

HMAVIEWPOINT

Time to spread the word!



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As the owner of one of the largest online news sources for the hobby industry, I talk to many people in all aspects of the industry every day. From the heads of manufacturers to the buyers for distributors, to hobby shop owners, they all have one thing in common: they are crushing it! Many people I have talked to have told me that starting in May, every month has been as good as November and December. It is like Christmas in July, August and September, and we keep our fingers crossed that the trend keeps going. With people working from home all over the world, and the entertainment industry putting everything on hold, the general population has turned to the hobby industry for entertainment. Who would have thought the hobby industry would be called up from the minor leagues to keep the show rolling?

It's our time to shine, and sadly, I'm seeing a few people not taking advantage of the spotlight. A manufacturer recently told me they are doing so well that they are having trouble keeping up with demand (weeks behind on orders), so they're halting all advertising. No more Facebook ads, no more news site ads, no magazine ads. They feel that they just can't catch up with the sell-through rates, and this is their solution. My feeling towards this is 100% the opposite, and here's why.

For years, many people in the industry have wished to have this problem. It's no time to pull back. We can solve this to everyone's benefit. Many people are looking for work now, so bring in some extra hands to speed up that line and maybe offer overtime. There are a lot of companies looking to sell more machine time in different industries, from printing to molding to fabrication. They want to hire some of their people back. As these manufacturers search for small jobs, their prices have gone down, meaning your profit should go up. It's a bit of a perfect storm.

Advertising your product right now could not be more critical. Now more than ever, people are looking for ways to be entertained. Ask Amazon and Walmart how their online sales are doing! People are online looking for the latest reviews, the latest hot products, anything and everything new to them. Our website numbers have been through the roof as RCers are desperate for news and new products, and if you slow down or stop advertising, they are just going to see the next shiny thing, which may come from your competitors.

If you haven't jumped into the advertising space, now is the time to get those feet wet and try some different things. Try social media, try the news sites and fan sites. There are more eyeballs on your products, more people looking to try something new. You should take advantage of this time by getting the word out about your product even more often. Across the board, sales are up in our industry. Why not use some of that newfound money and increase awareness of your product line? **HM**



Hobby Manufacturers Association

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