

Market Research Profile:

Web Audio Recording & Streaming

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Market Research Profile: Web Audio Recording & Streaming

Overview: Audio recording is a huge niche. To create a more tightly targeted niche, we are going to focus on people who want to put audio on their website.

Other folks who record audio include musicians (there is a whole extra subset of affiliate products just for them) and people just dabbling with audio. These individuals might not be as likely to buy compared to those who have business websites, consider themselves small business owners, and have the money to spend. Therefore, we are going to focus on web audio for marketers in this niche pack.

Classification: Business & Marketing > Internet Marketing

List Building Potential: The list building potential in this niche is enormous. Prospects will be seeking the solution to a problem and you can provide the answers and solutions for them. Build your list using a short report (recommended) or an autoresponder series that solves the problem of putting audio on the web. Educate your list about web audio recording and streaming and offer them advice about which tools to purchase for making the process easier.

Since internet marketers are so used to seeing squeeze pages (and many choose to just ignore them), you may want to allow prospects to read a short report or a few articles without making them opt-in first. If you sprinkle in affiliate links, you will still make money; especially if you allow your visitors to pass out the report (think viral marketing here).

Later on, allow them to opt-into a list that will provide subscribers with fresh solutions periodically. Web audio is a constantly evolving market so you really have an opportunity to capture folks based on the promise of cutting edge content and how-to information.

If you already have a list of folks interested in internet marketing, you can easily segment this list into those that are interested in using web audio (or even other multimedia tools like video). If you don't already have a list of folks interested in internet marketing, you can easily expand your web audio list to branch out to different areas like; web conversion tactics, sales letters, graphics, multimedia, podcasting, etc...

Since the internet marketing niche is crowded, try to stand out, which is fairly easy if you genuinely have something worthwhile to offer!

Product Potential: This niche will easily support low price points along with much higher price points. \$7 - \$47 is reasonable for a report describing how to record and stream audio. Reports and ebooks have been shown to sell well at this price point.

\$37 - \$97 for a video tutorial showing clients exactly how to create audio messages along with case studies of audio messages from real sites will probably sell like hotcakes. You can also combine know-how from other avenues of multimedia (video, podcasting, etc...) or Internet Marketing in general and sell a full blown course in the \$500 range. Seminars over \$1,000 will also sell in this niche.

To change gears, let's consider the potential for software. We already know that software created to help web owners' stream their audio sells well in the \$50 range. If you have the background (or don't mind outsourcing), you could create your own software program. Check out what's already available and improve on it.

You may also offer a one-stop solution for creating/recording audio marketing messages along with the code for the client to copy and paste to their site. You could take a service like this one step further and offer hosting along with a website package for those who don't already have one. A service like this could bring in a 4-figure price point per year per client.

Subniches/Related Niches: Recording audio for musicians, promoting music for musicians, web video, creating infoproducts (audio or not), and podcasting

- Broader niches include virtually anything related to Internet Marketing or multimedia

Market segmentation:

- ✓ Web audio recording and streaming for marketing messages
- ✓ Audio recording for infoproduct production
- ✓ Podcasting
- ✓ Video streaming for marketing messages

Adsense: Estimated Adsense payout for the most expensive searches in the Web Audio niche:

- \$0.20 – \$0.60

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

Affiliate programs: There is no shortage of affiliate programs in the web audio niche. You can definitely earn money in this niche without ever creating a product; just promote what is already available.

In addition to the sales of infoproducts, there are also many physical products in the web audio niche including microphones, recording cards, and software.

Affiliate payout range: \$20 - \$40

Keyword stats summarized:

Keyword	Estimated Searches per day (across all search engines)	Minimum PR for sites on 1st page of Google*
Audacity	2600	PR4
Microphones	825	PR4
Streaming audio	466	PR2
Recording software	423	PR4
Sound recorder	293	PR3
Free recording software	289	PR4
Wireless microphone	280	PR0
Audio CD mastering	240	PR3
Audio mastering	233	PR3
Home recording studio	231	PR2
Home studio	231	PR5
MP3 software	228	PR5
Audio recording software	222	PR4
Computer microphone	212	PR3
Sound proofing	206	PR3

* 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
Microphones	\$1.14	486
Streaming audio	\$0.89	122
Recording software	\$1.16	94
Wireless microphone	\$1.54	94
Sound recorder	\$0.50	49

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

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