



New! Redcat Racing - Dealer Marketing Collateral

Blog: NEW! Redcat Racing Blog includes daily updates on our products as well as a full library of "How To Videos." Here is how you may benefit from the Redcat Racing Blog: <http://redcatrc.com/>

- **Publish an R/C "How To" Post** - If you wish to write or share an R/C post we would be happy to consider adding the post to our blog and in the process promoting your company as a premier Redcat Racing Dealer to over 72,000 unique end-users
- **Add Redcat's Blog To Your Website** - If you would like to add our daily R/C Tools, Tips and Best Practices to your website we can send you a daily update, provide you with an automatic feed or you can simply add a "Blog" button to your website and add a direct link to our blog.

Monthly Newsletter: Beginning in March monthly newsletter go out to both our Redcat Racing Dealers and End Users.

- **Monthly Dealer Newsletter** - Our monthly Redcat Racing Dealer Newsletter will provide you with Sales Tips, Marketing Tools, Technical Tips, How To Videos and New Product information. Our March issue includes a video on "How To Leverage Social Media To Increase R/C Hobby Store Sales." This video demonstrates best practices for leveraging LinkedIn, Twitter, Facebook, YouTube, Blogs and Newsletters to increase R/C revenue.
- **Monthly R/C End User Newsletter** - Our monthly Redcat Racing End User Newsletter provides buyers of Redcat Racing Products with Valuable "How To" Tips on setting up, running, maintaining and racing their Redcat Racing products.
- **Dealer Tailored Newsletter** - We will tailor our monthly newsletter with your company's logo and contact information if you would like to leverage valuable "How To" tips to differentiate the value you offer vs your competitors.

New! Dealer Sales Sheets: Another new Marketing Tool to help your company increase R/C revenue is Tailored Sales Sheets highlighting the Redcat Racing Products you offer, customized with your logo and contact information.

We will custom design a "print ready" sales flyer that you can use to market to your prospects and customers via email or in a hard copy format to display in your store or at R/C events.



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Videos: One of the most effective methods for growing R/C sales today is through the use of videos.

- **Product Videos** - We are currently in the process of creating new videos for each of our Redcat Racing Products. You can access videos for our products through your Redcat Racing Dealer log-in. We are also adding a directory listing of all videos to the Marketing Collateral section of our Dealer Website.
- **How To Videos** - We have just finished a complete series of "How To" videos for our Nitro products and over the next 60 days we will have a complete series on our Gas and Electric Vehicles as well.
- **Action Loop Video** - Our Q1 2013 Hobby Store survey results showed that displaying a video of R/C products "in action", either on a PC or Plasma TV Screen in the hobby store increased R/C sales in the range of 20-30%. As a result, we have published a Redcat Racing Action Video which we will ship to you at "no charge" with any order. This video is designed to play in a continuous loop to attract new R/C buyers.

Display Banner: We are now offering Redcat Racing Dealers a 3'x3' Vinyl Wall Hanging Banner that can be displayed in your Hobby Store or at R/C events. This is a \$60 value that we will ship to you at "no charge" with your next order of \$250 or more.

Redcat Racing Product Bundles: Redcat Racing now offers pre-configured bundles of our products including a listing of the best selling parts for each model within each product category. Whether you are looking to save time configuring your orders or if you just wish to identify the most popular parts for each product you will find value with our New! Redcat Racing Bundles.

Volume Purchasing Discounts: For our Redcat Racing Dealers that purchase products in case quantities we are offering a volume purchasing discount beginning April 1, 2013.

Weights and Dimensions: Finally, in response to our dealer requests for a matrix that shows the weight and dimensions of each of our models we have created a Weight and Dimensions Matrix which will be adding to the Dealer Section of our Redcat Racing website under Marketing Collateral.

Please let us know if you have other ideas on how we can increase the value we provide to you as a Redcat Racing Dealer and in the process help you Increase Your R/C Revenue!

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