

Market Research Profile:

VoIP

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Market Research Profile: VoIP

Overview: The Voice over Internet Protocol (VoIP) niche is huge. More and more people are jumping all over this bandwagon. The technology is new and exciting. And for those who are budget conscience, it can also save them money over traditional phone services.

A growing number of consumers are subscribing to broadband and wireless internet services. In fact, it's been estimated that half of all online users in the U.S. have high speed internet. These consumers are looking for the latest in technology. VoIP appeals to them. Therefore, the potential for growth is astounding. In fact, it is estimated that the number of VoIP users will grow to four times the size by 2010.

Classification: Society & Home > Technology

➤ May also be classified as Business > Technology

List Building Potential: List building should definitely be incorporated into your VoIP marketing strategy. It's rarely done in this market, but would work well. Many of your prospects will want more information on how this hot new technology works. Sending them follow-up information through email is a great way to do that AND as you can guess, a great way to keep in contact with them.

We suggest focusing on how VoIP works in your email follow-up series. You won't want to get too technical and in-depth, but you do need to prove that you know what you're talking about.

People also want to know at least a little about how it works. Is it reliable? Do you need a lot of technical know how to set it up? Are there any undisclosed fees? These are the types of questions your prospects are going to want answered.

You can also cover topics like the advantages of this new technology. For starters, the benefits include cheaper long distance and even local service, the ability to travel with your phone, and hassle free transfers when you move.

So by educating them, you're also encouraging them to buy (even if it is a soft sell rather than pushy and full of hype).

Of course you should also give in-depth reviews of the best VoIP plans and phones they can choose from (with your affiliate links included).

Product Potential: You probably aren't going to go out and start your own VoIP service (although you'd likely pull in a hefty income if you could). But one thing you can sell are VoIP phones and accessories through a drop-shipper.

Unless you can get really creative, I would not bother selling any type of information product you create in this niche. Use these as lead generators or to generate search engine traffic to your site. The product potential in the info-business is low in this market.

Subniches/Related Niches:

- Related niches include high speed and wireless internet products and services. You can definitely target these high tech services available along with VoIP as high speed internet is required for VoIP services.
- Cell phones are another niche that makes sense to promote. Your audience is interested in communicating with others and cell phones are another way to do just that.

Market segmentation:

- ✓ Business
- ✓ Home
- ✓ College students

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

- \$2.92 – \$18.77

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

Affiliate programs: There are a ton of affiliate programs in the VoIP niche and many of them pay out at a fairly high level. You can also offer high paying services that go along with VoIP like high speed internet. VoIP phones and accessories are also a great product to review and advertise. Cell phones are another product you could try to offer your prospects.

Affiliate payout range: The average payout in the VoIP niche is about \$10 - \$60 per sale.

Keyword stats summarized:

Keyword	Estimated Searches per day (across all search engines)	Minimum PR for sites on 1st page of Google*
Voip	5092	PR5
Michigan voip	751	PR2
Internet phone	646	PR4
Voip requirements list	571	PR4
Voice over ip	568	PR5
Internet phone service	347	PR6
Voip service	337	PR6
Voip news	310	PR4
Voip providers	280	PR4
Voip review	254	PR4
Voip service provider	254	PR3
Free internet phone	215	PR2
Voip service providers	205	PR4
Free voip	203	PR4
Voip phone service	194	PR5

* This number was found by searching for the word in Google and checking the PageRank of the last 3-4 sites on the 1st page. In theory, you could rank on the 1st 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:

Keyword	Est. CPC*	Est. Clicks/Day
Voip	4.71	1150
Internet phone	4.22	281
Internet phone service	5.99	45
Voip service	6.67	47
Free voip	2.16	30

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

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