

# **PAINTBALL**

## **NICHE REPORT**



**NicheHacks**  
NICHE DOMINATION SHORTCUTS

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## **PAINTBALLING NICHE REPORT**

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## NICHE OVERVIEW

As always I evaluate a hot niche market and 'hack' it wide open so you can make money from it.

This time we will explore this fertile niche that is growing in popularity and interest. This niche can and will open unlimited marketing pools for you.

Today, I'll wade through the **Paintballing** niche market.

It is a sport in which players compete, in teams or individually, to eliminate opponents by tagging them with capsules containing water-soluble dye and featuring a gelatin outer shell (referred to as paintballs) propelled from a device called a paintball marker (commonly referred to as a paintball gun).

Paintballs are composed of a non-toxic, biodegradable, water-soluble polymer. The game is regularly played at a sporting level with organized competition involving major tournaments, professional teams, and players.

Paintball technology is also used by military forces, law enforcement, para-military and security organizations to supplement military training, as well as playing a role in riot response, and non-lethal suppression of dangerous suspects.

## INTRODUCTION

Games can be played on indoor or outdoor fields of varying sizes. A game field is scattered with natural or artificial terrain, which players use for tactical cover.

Game types in paintball vary, but can include capture the flag, elimination, ammunition limits, defending or attacking a particular point or area, or capturing objects of interest hidden in the playing area.

Depending on the variant played, games can last from seconds to hours, or even days in scenario play.

The legality of paintball varies among countries and regions. In most areas where regulated play is offered, players are required to wear protective masks, and game rules are strictly enforced. Masks are not required in the staging area.

Source: [Wikipedia](#)

## MARKET SIZE & WORTH










- Number 17 in the most played sports in US
- paintball has recently moved ahead to the third largest alternative sport in the US
- 3.6 million players from US in 2013
- Wholesale of paintballing equipment in 2013 was \$180 million whereas overall revenue was \$605 million in 2014
- Annual growth from 09-14 is 0.7%
- 1,176 businesses for the paintballing industry

## DEMOGRAPHICS:

- The National Shooting Sports Foundation estimates that there are approximately 8 million paintball enthusiasts within the United States.
- Males dominate the market with 88% of the market share. By age demographics, males between 12 and 24 comprise of more than 50% of the market.
- The remaining age demographics are primary among males 25 to 35.
- Men over the age of 40 consist of a very small portion of the aggregate market.

Source: [Scuba Toys](#), [thefinanceresource](#), [paint-ball.org](#), [statisticbrain](#) and [statista](#)

## NICHE DEMAND

Keyword (by relevance)	▼ Avg. monthly searches <span>?</span>	
paintball guns		90,500
paintball		90,500
paintball gear		14,800
paintballing		8,100
cheap paintball guns		4,400
paintball masks		3,600
paintball fields		2,400
paintball equipment		1,900
paintball game		1,000

The table above shows the monthly searches on Google for this niche.

Combined they add up to almost 500,000 searches a month and that's not including the thousands of long tail keywords that we haven't covered.

This is a huge niche with a lot of demand.



## Common Google Searches

Here's what people are searching on Google for...

### Searches related to paintballing

**does paintball hurt**

**paintball games**

**paintball guns**

**paintball gear**

**what to wear paintballing**

**paintballing videos**

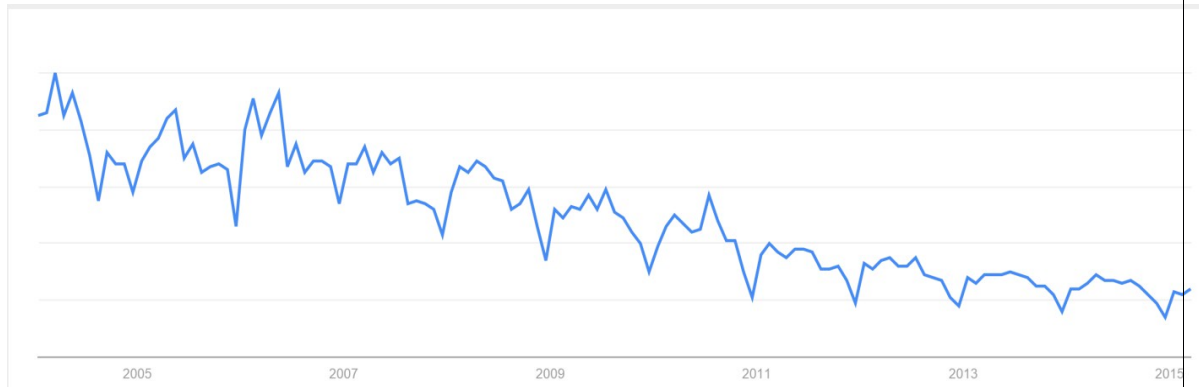
**paintballing tips**

**paintballing rules**

Use these as content ideas to build topics around or create categories on your site, or as keywords for your SEO efforts.

