

***Market Research Profile:***

# **Web, Audio, Video Conferencing**

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## Market Research Profile: Conferencing

**Overview:** In this Market Research Profile, we're covering the "conferencing" niche. We're going to focus on the web, audio, and video side of conferencing. Businesses are often in need of solutions for making long-distance conferences easier and better. There are a number of solutions available to help them achieve this.

With some of the higher-end conferencing solutions, it's like people are in the same room even when they're across the globe.

**Classification:** Business & Marketing > Technology

**List Building Potential:** List building in this niche is often overlooked. But since this is a high-tech market, there is a lot of potential for educating your prospects. Educating them gives you another reason to contact them without a high pressure sales tone.

There are many topics prospects in the conferencing niche are interested in. For one, you can help them determine what they should look for in a conference call provider. This leads in well with a few reviews of conference call providers. You could easily put a chart together with your affiliate links showing the benefits and features of each.

Other topics to write about in your follow-up emails include the popularity of conference calls in this day and age, the cost efficiencies of using conference call software rather than travel, and just how far this technology has come (i.e. they can have both audio and video).

Put the same articles on your site as in your emails and take full advantage of the same content. You can (and really probably should) add AdSense ads to your articles as this niche pays out high in AdSense compared to most. You could also just include a snippet of the article in your email and then have prospects click through to your article. That way they're on your page. This is the best set-up if you're using AdSense to help monetize your site.

Since your prospects are business people, you can also send them information on a variety of other topics like sales and marketing. Survey your list and find out what they are interested in now that you have their attention.

**Product Potential:** As in other high tech niches, you're probably not in the position to have your own product in this niche. But you can likely find a drop shipper so that you may sell software, equipment, and other accessories necessary for conferencing.

You could take another angle at this and provide a service like burning the conference on DVD or CD. If you were willing to edit it and set-up a professional DVD or CD, you could likely find many folks willing to buy. You could also try offering a transcription service where you transcribe the conference into a PDF or even a manual. You could easily outsource this and then sell the end product.

**Subniches/Related Niches:**

- Broader niches include 'communications' in general. This may include high speed internet for business as well as full phone services.

**Market segmentation:**

- ✓ Audio conferencing
- ✓ Video conferencing
- ✓ Web conferencing
- ✓ Conference calls

**Adsense:** Estimated Adwords Cost Per Click (your Adsense payout will be considerably lower) for the most common searches in the conferencing niche:

- \$4.04 – \$53.72

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

**Affiliate programs:** Web conferencing affiliate programs payout quite well. You can even earn money for just getting people to sign up for the free trials.

**Affiliate payout range:** The range is from \$3 (just for trials, so they don't even need to buy) up to \$150 for paying customers (and higher for paying businesses who purchases advanced solutions).

**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>
video conferencing	328	PR5
web conferencing	270	PR5
teleconferencing	220	PR2
conference calls	205	PR5
conference call	180	PR4
conference video	138	PR3
webinar	136	PR0
cheap conference calls	125	PR3
webinars	118	PR4
video conference	116	PR5
free conference call	106	PR4
conference calling services	99	PR3
video conferencing equipment	97	PR3
web based conferencing	90	PR3
phone conference call	83	PR4

\* 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>
conferencing	10.47	153
video conferencing	8.70	76
video conference	7.22	43
conference calls	29.35	35
conference call	24.29	43

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

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