

***Market Research Profile:***

# **RC Cars**

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## Market Research Profile: RC Cars

**Overview:** The RC Car niche is full of buyers. You will find that some prospects are information seekers looking for the coolest new car or gadget, but even these folks will likely buy at some point.

Repeat sales should be easy in this niche as hobbyist's frequently like to collect as much paraphernalia as they can get their hands on.

**Classification:** Fun & Sports > Hobbies

**List Building Potential:** To make as big a profit as possible, you are probably going to need to build a list. Building a relationship with the rabid RC Car buying crowd will allow you to keep selling these hobbyists's the latest RC vehicle (you can rest assured they're going to want it so you may as well be the one to let them know about it).

What we suggest is giving away a free report on RC Cars. Put general information in this free report that will appeal to both anyone thinking about getting into the hobby and those already involved.

Follow-up with more relevant content in your autoresponder. One of the best things you can do is start reviewing the different cars, boats, helicopters, planes, etc... and letting them know when a cool, new toy comes out.

You may want to include just a snippet about your latest review in your email and then have subscribers click through to a page on your site with photos and a full blown review. You could also let others add their comments to your review and even include videos of the cars if you want to get really high tech. Include links to the highest paying affiliate program for the particular vehicle. Make sure to place adsense ads on the web pages and keep shooting for higher and higher click through rates.

There are 100's if not 1,000's of gadgets for the RC enthusiast that you can review on your site. These range from batteries to nitro vehicles to all sorts of parts.

This is a great niche for someone who already has an interest in RC Cars to get into although it's not necessary. However, really critiquing the vehicles in-depth will help you gain authority and an edge.

**Product Potential:** The product potential in this niche is high for actual physical products. But don't count yourself out of the game just yet. There are many opportunities for those with an interest in drop-shipping and affiliate marketing to get into this market.

There are a wide variety of RC vehicles including; cars, boats, tanks, submarines, helicopters, planes ... you name it, it's out there. In addition to the vehicles themselves, there are all sorts of gadgets and add-on's. So that means a RC enthusiast can easily spend several hundred dollars on their hobby at a time.

The best part is that they frequently come back for more.

You could also give the infoproduct angle a try. We have seen ebooks in this niche sell for \$37 or so. A lower priced ebook with highly specialized information (i.e. content related to winning RC Car races) could sell fairly well, especially at a low price-point.

Please keep in mind that most of the searches in this niche are for specific vehicles and gadgets. If you are going to put out an infoproduct, you may want to also refer prospects to affiliate programs selling the vehicles. Then use the infoproduct as a back-end item.

This could also be a great niche to create a social site in. Get people to interact and they'll keep coming back to read more of what you have to say.

**Subniches/Related Niches:**

- Broader niches include other male dominated hobbies like computer gaming, etc...

**Market segmentation:**

- ✓ RC Planes
- ✓ RC Trucks
- ✓ RC Boats
- ✓ RC Helicopters
- ✓ RC Tanks
- ✓ RC Racing

**AdSense:** Estimated AdSense payouts\* for the most common searches in the RC Car niche

- \$0.10 – \$0.25

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

**Affiliate programs:** The outlook on affiliate programs is fair. RC vehicles sell like hotcakes and are often over \$100 each so you can rack up the commissions quickly.

The nice thing about this niche is that most RC enthusiasts will want a lot more than just 1 vehicle! So the potential for back-end sales and repeat purchases is high. Just make sure to build a list rather than look for a one-off buyer so you can take advantage of sales later on.

**Affiliate payout range:** \$5 - \$25+ (depending on the size of the purchase)

**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>
RC cars	1422	PR3
RC helicopters	1319	PR4
RC airplanes	825	PR4
Remote control cars	483	PR4
RC boats	466	PR4
RC trucks	448	PR4
Remote control helicopters	321	PR3
RC tanks	280	PR3
RC jets	272	PR3
Radio controlled airplanes	256	PR4
Radio control	249	PR3
RC nitro cars	208	PR3
RC rock crawlers	171	PR3
Radio control cars	169	PR3
Nitro RC	164	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>
Radio control	\$0.58	594
RC trucks	\$0.40	274
RC cars	\$0.51	170
Nitro RC	\$0.51	105
RC airplanes	\$0.57	59

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

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