This shows just how passionate this audience is about the niche.

## NICHE GROWTH & MONTHLY SEARCHES



Look at the trend in popularity of Paintballing industry; whilst it's not as popular as it was 10 years ago when it was at its peak; it's been relatively stable in the past few years and will remain so for years to come.

## SUB-NICHES TO EXPLORE

- Paintball equipment
- Paintball areas
- Paintball groups
- Paintball enthusiasts
- Paintball tournaments
- Paintball clothing
- Paintball goggles
- Paintball tanks
- Paintball chest protectors
- Paintball masks
- Paintball markers
- Paintball paintballs

### **People Also Interested In**

- Investing in a paintball shop
- Friends and family gatherings
- Fun exercises
- AirSoft
- Video Games

## MOST POPULAR CONTENT

Use the ideas here to create similar content for your site.

Most Popular Content	Shares
Giant Fighting <a href="#">Paintball</a> Robots? Yes, Please : Discovery News	38,318
Oubliez le <a href="#">Paintball</a> , mettez-vous à l'Archery Tag !	18,661
This GoPro Video Shows A Guys Best <a href="#">Paintball</a> Kills Of 2014 - UNILAD	11,041
VIDEO: Awesome <a href="#">Paintball</a> Shots on a Real Life Nuketown Map	9,892
What 1,000 <a href="#">paintball</a> guns can do.	9,867

As you can see people excited and motivated to share content such as personal experience and solutions to common needs in this niche.

## DOMAIN NAME IDEAS

Here are some available domain name ideas

DOMAIN NAME
paint-balling.org
paint-balling.net
paintpaintballing.com
paint-balling.info
colorballing.com
balling.org
flatballing.com
drawballing.com
oilballing.com
paintpaintballing.org

## INFLUENTIAL PEOPLE IN THE NICHE

Name	Twitter Handle	Followers
PbNation	@pbnation	19900
Start Game Paintball	@paintballnews	2390
PSP Events	@pspevents	21700
GI Sportz	@gisportz	4764

These are the 4 of the most influential people in the niche on social media.

Network with them. Highlight or feature them in your content. Interview them. Use them to do research.

These people are NOT your enemy, but instead potential partners who can send you traffic and work with you.

## AFFILIATE PRODUCTS:

**Best selling products on Amazon:**

Product	Price	Ratings	Reviews
<a href="#">JT Toxin Paintballs</a>	\$15.99-\$39.99	3.0	50
<a href="#">Valken Infinity Paintballs (click-a-Color/Count)</a>	\$39.95-\$44.95	4.2	54
<a href="#">500 Paintball Pellets .68 Caliber</a>	\$14.30	3.1	75
<a href="#">Tippmann US Army Alpha Black Elite M-FDP Paintball Gun Player Package</a>	\$189.00	4.6	25
<a href="#">Tippmann Cronus Paintball Marker Gun -Basic Edition- Tan Player Package</a>	\$114.00	4.4	48



There will always be newer and better products which means buying the latest and greatest gadgets, books, apps, and systems that will generate sales as well as repeat sales for you.

### **Clickbank:**

Incorporate these items from Clickbank to maximize profits...

Product	Price	Commission	Gravity
<a href="#">Paintball Tips - Elevate Your Paintball Game</a>	n/a	50%	1.94

Most Clickbank products offer 50-75% commission meaning generous payouts.

## Retailers on ShareASale.com

There are over 50 merchants on ShareASale selling items related to PAINTBALLING

### Most Popular:

Merchant	Commission	Cookie Length
<a href="#">Paintball-Online.com</a>	8.00%	15 days
<a href="#">www.AirsoftPeak.com</a>	5.00 – 8.00%	90 days
<a href="#">Medic Batteries</a>	5.00%	60 days
<a href="#">Ranger Up</a>	15.00%	60 days
<a href="#">Mansion Grove House</a>	7.00%	30 days
<a href="#">Idakoos LLC</a>	20.00%	90 days
<a href="#">Online Sports</a>	10.00 – 14.00%	60 days

## Retailers on CJ.com

There are 4 retailers on CJ.com with affiliate programs related to PAINTBALLING.

