

Rodan Media News Letter

Finding The Niche, And Running With It

Talk about targeted traffic, this double entendre could not be more perfect to describe one of our current projects. It is an undertaking of monumental proportions, but what better way to put all the experience we have to use by putting a traffic site online that attracts drivers of the American roadway.

When we first thought of the idea it was post-Orlando T.R.A.F.F.I.C., and Roy and Kay were returning to Fort Lauderdale from the Grand Floridian Hotel at Walt Disney World. We knew the state of Florida had floridasturnpike.com already online, but what about the more generic version? So we decided to grab other names that were, surprisingly, not registered at all. We have settled on marketing the name turnpikeinfo.com. Though we have 31 other domains pointed at the server.

Doing a bit of research, we found that the aggregate of visitors to the various state-run turnpike websites reached into the hundreds of thousands. In Florida, the number is 40,000 per month! We could not miss out. But how should we develop it?

We questioned a few experts in the domain space, among the best, in fact. They liked the ideas we had, and they suggested a few things that we have taken to heart. What better way to get a new domain started on the information superhighway of success than to learn from the most successful, right?

We built a fairly simple GUI, added relevant data, made that data easy to find and have begun to do live video feeds of morning and afternoon drive-time traffic conditions. We started the latter just this morning. We have signed content agreements to provide other, relevant information feeds. In just the past six weeks, with only the most basic information online, the numbers climbed from a hundred or so visitors per month to nearly 450 through today. This can only get better. We know we'll easily hit 550 to 600 unique visitors per month. What is more, 70% of the visitors to our site are bookmarking the domain!

The number of searches online for traffic information is staggering, and while there are innumerable sites providing the data, they don't talk to you like we do. We know the world of broadcast ad-spend has changed, and what better way to capitalize on it than a marvelous alliance of broadcasting, data, pretty graphics, cool coordinates and dozens of indexed pages?

This is but one niche we are targeting. But if there is anything we have taken from the domain shows we have attended, and Rick and Howard bring the best, the paramount suggestion seems always to be this: Find Your Niche.

As a recovering broadcaster, much like Ron Jackson, we could not help but think all of those years on the air might come to serve us well online. We have been doing website development since 2000. We have been doing writing and graphics for nearly 15 years. It is nothing, save an investment of a couple hundred dollars and some of our own man hours, for which we do not have to compensate, to sow the field that will sprout a cash crop in a short period of time.

Our other endeavors are paying dividends as well. In an economic time when most people are scrambling for dollars and revenues (we are no different, for times are very tough) our revenue stream for this quarter is showing a 128% increase. It must be noted, however, that our revenues during the fourth quarter of 2008 were fairly low. But such a dramatic turn-around is heartening.

Make no mistake: the competition for greenbacks is potent. We are keenly aware of the fact our early numbers could be only a fluke. With such an encouraging start, however, we cannot help but believe there are still plenty of excellent opportunities out there. Sometimes it just takes a moment of inspiration, and plenty of perspiration!