

***Market Research Profile:***

# **Acne Treatment**

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## Market Research Profile: Acne

**Overview:** The acne niche is full of both buyers and information seekers. For this reason, websites with adsense and affiliate ads will do well, especially those collecting names from an opt-in.

**Classification:** Health & Beauty > Treatments

- May also be classified as a Disease

**List Building Potential:** The potential to build a list in the acne niche is massive.

Many surfers who type in acne related keywords are interested in information only. If you give these prospects quality content on your site and offer an opt-in of any sort, you will most certainly see a large number of subscribers. A high quality report may be your best bet as acne sufferers are looking for a quick solution. Most will prefer that the information is sent out right away rather than “drip-fed” to them over weeks.

So the best way to start building a list is to offer a report (whether free or not) and then follow-up with more information in an autoresponder. Review and suggest acne related products in the autoresponder. This may include creams/lotions and more in-depth reports. You may also feed your subscribers links to a series of articles on your site with adsense ads strategically placed around them in order to generate an adsense income.

Obviously, prospects who are worried about acne want to look better ... so there are many other products they might be interested in. Therefore you should try segmenting your list. Experiment with getting your subscribers to opt-into different, but related lists; like weight loss, muscle building, beauty, make-up, and healthy eating.

The potential for related products is virtually unlimited. We don't recommend that you pitch subscribers signed up to an acne list everything under the sun related to health and beauty. Instead, try getting them to opt-into other related lists as you provide them with info on acne.

As an example, you may start to build your acne list and send your clients' acne related information, then write up an article related to your new target niche (i.e. beauty). At the bottom of the article, include a link for them to learn more. Have this link go to a squeeze page for more information on your new niche (i.e. beauty). This will work better if you can relate the article in your autoresponder back to acne.

You can recommend general skin care products right in the acne autoresponder. Products that help end dry skin would be very easy to work into your autoresponder as many acne treatments are known to really dry out the skin.

**Product Potential:** The product potential is high for tangible products like creams and lotions. But since those require a lot of know-how and start-up capital to produce, it's probably not as realistic for you. We recommend becoming an affiliate to one of the many acne cream/lotion sites and referring people to the products that already exist. You could also consider drop shipping.

There is definitely a market for infoproducts in the acne niche; however, you would have a nearly impossible time selling a high priced audio or video product. This niche is just probably not going to support that unless you get really creative!

Short, inexpensive guides have been proven to work well. If you want to offer your own product, a report or ebook on acne remedies will likely sell. You may want to niche your report further and focus on cystic acne, adult acne, etc... There are many searches for these specific keyphrases so this would likely be worth your time.

Adsense and affiliate sites are excellent options in the acne niche. You can always begin with this route and later on offer your own product. Remember that people interested in treating acne are also interested in other health and beauty related topics. So your referrals don't have to end with just acne products.

Providing proof that a particular acne treatment works is the biggest obstacle in selling to this niche. If you can collect testimonials, provide a reasonable scientific explanation as to why a product works, etc ... you will be far ahead of the competition.

**Subniches/Related Niches:** cystic acne, adult acne, body acne

- Broader niches include virtually anything in the health and beauty market.

**Market segmentation:**

- ✓ Adult acne
- ✓ Teenagers searching to find acne treatments for themselves
- ✓ Parents searching to find acne treatments for their teens/kids
- ✓ Cystic acne
- ✓ Body acne
- ✓ Baby acne

**Adsense:** Estimated Adsense payouts\* for the most common searches in the acne niche are:

- \$0.52 – \$1.72

\*Please note that these are merely estimates. You may find much higher or lower payouts depending on the specific terms you target.

**Affiliate programs:**

Excellent affiliate programs (*both infoproducts and ecommerce products*) exist in the acne niche. You may generate recurring commissions for some of the ecommerce products (for example, ProActive and other creams will need to be re-purchased once your client runs out).

**Affiliate payout range:** \$10 - \$200

**Keyword stats summarized:**

<b>Keyword</b>	<b>Estimated Searches per day (across all search engines)</b>	<b>Minimum PR for sites on 1st page of Google*</b>
Acne	3550	PR5
Accutane	776	PR3
Sebaceous Cyst	700	PR0
Pimples	499	PR4
Pimple	481	PR3
Acne Scars	469	PR3
Acne Treatment	466	PR4
Retin A	411	PR4
Minocycline	407	PR4
Adult Acne	356	PR0
Blackheads	335	PR3
Acne Treatments	333	PR3
Cystic Acne	289	PR4
Salicylic Acid	280	PR3
Baby Acne	250	PR3

\* This number was found by searching for the word in Google and checking the PageRank of the last 3-4 sites on the 1<sup>st</sup> page. In theory, you could rank on the 1<sup>st</sup> page of Google for these terms if you use them properly in your on-page factors and achieve the same or higher PageRank.

**Google Adwords Cost Per Click (CPC) values for 5 popular searches in the niche:**

<b>Keyword</b>	<b>Est. CPC*</b>	<b>Est. Clicks/Day</b>
acne	\$3.33	1682.5
Acne scars	\$3.55	61
Acne treatment(s)	\$4.30	398.5
Pimple(s)	\$1.71	172
Blackheads	\$1.30	53.5

*\*The Estimated CPC (cost per click) should usually get you one of the top 3 ad positions.*

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