Retailer	Commission	3 Month EPC
<a href="#">AirsoftRC</a>	9%	6.47 USD
<a href="#">ASMC - The Adventure Company (Germany)</a>	7%	53.49 EUR
<a href="#">Pyramyd Air</a>	5%	12.18 USD

## Other Affiliate Programs and Offers

Retailer	Commission	3 Month EPC	Cookie length
<a href="#">RAP4</a>	10%	-	-
<a href="#">ukpaintball</a>	-	-	-
<a href="#">criticalpaintball</a>	-	-	-
<a href="#">paintballgear</a>	-	-	-
<a href="#">countrywidepaintball</a>	20%	-	60 days
<a href="#">jerrypaintball</a>	6%	-	30 days
<a href="#">zephyrpaintball</a>	5-10%	-	-

## CPA & Other Offers

Offer	Commission (%)	Cookie	Type
<a href="#">Paintball Tips - Elevate Your Paintball Game</a>	50%	-	Revshare

## Kindle

Title	Author	Price	Rating	Reviews
<a href="#">Pintball Secrets!</a>	Peggy Muck	<a href="#">\$2.99</a>	5.0	1
<a href="#">Proven Paintball Tips and Strategies</a>	John P.	<a href="#">\$0.99</a>	1.0	1
<a href="#">PAINTBALLING - LEARN THE BASICS, KNOW WHAT EQUIPMENT YOU NEED, PLAYING TIPS AND LOADS MORE</a>	DAVID WINSTANLEY	\$4.75	N/A	N/A
<a href="#">Paintball Island</a>	Pam Withers	<a href="#">\$5.99</a>	N/A	N/A
<a href="#">Secret Paintball Tactics, Tips and Techniques</a>	Lamar Coleman	<a href="#">\$2.99</a>	1.0	1

## Google Play Books

Book Title	Author	Price
<a href="#">How to Start a Hobby in Paintballing</a>	Abbie Bezio	\$4.49
<a href="#">Paintballs</a>	Home, Self Help	\$3.00
<a href="#">Health Benefits Of Playing Paintball</a>	How To Books, Home Remedies	\$2.96
<a href="#">Paintball Playing Techni</a>	How To Books, Home Remedies	\$2.96
<a href="#">Where To Play Paintball</a>	How To Books, Home Remedies	\$2.96
<a href="#">Paintball Defense System</a>	How To Books, Home Remedies	\$2.96

## Google Play Apps

App	Cost
<a href="#">Fields of Battle</a>	Free
<a href="#">XField Paintball 2 Multiplayer</a>	Free
<a href="#">XField Paintball 1 - Solo</a>	Free
<a href="#">Walk in the Field - Paintball</a>	Free
<a href="#">Paintball Simulator</a>	Free
<a href="#">Cleankill Paintball 1v1</a>	Free
<a href="#">Paintball War Zone commando</a>	Free
<a href="#">PaintBall Shop</a>	Free
<a href="#">Paintball videos</a>	Free
<a href="#">Paintball 3D Free</a>	Free

## Itunes Apps

App	Category	Star Rating	Review
<a href="#">Skirmish East Anglia</a>	Sports	N/A	N/A
<a href="#">Defcon Paintball</a>	Business	N/A	N/A
<a href="#">iPaintball List</a>	Sports	N/A	N/A



## BLOGS, FORUMS AND SOCIAL MEDIA:

Use these forums, blogs and social media groups to get content ideas, network, drive traffic and inspiration.

Google blog search shows almost 8.5 million pages and posts indexed about PAINTBALLING so there's no shortage of content ideas and bloggers to network with.

### Top Paintballing Blogs:

Blog	Social Media	Email List
<a href="#">Paintball_News, Education &amp; Reviews  _Paintball_Blog</a>	No	Yes
<a href="#">Hustle_Paintball_  A look behind Hustle_Paintball's_doors...Hustle</a>	Yes	No
<a href="#">Tippmann Blog:_Paintball_Tips, News, and Gear</a>	Yes	Yes
<a href="#">Dye_Paintball_News from around the World</a>	Yes	No
<a href="#">Reiner Schafer's_Paintball_Blog</a>	Yes	Yes
<a href="#">Tactical Blog</a>	Yes	Yes

Blog	Social Media	Email List
<a href="#">The_Paintball_Park at Camp Pendleton  _Paintball_Blog Archives</a>	Yes	No
<a href="#">2015_Paintball_Extravaganza Live Blog</a>	Yes	Yes
<a href="#">Wolfpack_Paintball_Product Blog</a>	Yes	No

Use these blogs for content ideas, networking opportunities, guest posting, traffic and more.

