALL, are interested in all areas of the hobby making them the perfect prospect to reach outside your normal marketing base.

Now keep in mind these numbers that I am sharing for each interest area are only based on RCU members. At any given time, 2/3 of the people on RCUniverse are non-members or guests. With guests we can not monitor as closely the areas of interest that they have. So you are looking at a lot more potential crossover prospects to market to.

Whatever the reason that you chose not to continue to advertise on RCUniverse is the past, you owe it to yourself and the growth of your business to take a good hard look at what we can offer you and compare that to what you are presently doing to market your business. Many of you listening to this are investing large amounts of money each month into magazine advertising. Let me ask you this... Can your magazine sales rep give you definitive numbers as to exactly how many people are seeing your ads? If they say yes – Ask them to prove it. Advertise on RCUniverse and ask me to prove it – Not only can we prove it but we can break the numbers down by the hour. You will always know what your ROI is on RCUniverse.

From the research that we have done, we have seen that RCUniverse can expose your company to more people in one day, then the magazines do in a month. The fact is that print media is dying marketing solution. Every year, magazines that have been around for years in this hobby are showing declining subscriber numbers. Some are even closing their doors. In fact, one major publisher who was the only publisher in the hobby that had audited circulation statistics. Last year, they no longer offered stats. When a

customer of mine asked them why they stopped – their answer was, “Because no one else does”. After some research we found that every year this publisher has seen a decline in subscriptions and newsstand sales. So of course they would not want this information audited. Especially when the cost of producing the magazines is ever increasing, which means your rate at best remain the same if not increases every year. So ask yourself... Why do I continue to pay the same if not more money to reach fewer and fewer people?

I understand that if you are advertising in print it is because you believe that you are getting some kind of a return on your investment, and it is important to diversify your marketing to ensure that you reach as many prospects each month as you can. All I ask is that you consider the information that I have shared with you and realize that are tens of thousands of people that you are NOT marketing to each month by not being online with us. I am here to help you build a marketing campaign that will be effective and profitable. We have access to some of the most talented graphic artists in the industry to help bring your company to life.

One last thing to consider, in the time that it took you to listen to this Audiocast, 583 new visitors signed on to RCUniverse – How come your company is not there to greet them?

Thank you for listening to this RCU AUDIO CAST. I look forward to your comments. Look out for more Audiocasts in the near future.