## Paintballing Forums

Forum	Members	Posts
<a href="#">PBReview.com</a>	274,868	3,196,979
<a href="#">Paintball guns and gear forums</a>	65,231	1,341,898
<a href="#">Paintball Africa Forum</a>	4,792	212,184
<a href="#">PbNation</a>	683,138	77,580,314
<a href="#">PBportal.de</a>	33,913	3,241,250
<a href="#">P8ntballer Paintball Forums</a>	32,693	1,444,575
<a href="#">MCB Paintball Forums</a>	30,314	3,001,323
<a href="#">Hrvatski paintball forum</a>	1,763	112,006
<a href="#">pbHub.de Paintball Forum</a>	23,769	821,816
<a href="#">Digital Paint; Paintball 2.0</a>	12,017	236,710
<a href="#">paintball.info.pl</a>	26,315	777,468

The membership numbers clearly show how simple it can be for you to discover and help solve issues for your audience and traffic to your site can start pouring in.

## Social Media

Facebook has tens of 1000's of people interested in **Paintballing**. It's a great place to network, advertise, get traffic, meet others in the niche and more.

### Facebook Most Popular Pages

Page	# of Likes
<a href="#">Paintball X3 Magazine</a>	30,631
<a href="#">Splatter Paintball</a>	14,568
<a href="#">Paintball</a>	5,853,163
<a href="#">Paintball Sports Promotions (PSP)</a>	147,443
<a href="#">DYE Paintball</a>	427,153

## Facebook Most Popular Groups

Group	Members
<a href="#">Paintball BST</a>	12,474
<a href="#">Paintball Blackmarket</a>	961
<a href="#">Paintballers &amp; Airsofters United</a>	428
<a href="#">paintball talk about it all</a>	5,886
<a href="#">Paintball Materiels Neuf et d Occasion 62 59</a>	1,227
<a href="#">paintball occasion speedball</a>	1,403
<a href="#">Paintballtorget</a>	2,332
<a href="#">Paintball Stuff for Sale and Wanted</a>	8,545
<a href="#">Paintball-Börse</a>	8,50

## Most Popular Youtube Channels

Channel	Video #	Subscribers
<a href="#">AlabasterSlim</a>	288	140,086
<a href="#">Social Paintball</a>	1,103	130,203
<a href="#">HK Army</a>	85	95,646
<a href="#">PbNation Paintball</a>	436	104,193
<a href="#">Hustle Paintball</a>	718	57,845
<a href="#">Dye Paintball</a>	214	30,905
<a href="#">Planet Eclipse</a>	222	44,206
<a href="#">ANSgearPaintball</a>	3,506	37,381
<a href="#">Team Insanity Paintball</a>	427	16,084

## Scoop It Groups

Group	Views
<a href="#">Airsoft Paintball Mask</a>	1,700
<a href="#">Paintball Perth</a>	55
<a href="#">Paintball News</a>	40
<a href="#">Paintball Gear</a>	148

## Popular Reddit Groups

Group	Members
<a href="#">paintball</a>	11,706
<a href="#">Paintball_Buy/Sell/Trade</a>	823
<a href="#">paintballdeals</a>	181

## Popular Pinterest Groups

Name	Followers
<a href="#">COBRA Paintball</a>	263
<a href="#">Mega Paintball</a>	287
<a href="#">Delta Force Paintball</a>	209
<a href="#">Top Dog Paintball Ltd</a>	325
<a href="#">Ultimate Paintball</a>	358

## Magazines

When there are magazines on the subject this is a great sign of a profitable market passionate people.

Magazine Name	Price
<a href="http://www.socialpaintball.com/magazine/">http://www.socialpaintball.com/magazine/</a>	-
<a href="http://www.grippaintball.com/magazine/">http://www.grippaintball.com/magazine/</a>	-
<a href="http://www.paintballx3.com/">http://www.paintballx3.com/</a>	-



## WEBSITES SOLD ON FLIPPA.COM

Seeing websites that have already sold in the niche show a profitable and in demand niche.

It's also a great idea to get a look at what successful site owners have done and emulate them.

Site	Sold For
realxtremepaintball.com	\$10,000
CrazyAboutPaintball.com	\$355
paintballdealsstore.info	\$250
opaintball.com	\$500
paintballdealsstore.info	\$500
paintballlifestyle.com	\$1,250
duboisforestry.com	\$1,500
airsoftgunsupply.com	\$3,000
airgunmegastore.com	\$1,998

## WHY ARE PEOPLE IN THIS NICHE

- It's a group activity in which people experience fun, adrenaline, strategy, outdoors exercise.
- It's very simple to play.
- People are looking for a live experience of combat away from the screen of a console or PC.
- Friends can enjoy the gameplay collectively.
- Although the growth has declined but there are dedicated groups of hardcore gamers for who it is a dedicated part of their lives.
- Paintball is a sport that can be enjoyed by people of all sizes and all ages
- Anyone of any age or gender can enjoy to sport of paintball
- paintball is a high energy, high velocity sport
- Paintball players often enjoy the rush of a full on assault on the enemy flay while shooting and blasting away in the process.
- Paintball players get to enjoy an enemy kill as the paintball explodes all over their opponent.

## **MOST COMMON TOPICS AND QUESTIONS**

These questions / topics are problems that need solving. Solve them in your content and through your product recommendations and you'll have a happy audience ready to spend money.

Amazon, Clickbank and other networks have products which cater to these problems.

- 1.Paintball tournaments and schedules
- 2.Paintball rules
- 3.Paintball legal regulations
- 4.Paintball equipment usage
- 5.Paintball communities

## BLOG TOPIC IDEAS

These are some proven blog topic ideas that would work well in this niche:

1. Marketing Tips For A New Paintball Store
2. Paintball Brick and Mortar Store Cautions - Look Before You Leap
3. The Thrills of Paintball Battles
4. How To Get A Paintball Team Sponsorship
5. Strategies For Using A Paintball Sniper Rifle
6. Best Protective Paintball Masks
7. Keeping Paintball Safe And Painless With The Best Protective Gear
8. 5 Tools Everyone In The Paintball Industry Should Be Using
9. 10 Signs You Should Invest In Paintball
10. 14 Common Misconceptions About Paintball

For more ideas check out the following resources:

- <http://ideas.contentforest.com/>
- <http://www.hubspot.com/blog-topic-generator>

## REASONS TO GET INVOLVED IN THE NICHE

- It's never ending market where people have the need or desire to pay for quality products to gain the advantage in gameplay.
- With over \$600 million in sales in 2013 alone and a growth of 0.7%, it would be wise to take a slice of this market
- Since it is considered an extreme sport, there is always wear and tear and thus constant demand
- Just helping people find solutions for their Paintballing ventures can lead to oceans of new sales for you!
- Paintballing is BIG business and basically ground-floor.
- The niche has grown rapidly in popularity and shows no sign of slowing down. This niche will keep expanding and flourishing.

## HOW TO 'HACK' YOUR WAY INTO THE NICHE

You can have an up-to-date and relevant **authority site** on **Paintballing**.

This niche has got it all – an obsessive audience with money to spend lots of products on sale, tons of social media sites, loads of blogs and forums with an easy to reach target audience.

You drive traffic from blog commenting, guest posting, forum marketing, interacting on social media with influencers.

You get your content ideas from seeing what's popular on other **Paintballing** blogs and related blogs and simply write something bigger and better, bolder and stronger. Make the other ones pale in comparison.

Your profits can grow in no time thanks to the passionate audience in this exciting niche market.

By networking with others in the niche, sharing their content and linking to them, your website will grow. Just watch as they return the favor.

And don't forget to build your email list so you can continue to build your relationship with your audience, drive traffic back to your newest content, and promote to your audience

### **What You'll Need To Get Started:**

- A reliable web-host from the likes of **WP-Engine**
- A brandable domain from **NameCheap**
- A premium theme from **Studiopress**
- Image & graphics from **Photodune from \$1** (don't take images from Google you'll end up in legal trouble)
- An auto-responder to build your email list and contact your customers – **Aweber is just \$1**
- The number #1 email capture tool on the market – **OptinMonster**, so you can grow your list fast.

## WHAT YOU CAN USE THIS REPORT FOR

There are no limits as to what you can use this niche report for, whether you're looking to research new blog ideas, small product review sites, ecommerce, info-products or other business models.

HOWEVER most of the reports I create, including this one, make great topics for authority sites and blogs as I give you niches where there's a lot of money being spent AND huge demand, big online communities (forums, blogs, social media groups), lots of influential people to network with and a ton of good affiliate products to promote and more.

They have multiple traffic sources, different ways to monetize, endless content ideas, easy to find traffic, scope for growth and more.

How you choose to use them is up to you but make sure you DO use them as simply researching will get you nowhere...taking action will!



## CONNECT WITH ME

**If you have any questions, queries or problems.**

**Or just want to chat then get in touch below...**



- <http://nichehacks.com/contact/>
- <https://www.facebook.com/groups/nichehacksprivate>
- Email: [nichehacks@nichehacks.com](mailto:nichehacks@nichehacks.com)